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Gotta Get Communications

Integrating Media Strategies with Organizing Campaigns

ROSI REYES

From living wage ordinances and indigeneous mining campaigns to gay marriage and water rights' campaigns, many social justice groups are leveraging their organizing efforts using "strategic" communications. While many groups may intuitively understand the link between a strategic communications plan and its overall work (programs, research, fundraising, etc.), there's often an internal struggle to justify diverting stretched resources and personnel from the immediately beneficial campaign work to longer-term communication efforts. Yet only that dual focus will ultimately win campaigns.

Founded by Robert Bray, the SPIN Project has been preaching the gospel of strategic communications to a broad range of social policy, advocacy, and grassroots organizations since 1997. These organizations typically focus on civil rights, human rights, social justice and the environment. We believe that having clearly articulated goals, target audiences, frames and messages for a communications plan can leverage the efforts and resources that organizations already have in place.

For instance, grassroots groups often make the mistake of speaking to those who already think like them and miss easy opportunities to frame their issues for media outlets that have influence over policy makers and new audiences. According to the Pew Center for People in the Press 80% of Americans still get most of their news from mainstream media audiences: 55% of Americans watch TV news daily; 41% read newspapers; 41% listen to radio news; 16% consume online news.

If as progressives we are trying to speak to the hearts and minds of those whom we believe should be on our side then we have to start where they are. Often we get caught up in the hard work of defending the inroads we've made or charting provocative new ways of effecting change with no regard for how to publicize this good work. But if we approach communications as another piece of our work—which, like fundraising or organizing, necessitates the creation of a realistic and attainable plan—we can begin to forge ahead with a clear purpose for engaging in communications.

Anatomy of a Winning Campaign

The following excerpt from SPIN's "Winning Wages: A Media Kit for Successful Living Wage Strategies" offers an example of how an integrated communications strategy can develop both a message and a winning campaign.

The example follows the campaign of a feisty community organization called the Tenants' and Workers' Support Committee (TWSC). In 1997, TWSC launched a campaign for a living wage ordinance requiring city contractors in Alexandria, Virginia to pay at least $8.65 an hour. Right from the beginning the plan integrated communications with mobilization, continued on page two.
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coalition-building, and research. TWSC describes their work below.

Do Your Homework Before Launching Your Media Campaign: From the beginning of the campaign we studied our local media industry. We became familiar with reporters' beats and opinion page editors' politics. We tracked the key media in our market, especially print, since radio and TV tend to follow newspapers' leads. We methodically read and clipped articles from our targeted outlets.

Media, Organizing and the Message: Developing our message was the foundation of our communications plan. Our message had a three-part structure: problem, solution, call to action. Within that framework we constructed the message that we needed for Alexandria's particular demographic and political context.

We took into consideration the economic reality: Among the 128,000 people living here, twenty percent of households had incomes over $100,000. Yet one out of five kids lived in poverty.

So, we emphasized the following message:
The Alexandria city council is giving our taxpayer dollars to companies that bring poverty-level jobs to our community. We should require these companies to pay employees a living wage. It makes economic sense, it's fair, and would increase the quality and workmanship of services to residents. Urge the mayor and city council members to pass a living wage ordinance now.

That was our general public message.

Nuts and Bolts of Moving the Message: We created a communications committee to do all of the behind-the-scenes media work. The committee included several rank-and-file volunteers and two organizers.

A Latino pastor activist—bilingual, charismatic and very politically savvy—acted as our official spokesperson. He projected our message at actions and most interviews.

Spokesperson coaching was important to us. The other "voices" of the campaign were working-class community residents, clergy and lay people, and union leaders.

Although we did not put them through formal speakers' training workshops, we did ad hoc communications training with them. We set the political context, made sure the speaker understood the audience, honed in on the message (problem, solution, call to action), and then did role-plays.

Members of TWSC receive excellent press coverage at an open forum. Photo by Rick Reinhard

Reaching Out to Reporters: As we rolled out the campaign, we developed relationships with reporters. We built formal, professional relationships with as many as we could find. The easier we made their job, the more likely our issue would be covered.

Our job was to orchestrate and deliver everything they needed to create a good story: background on the issue, action briefing, snappy quotes, catchy images, and a dramatic action. Doing this made it a lot more likely our message would get projected clearly, correctly, and powerfully.

Staging Events and Making the Pitch: About five to seven days before the action, we faxed out a media advisory to reporters at newspapers and planning editors at TV and radio stations. Next day, we followed up with phone calls, calling persistently until we spoke with them live. After making sure they weren't on deadline, we very briefly "pitched" the story: highlighting what's newsworthy about our upcoming action. For example we would say, "We're having a prayer vigil on December 10, Human Rights Day. Clergy from different religions are going to pray for the city to pass a living wage." We asked if they're interested in covering the story. The day before the action we called them again to remind them.

Follow-Up is Critical: But when the action was over, the media work was still not done. Immediately after the event we made follow-up calls to all the reporters who showed up: did they need anything else to complete the story?

We faxed over background articles, or provided them with the statistics they needed before deadline. Then we called newspaper and radio reporters who didn't show up. Not to berate them, but to give them another opportunity to cover the story.

Again, we lined up everything for them to be able to generate a good story: we rushed over a press packet and photos taken by the photographer we hired, and arranged speakers ready to be interviewed. We generated lots of stories this way, both in print and on radio, from reporters who didn't show up to actions.

Additional Tactics: Beyond the News Features: We found that newspapers, radio, and television all offered additional ways of projecting our message to our audiences besides just the regular coverage in articles. Print has editorials, op-eds, and letters to the editor, each of which required a specific tack.

- Letter to the Editor: We used letters to the editor sparingly. A small business owner, a taxpayer, a prominent African-American pastor, a homeless advocate and others weighed in every few months, in succinct 3-paragraph letters, crafted in consultation with organizers. The message, as always: problem, solution, call to action.

- Opinion Editorials: We solicited space from the opinion page editor only at key junctures. We used the opportunity to flesh out our core message, laying out the problem in greater detail, explaining the solu-

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tion of a living wage ordinance, and calling urgently on city council members to pass the ordinance, now. The signers were strategically chosen to show the breadth and prominence of our support.

- Editorial: We sought these out avidly, but with a great deal of tact. An editorial demonstrates to elected officials that the crisis we identify is real and must be resolved. To win favorable editorials, we met face-to-face with opinion page editors.

We organized delegations of five or six strategically selected people: diverse, articulate, and very conversant with the issues. Each person presented a specific element of the case for a living wage.

- Radio and television talk shows: For us, talk-shows offered an additional way to generate coverage beyond the regular news departments. We found local cable-access TV and local Spanish-language radio to be accessible venues. We avoided the right-wing talk-shows. We pitched the other hosts directly, and later in the campaign were invited by them, unsolicited. Again, key spokespersons were sent and prepped with extensive one-on-one role-plays with an organizer, as usual.

Rosti Reyes is a Communications Strategist for the SPIN Project. TWSC won a living wage for workers in Northern Virginia. For more information, contact The SPIN Project, 77 Federal Street, San Francisco, CA 94107; www.spinproject.org.

We’re Building Another World

CYNTHIA PETERS

The Boston Police and the Office of Homeland Security wanted to confine protestors at the Democratic National Convention to a cage lined with razor wire. But most activists wanted nothing to do with this so-called “Free-speech Zone.” With law enforcement officials increasingly trying to “pen” and marginalize dissent (perhaps since the anti-WTO demonstrations in Seattle, but even more so since 9-11), and with more and more activists questioning the efficacy of centralized rallies that seem to confront the police more than the actual target of the protest, organizers in Boston worked creatively to conceive of different ways to respond to the DNC.

The DNC Planning Coalition started working together in February 2004. The diverse group of citywide grassroots-based activists decided not to protest in the designated “Free-speech Zone” and instead aimed for a decentralized, festive event that would put out a progressive vision for a better world.

Our Neighborhood, Our World

The coalition wanted to be visible and present in the streets, but in our own neighborhoods, on our own terms, and with a visionary pro-active message. On July 25th we hosted a People’s Party in the Jamaica Plain area of Boston, near several of the official Delegate parties. We planned to visit the Delegates while they were in our neighborhood and deliver an open letter from the community to the Democratic Party.

Thanks to support from United for Peace with Justice, United for Justice and Peace, the Seeds of Peace kitchen bus, and many individuals and organizations, the People’s Party set up a stage and sound system, offered free food, provided alternative carnival games, and constructed our own model home with the message, “We’re Building Another World,” inscribed on the rooftop.

Boston AFSC created an alternative demonstration in the Boston Common during the DNC. Photo courtesy of AFSC

President candidates Dennis Kucinich (Democrat) and David Cobb (Green Party) spoke, side by side with neighborhood poets, dancers, and activists. Led by a 70-foot cardboard puppet, several hundred of us set off to meet the Delegates where they were being feted, only to learn that they had been rushed out of their party onto buses, which were then escorted “safely” away by police. In the climate of fear constructed by media and opportunistic politicians, community members with a backbone are clearly a threat!

The umbrella message for the People’s Party was Fund the Dream—a campaign that originated from City Councilor Chuck Turner’s office. Fund the Dream supports the Congressional Black Caucus and the Progressive Caucus’s resolution to shift money from the military budget to meeting human needs. Although the message was not delivered to the Delegates, the action succeeded in bringing neighborhood groups together, expressing a positive vision of what our neighborhood could be like.

Don’t Box Us In

Other mobilizations in Boston also offered creative and visionary alternatives to standing in the free speech cage. To name a few, a rally and march lead by the Roxbury-based environmental justice groups, ACE and the Safety Net, protested the Biolevel 4 Lab. The proposed bioterror research laboratory, which would be built right on the border of two urban neighborhoods, would develop and experiment with incurable diseases that could be used as bioterror weapons. This march helped put community members’ concerns in the spotlight and linked local struggles with federal spending priorities.

The “Really, really democratic bazaar,” put together by the Black Tea Society on the Boston Common, featured alternative games, workshops, music, and poetry. There were a number of other demonstrations throughout the week, most of them small (ranging from 150-700) and all of them non-violent.

What Have We Learned?

Organizers and participants are beginning to spend time reflecting about what we just experienced. Was participation low because people were scared off by the
heavily armed police presence—including Blackhawk helicopters, military snipers, Coast Guard and Naval gun boats, and more than 10,000 armed officers. Are people so fervently hoping to oust Bush that they are afraid to appear critical of the Democrats?

Or, and I think this is perhaps the most useful question to entertain, are people ready to look beyond the large, centralized, “caged” protest? Large protests have their role, but they can also drain movement resources. Frequently, national marches bring people together anonymously and then send them home the same way, without building connections between local people and those who travel to protest. As a result, massive mobilizations often exacerbate the divides that exist between people fighting on the local level and those working in national coalitions.

As someone who worked on the DNC Planning Coalition, which conceived the People’s Party, I tentatively offer the following lessons learned.

1. It’s easier to do things the way you are used to doing them. When energy was low and resources were few, it was tempting to fall back into old patterns. Calling out “the usual suspects” and throwing the big downtown rally is more familiar than doing events that bring out new people and engage local leadership.

2. If you want diverse voices to be heard, you have to create structures that actively ensure that those who are typically listened to the most cannot dominate the conversation. For example, the DNC Planning Coalition asked mostly white groups, like the local anti-war coalition, to send a delegation rather than large numbers of members. We did not just extend “open invitations” to grassroots groups to attend planning meetings, but we talked with these groups extensively about what was going on, and we planned meetings around their schedules.

3. Having a local coalition in place yielded other positive outcomes. When the Kucinich campaign opened an office in Boston to prepare for the DNC, they had a diverse, grassroots-based entity to relate to and to take leadership from. Rather than forge ahead with their own agenda, they listened to the needs of local organizers and shifted their work to support local concerns. The Kucinich campaign gave critical support to local mobilizations and injected them with energy and resources.

4. We can’t always be governed by the urgency of the situation. There were times when people felt that we “just needed to do something.” But if one of our goals is to build our movements and be strategic about setting goals, then we have to be wary of thinking that the next action is the point. In addition to organizing the action, we need to consciously build relationships and trust, and create experiences where we learn how to be strategic. At the end of the mobilization, we should ask ourselves: How did this effort improve our infrastructure, our ability to provide solidarity to each other, our cognizance of how our struggles interrelate?

The experience around planning for the DNC in Boston has been unique, but the lessons may be applicable to organizers in other cities and members of national groups that go to other cities to demonstrate. What are our creative responses to the Free-speech Zones? How are we helping to forward local agendas when we protest at national mobilizations? Have we developed ties with and learned from people doing the grassroots organizing at the site of the national mobilization? As we mobilize for large rallies, we need to do it in a way that leaves behind stronger, more connected groups.

Cynthia Peters, a freelance writer and editor, is an anti-war and community activist in Boston, Massachusetts.
Up from the Grassroots
Community-based Fundraising

ANDY ROBINSON

Because money is cloaked in secrecy and the process of asking for it makes people feel so awkward, a lot of myths about fundraising are accepted as fact.

Myth: There’s a shortage of money for nonprofit organizations.

Fact: Americans are extraordinarily generous. For many years, private sector (non-government) charitable contributions in the US have exceeded $200 billion. That’s a really large number. Americans give away more money than the total economic activity of most countries.

Myth: It’s impossible to raise money when the economy slows down.

Fact: Charitable giving is almost recession-proof. Yes, private contributions dip in a bad economy, but only slightly. On the other hand, when the economy is healthy, giving expands in a big way. Taking the long view, the pool of private funding for nonprofits tends to grow over the course of several years.

Myth: The most effective way to raise money is by writing grant proposals.

Fact: The vast majority of charitable money comes from individuals. Only 10 to 20 percent of private support is provided by foundations and corporations—the folks who read grant applications. Between 80 and 90 percent of donated dollars come from generous individuals who don’t care about grant proposals. In fact, dead people, through their estates, give away more money year after year than all U.S. corporations combined.

Myth: “I don’t know anyone who has money.”

Fact: Roughly 70% of American families donate to nonprofits. Seven out of ten people you know—your friends, neighbors, colleagues—contribute to various causes. Volunteer hours are not included in this calculation. We’re talking cold, hard cash.

Myth: Philanthropy comes from rich people, so the best strategy is to solicit rich strangers.

Fact: People with modest incomes can, and do, make substantial gifts. Recent data show that total giving per household averages between $1,300 and $2,000 per year.

Where money goes

Charitable giving benefits a wide range of causes and issues: social services, health care, education, the arts, the environment, youth, senior citizens, international relief and development, social justice, economic development, and others. Identify a need in your community—it’s likely that someone has created a nonprofit to address it.

When it comes to fundraising, however, one nonprofit sector outperforms all others: the faith organizations. Year after year, churches, mosques, synagogues, temples, ashrams, and other faith communities collect more than one-third of all charitable dollars. They are the biggest recipients, by far, of American generosity.

Why are faith fundraisers successful?

They ask. And ask. And ask. A typical grassroots group operates like this: “You know, we solicited our members six months ago. We can’t ask now. It’s too soon. They might be offended.” If churches approached fundraising in the same fashion, they would cease to exist. Many pass the plate every week.

They ask everybody. Faith-based organizations make little distinction between the rich and the poor. No one is screened in or out due to their assumed ability, or lack of ability, to give.

It’s expected. There is little shame or guilt regarding “the ask.” Indeed, it’s accepted that everyone who attends is a donor or potential donor who would benefit by giving.

They provide lots of options. In addition to the weekly gifts solicited by some denominations, most congregations request an annual gift from their members. Then there’s the building fund, overseas relief fund, social justice fund, youth development fund. . . . you get the idea. Everyone is expected to give, but donors have a choice in how they direct their gifts.

They create opportunities for donor interaction. Faith institutions see their constituents several times per month: at worship services, family programs, religious study, leadership meetings, and community

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Activists Call for SMART Security
Physicians for Social Responsibility & An Alternative to the War on Terrorism

XANDER PATTERSON

It's said that nothing concentrates the mind like having a noose around one's neck. The war on terrorism has served as the noose, concentrating many minds in the peace community to formulate a clear and compelling foreign policy platform. At Physicians for Social Responsibility, the platform we have formulated is called SMART Security, a Sensible, Multilateral, American Response to Terrorism. And we are promoting beyond the usual peace groups, presenting now to Rotary, Kiwanis and Lions clubs, especially in small towns.

Putting out a SMART Message
As casualties and chaos in Iraq continue to rise, US allies continue to recoil, Muslim world opinion turns almost unanimously against the US, and militarism turns out not to be the promised road to national security, mainstream minds across America are beginning to look for alternatives. PSR has articulated an option to the perpetual global war on terrorism. SMART foreign policy pursues true national security through international cooperation grounded in the rule of law. The SMART Platform has four components:

- **Reduce the threat of terrorism** by strengthening international cooperation and institutions, and by supporting the rule of law rather than waging preemptive war;
- **Address the root causes of terrorism** by increasing development aid to the poorest countries and resolving conflicts by addressing legitimate grievances through negotiation;
- **Stop the spread of weapons of mass destruction** by renouncing the development of new nuclear weapons, strengthening international disarmament treaties and inspections, and accelerating efforts to secure "loose" nuclear material in the former Soviet Union;
- **Change budget priorities** by eliminating spending on obsolete, unnecessary, and unproven weapons systems and investing instead in local "emergency responders" (fire, police and public health departments), as well as in meeting urgent domestic needs for health care, jobs and education.

These broad components of SMART Security—and the specific policies that fill them out—aren’t new to the progressive agenda. The beauty of SMART is that it ties them together into a coherent package that can be communicated to the wider public. The Oregon chapter of PSR, thanks in part to RESIST’s generous support, has been making a special effort to reach that wider public with a PowerPoint presentation and a video that should be ready at the end of August.

Taking the Message Outside
Last year, before and after the invasion of Iraq, Oregon PSR gave its PowerPoint presentation Health Effects of War to over 100 groups. Most of them were peace groups and progressive churches. That was good work—it deepened those audiences’ understanding of the horrors of war and motivated them to oppose the war in Iraq—but there were two glaring deficiencies. First, the presentation left largely unanswered the question of what we offer in place of war to achieve national security. Second, we were mostly preaching to the choir. Activists often talk about reaching out to other communities, but as usual we found ourselves solidly in our comfort zone.

This year we’ve done better. We took the SMART Security platform developed by the national PSR office and integrated it into the presentation. A rather gloomy anti-war presentation became a clear proposal for positive change. We have already presented Health Effects of War and the SMART Alternatives nearly 50 times this year, and most audiences have been main-

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action projects.

**Volunteers ask for the gifts.** Most church fundraising is built on the backs of volunteers who not only pass the plate, but lead the annual canvass of the congregation and organize fundraising events. The highest form of fundraising is peer to peer—that is, one donor soliciting another—and faith-based groups have perfected this model.

*They do a great job building relations-

ships. They know their people really, really well. When it’s time to ask for the gift, these relationships pay off. While most of us can’t see our donors and prospects weekly, we can and should make the effort to know them better.*

Faced with the challenge of fundraising, we must learn from the masters. Those of us raising money for secular organizations would be wise to study the techniques and attitudes of faith communities. You may not be able to equal the success of mosques, synagogues, and churches—after all, their participants demonstrate a level of commitment that few secular groups can match—but we can learn from their methods.

Andy Robinson is a trainer and consultant based in Plainfield, Vermont. This article is adapted from his new book, *Big Gifts for Small Groups* (see bibliography on page 4). For more information, contact him at andyfund@earthlink.net.
Activists Call for SMART Security

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stream groups such as Rotary, Lions and Kiwanis clubs.

We have been pleasantly surprised to find that the presentation has been remarkably well received, even by conservative groups in conservative small towns. In part this is because we have gone to great lengths to take out of the presentation the red flags that would close uninitiated minds to our message. It is very factual, well documented, and draws upon widely respected sources. It acknowledges the fact that the militarism and unilateralism that characterize the war on terrorism are largely bipartisan. We have found that if we take out the buzz words — and, alas, steer clear of discussion of motivations for war — progressives and conservatives can find much more common ground than we tend to think. Our differences often lie not so much in our values (such as desires to protect our communities, care for young people, etc.) as in the way we express and contextualize them.

Finding the balance between making the presentation accessible and not evading or glossing over the dark demons of US foreign policy is tricky. At most talks, some people thank us profusely for confirming beliefs they have held but seldom heard expressed. Occasionally people walk out on us — once an audience member left while yelling obscenities at our presenter.

Better Late Than Never

It's a shame that the progressive community didn't formulate and publicize a coherent foreign policy agenda to promote multilateral cooperation under the rule of law in the 1990s, between the Cold War and the War on Terrorism. Having done so now, however, we must keep promoting it. No matter which way the election goes in November, we will have to keep pushing hard to turn the war on terrorism into SMART Security.

One way we can do that is to get our representatives to co-sponsor Congressional Resolution 392, known as a Sensible, Multilateral American Response to Terrorism (SMART) security platform for the 21st century, which is modeled after PSR's campaign. To truly build the support we need, however, we will need to search for allies in communities beyond our typical progressive allies. Our experience in Oregon suggests that if we do, we may well be able to build a consensus for SMART Security.

Xander Patterson is the Executive Director of Oregon Physicians for Social Responsibility, which received a grant from RESIST this year. For more information and to get a video of “Health Effects of War: Seeking SMART Security,” contact PSR/Oregon, 921 S.W. Morrison, #206, Portland, OR 97205; www.psr.org.

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Kentucky Alliance Against Racist & Political Repression
PO Box 1543
Louisville, KY 40201

The Kentucky Alliance Against Racist & Political Repression was formed in 1974 by a small group alarmed at the resurgence of white supremacy in Louisville. Since that time, the organization has worked to bring activists together across diverse ethnic and racial lines to struggle against white supremacist policies and practices as they are manifested in the area — in the local criminal justice system (especially police brutality), in schools, in the toxic waste of huge corporations found in poor communities and communities of color. The Alliance also links these policies with the broader policies of the United States. The Alliance is committed to identifying how white supremacy underlies other social justice issues facing the poor especially, and that as the group deals with this core issue head on, so too does it promote economic justice.

RESIST awarded the Alliance $3,000 for general support as it contributes to the struggle against oppression in its 30th year.

Do you know of progressive groups that RESIST might be interested in funding?

Please help us contact them so we can pass along grant information. Or send them to our website listed below. Together we can help fund social change.

Organization:
Contact Person:
Address:
City, State, Zip:

Organization:
Contact Person:
Address:
City, State, Zip:

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GRANTS

Resist awards grants six times a year to groups throughout the United States engaged in activism for social and economic justice. In this issue of the Newsletter we list a few grant recipients from our August 2004 allocation cycle. For information, contact the groups at the addresses below.

Queers Undermining Israeli Terrorism (QUIT)
3543 18th Street, #26
San Francisco, CA 94110

Since 2001, QUIT has been using street theater and other forms of direct action to push for an end to the US-backed Israeli occupation of Palestine and for Palestinians’ right of return. QUIT is dedicated to the twofold goals of involving the queer community in the fight for Palestinian liberation and fighting for the visibility of the queer rights movement within the work for justice in Palestine and the Middle East. In 2002, citing Starbucks for opening cafes in Israel, QUIT educated the San Francisco-area public about the power of divesting US corporate money from Israel when it set up a “queer settle-

ment” outside of a Berkeley Starbucks and called for a “liberation” of Starbucks.

RESIST awarded QUIT $1,500 for its “Estee Slaughter” campaign, which targets Estee Lauder and its chairman, Ron Lauder, a leading US fundraiser for Israel who has advocated appropriating Palestinian lands for Jewish-only settlements. As part of this campaign, QUIT has given out “samples” of its “Scent of Occupation” outside Macy’s and its condom “The Wall” in San Francisco’s Castro district, and is planning six other such actions for the next year.

TARAL Education Fund
PO Box 684602
Austin, TX 78768; www.taral.org

Since 1989, TARAL has been working to secure and defend Texas women’s reproductive rights through public health policies, legislative measures, and public education. TARAL has recently been focused on exposing Crisis Pregnancy Centers (CPCs), the anti-choice advocacy centers that pose as legitimate women’s health clinics, staffed by volunteers with no medical training, who discourage women from seeking abortion. CPCs frequently target young and low-income women and women of color with misleading offers of free pregnancy tests. Right-wing, anti-choice Texas legislators attempted to redirect state funds to CPCs from family planning clinics last year, and these legislators are expected to push this measure again in 2005.

RESIST awarded TARAL $1,500 for a report on CPCs that will make public the number of these centers in each county of the state, their religious and political mission, their tactics and funding sources, which will lay the groundwork for grassroots mobilization against further threats to legitimate public reproductive services funding.

Community Alliance for Global Justice
606 Maynard Avenue South #252
Seattle, WA 98104; www.seattleglobaljustice.org

The Community Alliance for Global Justice joined the global popular movement against globalization in 2001 as a group committed to fighting “free” trade agreements and undermining the power of big corporations at the “smallest,” most local level. They work to educate residents of Washington on the local impact of globalization and train new activists to fight for Fair Trade by working in solidarity with neighboring groups fighting for the rights of workers, immigrants, people of color, and the environment.

RESIST awarded the Alliance $3,000 for its “Fair Trade in 2004” campaign, which is targeting candidates this election season in five congressional districts in western Washington. With the help of activists in each district, Community Alliance hopes to educate the candidates on trade issues, seeking their public opposition to the Central America Free Trade Agreement (CAFTA) and support of the living wages, equitable development practices, and other tenets of Fair Trade.

Join the Resist Pledge Program!

We’d like you to consider becoming a Resist Pledge. Pledges account for over 30% of our income.

By becoming a pledge, you help guarantee Resist a fixed and dependable source of income on which we can build our grantmaking program. In return, we will send you a monthly pledge letter and reminder along with your newsletter. We will also keep you up-to-date on the groups we have funded and the other work being done at Resist.

Name ________________________________
Address ________________________________

Phone Number (for confirmation only) ________________________________

Visa/Master Card # ________________________________
Expiration Date ________________________________

Resist • 259 Elm Street • Somerville • MA • 02144. Donations are tax-deductible.

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