



California Against Slavery

Local Team Lead Tool Kit

www.CaliforniaAgainstSlavery.org

Grassroots—Individuals coalescing around a specific issue using a common message to achieve a common goal guided by a singular strategy.

As a Team Lead, your objective is to recruit petition circulators, make sure that they comply with elections laws and coordinate the signature collection efforts of your local team. All Team Leads are required to complete the Petition Circulator Training (Appendix A) and read this Toolkit.

This Toolkit will give you the basic information to lead a local team. It's READY-SET-GO.

- READY** Get the facts – Initiative process, petition circulation laws, and your CAS Coordinator
- SET** Organize your team, materials, and game plan
- GO** Guidelines for day of deployment

READY: Get the Facts

A. Know the Initiative Process.

The California Constitution allows private citizens like us to pass legislation. There are strict laws governing how this is done. The initiative process has five steps:

1. Write the text of the initiative (DONE!)
2. Obtain title and summary from the Attorney General (Mid-January 2010)
3. Circulate the petition for registered voter signatures (January-March)
4. Submit all the signatures to counties for official checking. If we pass, then it goes on the ballot
5. Once on the ballot, over 50% of the voters will need to vote “yes” on it (November)

We are certain that if this gets on the ballot, it'll pass. The trick is to get 1M signatures by March 31st. This is where you come in.

B. Know the Laws Impacting Petition Circulators

California Law provides very strict guidelines on initiative petition signatures. The law requires that all Petition Circulators be trained on the legal requirements with respect to circulation of an initiative petition. (EC section 9607)

All Team Leads must complete the Petition Circulator training. The 10-min training video is available on the internet. A copy of the written training is attached in Appendix A. **Please have a copy of it handy at all times.**

Signatures or entire petitions may be Rejected. Petition Circulators should review the information after the voter signs the petition. If there is an error, cross out the line and ask the voter to rewrite on the next box.

<p>INDIVIDUAL SIGNATURES may be <u>rejected</u> if:</p> <ul style="list-style-type: none"> - Signer is not a registered voter in California - Voter is not from the county indicated on top of the petition form - Duplicate signing - Illegible handwriting or not own handwriting - Voter information not updated in voter registration - Missing signature 	<p>ENTIRE PETITION FORM may be <u>rejected</u> if:</p> <ul style="list-style-type: none"> - Circulator is not eligible voter - Tampering with the petition - Circulator Declaration at bottom of each petition not signed, or signed prior to obtaining voter signatures - Margin and other format of the petition is altered
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It is important that volunteers be responsible for their own petition and signatures. Petition circulators will take their petitions with them when they leave and hold on to them until they are completed and returned to their Team Leader.

C. Know Your CAS Coordinator

- CAS Coordinator is your contact for all things related to the initiative. Please contact your CAS Coordinator immediately. E-mail info@CaliforniaAgainstSlavery.org if you don't have one.
- Your CAS Coordinator will tell you how to get the needed forms.
- The Team Lead is responsible for collating and sending petitions to your CAS Coordinator on a two-week basis. Work with CAS Coordinator on location for drop off.
- Check-in with your CAS Coordinator on a weekly basis. Report signature count, # of volunteers, problems or needs and how to handle them.

SET: Organize your team, materials, and game plan

A. Recruit team members

IMPORTANT: Please ask **every volunteer to register to vote** as some counties may challenge petitions circulated by unregistered voters. Everyone must complete the Petition Circulator Training.

Flyers are available on our website to help you recruit volunteers. The best way to start is within your network, e.g. church, clubs, associations, classes, neighborhood, and friends. You'll need team members who can help you with the planning, recruiting, and collecting signatures. You can also launch a *Just One Day* campaign, a way to get a lot of people involved. *Just One Day* Circulators only need to commit doing it for a day. Of course, we hope that they'll have so much fun that they will be so inspired that they'd come back for another.

Be creative with how to inspire others to get involved. Here are some ideas:

- Organize a human trafficking event or meeting
- Send out a "call to action" to everyone in your network
- Partner with existing groups in your network who are interested in human trafficking

Sign-up sheets are great if you are at a meeting or event.

B. Set a team goal: 5000 signatures per team, or 10-20k for large/campus teams. Aim high! **It CAN be done.**

C. Get your materials

- a. Forms for Team Leads to pick up:
 - i. **PETITION CIRCULATOR COMPLIANCE AGREEMENT** –All persons circulating the petition must sign this (see Appendix or download from CAS website).
 - ii. **LIABILITY RELEASE FORM** – All volunteers must complete this (see Appendix or download from CAS website).
 - iii. **PETITIONS:** contact your CAS Coordinator how to get a box of petitions. E-mail info@CaliforniaAgainstSlavery.org if you don't have a CAS Coordinator.
 - iv. **VOTER REGISTRATION CARDS** – order a box free from the Secretary of State at 1-800-345-VOTE or pick up at your county elections office, library, or U.S. Post Office. County directory: http://www.sos.ca.gov/elections/elections_d.htm
- b. Each volunteer will need:
 - i. A clipboard or cardboard cut into 8.5" x 11" with two large rubber bands or clips
 - ii. 3-4 ballpoint pens (black or blue)



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Local Team Lead Tool Kit

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- c. Nice to have: CAS banners are available from your CAS Coordinators. Suggested donation of \$20/banner. "CAS Volunteer" name tag template can be downloaded from our website.

D. Lay out your game plan: time and place

Incorrect names or addresses count AGAINST us. We ask people to give the **correct information or not at all**. Planning will help increase the chances of getting good signatures.

a) LOCATION, LOCATION, LOCATION

1. The **best** place to get good signatures is at **locations where people are familiar with each other**, like in front of your church/synagogue/temple, campuses, dorms, associations.
2. Public locations:
 - o People are less willing to give accurate information to total strangers. **BUT** our initiative is different than other initiatives – most people will care about it even if they know little about human trafficking. To help people feel more comfortable with providing information:
 - Look Official – If you have a table, put up CAS banner and/or a sign with a phrase like "Increase Penalty for Human Trafficking, Sign HERE! It's Time for Justice."
 - Look Passionate – Have volunteers wear name tags with the word VOLUNTEER
 - o Stand in high traffic areas and public locations, public sidewalks and main entrances. Do not trespass private properties. Work with local store managers to get permission to stand in front of the store. A good rule of thumb—if you have seen Girl Scouts selling cookies at the site, they have to allow other members of the public to also assemble.
 - o Locations where people are waiting are great. On buses or trains where people are sitting in commute. Other possible locations: bus/metro stations, movie theaters, concert lines, shopping centers, amusement parks, near bathrooms (though the smell won't be as great).
3. Human trafficking is an emotional topic. Personal interaction is important. We recommend creating name tags with the CAS logo, website, the word "VOLUNTEER", and the circulator's first name if they are comfortable. A template is provided on our website.

b) SCHEDULE

1. Schedule: We have 11 weeks to collect signatures. Plan a team calendar for the 11 weeks, and have volunteers sign up. **For safety, Circulators should go in pairs.**
2. The number of days that your team will be out depends on your volunteers and goal. If most of your volunteers work fulltime, weekends are best. Campus teams can set up tables on the weekdays and have volunteers take shifts. Please plan to have a team out no less than two days a week.
3. Public locations: Historically during weekdays from 3 pm to dusk and on the weekend from 10 am and dusk are the best times for gathering signatures at stores/malls.

GO: Guidelines for day of deployment

A. Motivate Circulators

- Set a daily goal. Develop incentives (e.g. fun tokens for x number of signatures or most signatures)
- Statically, a Circulator averages 50 signatures a day, with a top performer at 100.

B. BEGINNING OF SHIFT, set 30 minutes for Orientation. Orientation should cover:

1. Petition Circulator Training – watch the 10-min video or read the written guidelines verbatim.
 - It is required by law that all Petition Circulators must be trained on legal guidelines.
 - Encourage Circulators to preview at home and sign the Circulator Agreement in advance



California Against Slavery Local Team Lead Tool Kit www.CaliforniaAgainstSlavery.org

2. Everyone circulating the petition must sign the Liability Release and Circulator Agreement forms once (collect, keep a log for your record and return forms to your CAS Coordinator).
3. Tell Circulators that they will have **1 minute** with each person to make the case to sign our petition.
 - “C”- Catch Their Attention — *We are getting signatures to strengthen California’s human trafficking laws. May I ask you to sign it?*
 - “A” – Assertive not aggressive — be positive but direct, don’t get into a debate
 - “S” – Smile
4. Tell Circulators to check for error before voter leaves. Strikethrough the whole line, start again in next space if voter:
 - Is from a county different than the one on the petition form
 - Put a PO Box or abbreviation of street name (e.g. CA St. instead of California St.) or city name (e.g. LA instead of Los Angeles)
 - Provide information that is **completely** illegible
5. Safety reminder: Volunteers work in pairs, never work after dark. At first harassment from someone against what you are doing, turn your back and go on to the next person. If they persist, move your location one block, if they follow, that is the legal description of harassment. Get witnesses. If they touch you, it is an assault; call 911 immediately, then call your Team Lead.
6. Go over the petition form and voter registration card, and distribute. Carry extra petitions in case someone is from out of county.

C. END OF SHIFT, regroup to collect the forms and debrief

1. Have Circulators sign the “Declaration of Circulator” at the bottom of each petition (this step must be filled AFTER signatures are obtained on that petition)
2. Ask Circulators to double check their petitions using checklist above (B.4)
3. Collect the petitions
 - a. separating by county
 - b. log number of signatures using the Signature Count Log (in Appendix or download from website)
 - c. place the petitions in a secure location
 - d. report back to CAS Coordinator weekly
4. Mail signed Voter Registration Cards via the US Postal Services as soon as possible

D. At least on a two-week basis, return signed petitions to your CAS Coordinator who will conduct a verification of voters (random sample). Also include the Liability Release and Circulator Agreement forms.



California Against Slavery Petition Circulator Training

Volunteer Petition Circulator Instructions

Thank you for volunteering to collect signatures to put the California Against Slavery initiative on the ballot in November 2010. Together we can bring justice to the victims of modern day slavery.

PART 1: Legal requirements for getting signatures.

A. By law, a Petition Circulator must...

- 1) Be eligible to vote in California – meaning you are a US citizen, live in California, and **18 years old by the next election, June 8, 2010** (Elections Code 2101).
- 2) Sign the CIRCULATOR AGREEMENT form saying that you know that it's a **misdemeanor** to:
 - Use the signer's information for any purpose other than qualifying the petition;
 - Misrepresent the contents, purpose or effect of the measure;
 - Make a false statement in response to an inquiry from a potential signer;
 - Prevent a potential signer from reading the petition;
 - Pay a signer for his or her signature;
 - Obscure the summary of the measure;
 - Refuse to return a section to the proponents.

Basically it's against the law to lie or use the data collected for anything other than the petition.

B. Only California registered voters may sign the petition.

- 1) If they are eligible to vote, they can register to vote at the same time they sign the petition. Please collect the voter registration card from them, or they'll forget to send it in.

- 2) They must provide accurate name and residence address (no PO box) on the petition. Incorrect names/addresses will hurt us.

C. There are 3 sections on the petition to fill out:

- 1) COUNTY NAME. One form may include signatures from ONLY ONE COUNTY.
 - Multiple forms are needed if you are gathering signatures at events attended by voters from multiple counties.
 - It is not necessary for the circulator to be a resident of the same county in which the petition signers reside.
- 2) SIGNER'S INFORMATION. All fields must be filled: name, resident address, signature, city and zipcode.
 - No abbreviation of street or city name. No PO box. No initials
 - Blue or black pens only.
 - No pre-fill dates, stamps or labels are acceptable.
 - You can cross out mistakes, but **no white-out** and you cannot tamper with their signature.
 - Name, address, and signature must match their voter registration. If they moved, they must update their voter registration with the new address.

All signers of this petition must be registered to vote in _____ County		This Column for official use only
1. Print Your Name	Residence Address ONLY	
Signature as Registered to Vote	City	Zip

ONE county per form

Signers fill this part. No abbreviation of street name/city.

- 3) DECLARATION OF CIRCULATION. For the petition to be valid, the Petition Circulator must fill the declaration on the bottom of each form AFTER the signatures are collected. Do this last.



California Against Slavery Petition Circulator Training

IMPORTANT:

- Please don't leave petitions unattended. You must witness all the signatures on that petition.
- Do not separate the signature page from the body of the initiative. The initiative is multiple pages long, and must be kept intact at all times.
- A petition is valid even if it only has one signature. Not all the signature blocks need to be filled. You can be a signer on the petition you are circulating if you're a registered voter. A voter can sign the petition **only once**. Duplications will count against the campaign.
- Each petition is a legal document, so please be careful to comply with all rules. Invalid signatures count against the campaign.
- Turn in all petitions to your team lead at the end of each day.

D. A petition can be thrown out if the format does not conform to legal guidelines.

- If you are downloading the petition from the internet, the petition is in PDF. **Simply open the PDF and press print.** The margin, font and other formats are set in accordance with legal guidelines. Please do not alter anything when printing.
- Do not make any change to page setting or format.
- Do not change the paper size, do not use print scale to decrease or increase the page
- Check the margin to make sure that there is at least **one-inch margin at the top** and half an inch on the bottom. A petition will be invalid if the top margin is less than one inch.

PART 2: Approaching a Signer.

A. To collect signatures, you will need:

- Multiple copies of the petition
- Blue/black ballpoint pens and a clipboard (or cardboard cutout with rubber bands)
- A handful of voter registration cards (nice to have)

B. Approaching a Signer

The CAS Rules of Engagement: **CAS**—**C**atch their attention, be **A**ssertive not aggressive, and **S**mile

- Make eye contact, smile, and say "Hello". Be polite and respectful even if people do not agree with you. **FIRST** ask "**Pardon me, are you a registered California voter?**"
 - **If yes:** "Great! We are getting signatures to strengthen California's human trafficking laws. May I ask you to sign it?" If they hesitate, add "You are not voting on it at this time. This is just to put it on the ballot to give voters a choice next November." Also add any relevant information if you think it can help you tip the balance.
 - **If no,** "Can I help you register now?"
 - If yes,* give them a Voter Registration Card to fill out at the moment
 - If no again:* "Thanks anyway."
- If they are resistant, simply say "Thank you, have a nice day." The goal is to get signatures, not to convince people. Move on to the next person who might be more interested.
- If they are willing to sign, ask "In what county are you registered to vote?" Then make sure you pass them the form with the right county name.
- Let them know that the information they provide on the petition is protected by law and is only used for this petition



California Against Slavery Petition Circulator Training

and nothing else. Invalid signatures will count against the campaign.

- Once the signer is done, do a quick check:
 - No PO Box or blanks allowed.
 - Make sure it's legible and accurate before they walk away, so read it back. *"Let me check on this; That's John Doe, D-O-E, and your street address is 1234 Main Street, Sacramento 95815 right?"*
 - You can cross out badly written information and start in a new box, but **no white-out** is allowed and you cannot tamper with their signature.
 - Remember to say *"Thank you"* and smile!
- Never leave your petitions forms unattended.

C. Be Informed—Quick Talking Points on Human Trafficking:

- There are 27M slaves in the world today. In 2007, slave traders made more money than Google, Nike, and Starbucks combined
- Over 17,000 slaves are brought into the United States every year—80% female and children
- At least 100,000 American minors are victims of domestic sex trafficking (Shared Hope Int'l)
- Human trafficking flourishes where the law is weak. Current California law does not hold traffickers accountable nor reflect the severity of the crime. Under state law, human trafficking carries a sentence of 3-5 years (4-8 for minors), which is lighter than rape and kidnapping.

D. Highlight of the Initiative

- Mandatory 2-hour human trafficking training for law enforcement (SEC 8 of initiative)

- Inclusion of sex trafficking of minors in the state definition of human trafficking (SEC 4)
- Increased penalty and fines (SEC 4) – from the current 3,4,5 or (4,6,8 for minors) to:
 - 6, 12, 16 years and up to \$300k fine for forced labor/service of any person and sex trafficking of adults
 - Minor sex trafficking:
 - 5, 8, 11 years and up to \$300k fine with no force
 - 15 years to life and up to \$500k fine with force
- More rights for victims:
 - Longer timeframe to bring civil suit (SEC 1)
 - Allocation of forfeited assets and additional fine for victim services with at least 50% to community organizations (SEC 3, SEC 7-253)

E. Where to collect signatures

- Start with people you know, of course.
- Locations where people are familiar with each other are terrific, like in front of your church/synagogue/temple, campuses, dorms, associations.
- On buses or trains where people are sitting in commute
- Stand in high traffic areas and public locations, public sidewalks and main entrances. Do not trespass private properties. Work with local store managers to get permission to stand in front of the store.
- Locations where people are waiting are great. Possible locations: on bus/metro stations, movie theaters, concert lines, shopping centers, amusement parks, near bathrooms (though the smell won't be as great)



CAMPAIGN COPY Petition Circulator Compliance Agreement

I am _____ (printed name) and
I reside at _____ (street address), in _____ (city), _____ (zip)
and can be reached at _____ (phone number) and _____ (email), and
that I am at least 18 years of age at this time on _____ (today: day, month, year) and
I make these statements under penalty of perjury:

X _____ (signature)

I have received instruction and direction on the requirements and prohibitions imposed by state law with respect to the circulation of petitions and the gathering of signatures. I understand that I shall not collect or use any personal information from any Petition for any use of any kind, personal, business, or political. If I gather volunteer and recruiting information, I will do so on a separate clearly identified sign-up sheet that the new person must provide by their own hand, with clear attention that there is no obligation or need to help work on our Campaign. Any collection of volunteer/recruiting information must be on clearly identified Campaign Letterhead and/or clearly identified Campaign Sign-up sheets.

I agree not to use any information from our Initiative Petition for a purpose other than qualification of the proposed measure for the ballot. (Section 9607) The Petition may be circulated by a number of individuals carrying separate, identical parts of the Petition, or sections. As a petition circulator who intends to obtain signatures for California Against Slavery, I have personally completed the attached declaration to the Petition. I have not used pre-printed dates or generalized dates in any form.

I will sign my declaration under penalty of perjury, at the completion of each Petition I submit to California Against Slavery as completed by me, by my hand in ink from a pen. In accordance with Code Civ. Proc. Section 2015.5 and Section 9609, before I started circulation of any Petition for the collection of any signatures for California Against Slavery, I provided my word and promise to the person, company official, or other organizational officer who is in charge of signature gathering that:

I, _____ (printed name), acknowledge that it is a misdemeanor under state law (Section 18650 of the Elections Code) to knowingly or willfully allow the signatures on an initiative petition to be used for any purpose other than qualification of the proposed measure for the ballot. I certify that I will not knowingly or willfully allow the signatures for this initiative to be used for any purpose other than the qualification of the measure for the ballot.

X _____
(Signature of Circulator)

Dated this ____ day of _____, 20__ at _____ (city), _____ (county)

I authorize California Against Slavery to hold my promise and statement on file for not less than eight months after the certification of the results of the election for which the petition qualified or, if the measure did not qualify, for eight months after the deadline for submission of the petition to elections officials.

RETURN FORM TO YOUR TEAM LEAD OR MAIL TO P.O. Box 7057, Fremont, CA 94537 OR E-MAIL SCANNED COPY TO form@CaliforniaAgainstSlavery.org.



CALIFORNIA AGAINST SLAVERY

Volunteer Liability Release Form

I, _____, hereby release, indemnify, and hold harmless California Against Slavery and their respective officers, volunteers, agents, representatives, successors and assigns, and all persons conducted directly or indirectly, the activities surrounding my involvement as a volunteer from any and all claims, rights, demands, actions, causes of action, expenses and damages, which I or my heirs, personal representative, successors, assigns or anyone claiming by, through or under me ever had, now have, or may have against the parties identified above arising from any injury, act or omission relating to my participation as a volunteer.

I understand that I am to receive no payment for services from California Against Slavery. I am not an employee. I will not be entitled to and will not receive Worker's Compensation benefits or other similar payments from California Against Slavery under the law of the State of California in the event that I am injured.

I also hereby consent that California Against Slavery can copyright, publish, use, sell or assign any and all photographic portraits or pictures, television spots, movie films, videotapes and/or sound records or any part thereof, that they may take of me during my work as a volunteer in which I may be included in whole or in part whether separate or in conjunction with, illustrative or written manner, story or news item, motion pictures, television or radio spots or for publicity, advertising or any other lawful purpose whatsoever, in conjunction with my name or in anonymity. I hereby waive any right I may have to inspect and/or approve the finished product or advertising copy that may be used in conjunction therewith or the use to which it may be applied.

I have carefully read this Release Form and fully understand its contents. I am aware that this is a release of liability and I sign of my own free will.

Print Name

Signature

Date

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SCANNED COPY TO form@CaliforniaAgainstSlavery.org.

