



Universal Background Checks Campaign



Universal Background Checks Campaign - Pass Senate Bill 42 -

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Campaign Objectives

- Get Senate Bill 42 (Universal Background Checks) passed by a veto-proof majority
- Position strategic partners, such as March for Our Lives, Change the Ref, and RepresentUs as the national leaders of the campaign to get Universal Background Checks passed
- Have it be generally recognized amongst the media, the national gun safety organizations, and the national political advocacy organizations that the legislation would not have been passed if not for the efforts and leadership of the strategic partners
- Create a new paradigm of organized, collective efforts by a coalition of gun safety organizations that produces campaigns and creates results on a greater scale than in the past
- Force Congressional representatives to accurately and appropriately represent their constituents
- Have political and civic advocacy organizations join the fight to get Universal Background Checks passed to uphold the democratic principle that representatives should represent the will of their constituents
- Organize influencers to coordinate social media sharing to mobilize the population
- Organize the support of television talk shows to create awareness and build public pressure

Senate Bill 42 - Universal Background Checks

A Golden Opportunity

- Public support couldn't be higher - 90+%
- The NRA has never been as vulnerable (many new state laws passed since the Parkland shooting; defection of many past NRA supporters; negative press regarding potential 2016 Presidential election interference by the NRA; etc.)
- legislators have never been as vulnerable (standing against 90+% of their constituents)

We've got everything going in our favor, and no one is stepping up to turn the screws on the Senators and force them to accurately represent the will of their constituents.

By most current news accounts, Senate Bill 42 is expected to die in the Senate, and everyone currently seems resigned to that fact.

We do not have give up without a fight. If there was ever a time to marshal our resolve and resources, and organize on the scale necessary to launch a crushing battle, this is it!

We can create the results we seek - Senators accurately and appropriately representing their constituents - in this case, passing Universal Background Checks.



Premise

Given that Universal Background Checks are supported by 90+% of voters, Senate Bill 42 should be overwhelmingly supported by all Senators, but the predominant sentiment of the national media is that Senate Bill 42 will be defeated in the Senate largely along party lines, if it even reaches the Senate floor, and isn't killed in committee first.

It seems, from the lack of current public outcry, lack of media attention, and lack of mobilized national effort, that just about everyone is already resigned to defeat of the bill, and is not currently mustering the energy to fight what appears to be a doomed battle.

How this bill is being treated is more typical of the pre-Parkland political paradigm, and does not reflect the post-Parkland resolve demonstrated by March for Our Lives, Change the Ref, Orange Ribbons for Jaime, and others.

We have to step up our game to impose our will to make this situation match our new resolve as a society, and not reflective of our typical historical resignation about politics.

As long as the battle is framed as gun control vs. gun rights, or left vs. right, it will get largely brushed off as another political issue, as it has been. People don't like the political games that are being played to defeat this measure, but they are used to partisan politics ruling the day, and it appears that in most people's and in the media's minds that this is just another example of that.

There is one big distinguishing factor here, though...

Because of the way most issues are divided along party lines, most issues are favored by slightly more or slightly less than 50% of the population, so even when the party controlling the outcome is doing so without the popular support of the public, their finger on the scale is usually just making up for a few percentage points, and the ability for the public or the media to raise a fuss is somewhat limited.

In this case, however, with 90+% of the population favoring Universal Background Checks, it is absolutely inexcusable and indefensible for 50+ Senators to vote in opposition to 90+% of their constituents, and pointing out this egregious disregard and disdain for democratic principles is an argument that every single citizen, and especially all the flag-waving, Constitution-loving Americans should care very much about.

The fact is that Senators who refuse to vote in alignment with 90+% of their constituents are spitting in the face of democracy, and are clearly supporting some other form of governmental control that has nothing to do with representative democracy.

This is a far larger argument, that brings all kinds of defenders of democracy into the battle, and makes it a much bigger story than gun control vs. gun rights, or right vs. left. Given that there are few, if any, other national issues that garner 90+% support amongst the population, the Senators are more vulnerable now in trying to hold the line on this than they will be at any other time.



With a big enough coordinated, multi-faceted campaign, really calling out the Senators on their supposed support of democratic principles and a Constitutional representative democracy, we may be able to get enough Senators to agree that they cannot be so dismissive of the will of their constituents that we can get the bill passed.

If we can take this issue far enough in the public consciousness, and really turn the screws on the Senators to fall in line with the will of the people they're supposed to be representing, we may even be able to get a veto-proof majority of Senators to support this bill.

These possibilities are too great to let this golden opportunity slip by. At the very least, we can open battles here that will greatly expose the Senators, and all elected representatives, in ways that will push them to more closely align with the will of their constituents around gun safety and around all issues.

With a high amount of coordination, as described in this plan, amongst organizations, influencers, politicians, media, etc. we can win some very big battles right now that lay a foundation for even greater and more significant strides going forward.

It is possible we may be able to, for the first time, break the "unseen forces" iron grip on politicians, and punch some holes in the previous impenetrable wall of the NRA and similar "behind the scenes" influencers that have been controlling Congress in the face of strong popular opposition by their constituents.

Plan

Build a coalition of gun safety and civic and political advocacy organizations.

Launch a multi-faceted social media and traditional media campaign to exert massive public pressure on Senators to hold them accountable to representing their constituents on Senate Bill 42 - Universal Background Checks.

Campaign Components

- Mobilize Strategic Partners

- Gun Safety organizations (e.g. March for Our Lives, Change the Ref, Orange Ribbons for Jaime, Everytown, Moms Demand Action, Giffords, Brady, NoRA, etc.)
- Civic and political advocacy organizations (e.g. RepresentUs, NAACP, League of Women Voters, etc.)

- Solicit Expert Political Strategists' Input

- Refine strategy
- Refine talking points

- Work with Professional Firms

- Determine the scope of the campaign
- Divide campaign responsibilities amongst strategic partners
- Determine the complete campaign budget



- **Cover the Campaign Budget**
 - strategic partners
 - private donors
 - corporate sponsors
- **Provide Educational Resources**
 - Provide centralized information regarding Universal Background Checks and representative democracy
 - Summaries of information
 - Detailed information with links to references
 - Websites
 - Videos
- **Joint Signatory Statements**
 - By academic experts and institutions
 - By associations (e.g. police associations, teachers associations, doctors associations, retired military officers, retired government officials, etc.)
- **Public Polling Data**
 - Work with a reputable bipartisan polling organization, like Quinnipiac or another University
 - Collect data specific to each state
 - Collect data specific to the bill language
 - Use state-by-state data to hold Senators accountable to the polling of their constituents
- **Social Media Content**
 - Create viral videos
 - Create memes
- **Celebrity Influencers**
 - Organize influencers to help expand awareness and create public pressure
 - Create social media posts
 - Personal posts
 - Scripted by the campaign
 - Share and retweet posts we create, and posts by other influencers
- **Television Strategy**
 - Recruit the support of late night and talk show influencers (e.g. Jimmy Kimmel, Jimmy Fallon, Stephen Colbert, Ellen, The View, etc.)
 - Feature guest appearances by MFOL leaders, Manny, celebrity influencers, etc.
- **National News Media**
 - Create narratives and stories to be reported on
 - Issue press releases
 - Feature guest appearances by MFOL leaders, Manny, celebrity influencers, etc.

Mobilize Strategic Partners

Behind the Scenes Orchestration by Uniting for Action

As the developer of this plan, Uniting for Action will take the lead in recruiting, securing the commitments of strategic partners, and organizing all efforts. Uniting for Action's work will take place behind the scenes. Uniting for Action will not seek publicity or media attention. All interviews, television appearances, media coverage, etc. will be directed to the strategic partners who will be the public face of the efforts.

Led by Leading Partners

To the public, the effort will be led by the Leading Partners, such as March for Our Lives, Change the Ref, RepresentUs, etc.. While there will be large number of other strategic partners, like the generals of the armed forces, the Leading Partners will have the highest public profile around the effort reflected in:

- television appearances on talk shows
- television appearances on news programs
- featured in magazine articles
- featured in newspaper articles
- featured in online articles
- featured in created campaign content (videos, memes, etc.)
- featured at public events

The main focus of the Leading Partners will be to call very visible public attention to the established talking points of the campaign - likely focusing on the extreme deviation from the principles of a representative democracy when 50+ Senators are prepared to vote in opposition to 90+% of their constituents.

Supported by Other Gun Safety Organizations

Other gun safety organizations that want to be a part of this campaign (e.g. Everytown for Gun Safety, Moms Demand Action, Giffords, Brady, NoRA, etc.) will roll their existing organizational efforts into this collective campaign so that all organizations are operating in concert and coordination with each other.

A collective strategic plan will be developed that will clearly define all organizations' roles and responsibilities. This will eliminate the otherwise likely duplication of similar efforts by multiple organizations, and avoid leaving some strategic components unaccounted for.

Every effort will be made to accommodate all organizations that wish to productively contribute in some way. While all organizations can propose the roles and responsibilities they would like to contribute to the collective effort, in order to maintain a high degree of order and coordination in an anticipated short campaign timeframe, Uniting for Action, as the creator of the campaign, will maintain final decision-making authority on the



establishment of the strategic plans and strategic partnership agreements with each partner. Each prospective partner can choose to participate or not, based on the proposed participation agreement for that partner.

While some gun safety strategic partner organizations may echo the message of democratic injustice, some of these strategic partners will be tapped to focus more on the nuts and bolts of the law, and the issues surrounding the proposed and other background check laws, including common criticisms by opponents.

Some spokespeople from these organizations (e.g. Mark Kelly from Giffords, Shannon Watts from Mom's Demand Action, etc.) who are well-versed in the laws and the nuances of the issues, will be tapped by the campaign to conduct interviews on the specifics of the laws so that the MFOL leaders, Manuel Oliver, and others focusing on the democratic inequities can refer questions along those lines to the appropriate spokespeople for the campaign so that they don't have to get bogged down with those types of details about the proposed law, itself.

Supported by Other Advocacy Organizations

Because of the likely campaign strategy to heavily focus on the extreme deviation from the principles of representative democracy, many other social and political advocacy organizations (e.g. RepresentUs, NAACP, League of Women Voters, etc.) will have a special interest in this campaign, and we will make every effort to integrate their vast resources into the campaign as well.

We will also identify key leaders from within these organizations to be designated spokespeople for the campaign on television, in interviews, etc. to further highlight that this is not just about gun safety and universal background checks, opening up the broader issue of political inequity to the national electorate, inviting further scrutiny and reporting on the issue.



Solicit Expert Political Strategists' Input

The overall objective of this campaign is to get enough Senators who would currently vote against Universal Background Checks, to feel pressured enough to change their votes to align with the 90+% of their constituents who favor the checks. Ideally, the campaign would result in enough Senators flipping their votes to create a veto-proof majority for the bill.

While we are developing the plan for this campaign with the premise that we will have more leverage and can more likely create more shifts of votes by expanding the discussion from one centered around gun safety to one centered around the extreme political inequity of 50+ Senators poised to vote in opposition to 90+% of their constituents, this is a hypothesis, and not yet an established fact.

In order to mold the campaign from hypothesis to strategy, we will seek the support of seasoned and proven expert political strategists to determine the most effective talking points to focus on, and strategies to employ to create the results we seek.

Since the overall results we are seeking are to flip the votes of specific Senators who each have their own specific political circumstances regarding when their reelection is, the demographic makeup of their state, how vulnerable they are, etc., we will work with our expert political strategists to target specific Senators with specific strategies that are most likely to have the desired effect on each separately targeted Senator.

We will rely on the expert political strategists to develop the talking points for the campaign, but here are some to consider as a starting point...

Prospective talking points:

The main story is that there's no defense for not representing 90+ percent of your constituents.

What issue polls 90% for Americans about anything? If we can't count on our elected representatives to vote to represent 90% of their constituents, what can we count on them for, and who the hell are they representing with their votes?

What defender of democracy (and the Constitution) can look in the camera with a straight face and say that it's ok for 55 different Senators to vote in opposition to 90+% of their constituents? What aspect of representative democracy is that indicative of?

Who can claim to respect and uphold democratic principles and think that 3% of the population should impose their will on 97% of the population?

How can Senators simultaneously oppose this AND say that they value the principles of democracy.



If they side with the 3%, then they are betraying the principles of democracy, and they are proving that they were elected under the false pretense that they would represent their constituents.

Either they vote to represent their constituents, or they vote to represent someone else. Who are they choosing over their constituents, and why?

Whatever words or justification they use to excuse their support, doesn't it simply prove that their allegiance is to something else other than democracy.

Isn't it dangerous that we've entrusted our society, our lives, and our future to people who purport to support democracy, who are lying to us right now about it, and who have allegiances that supersede their support of democratic principles, and their representation of their constituents?

We live in a representative democracy. We need to demand that our representatives respect and abide by their oath to represent us - their constituents.

If they think they are there to represent something other than democracy, don't they owe it to us to tell us what system of government they want to impose on us, different from what is outlined in the Constitution, and different from what they were elected under the pretense of?

There is a legislative coup happening in our society, where a majority of the senators think that they should follow some other form of government than the representative democracy that elected them into the office, and yet they will not publicly declare what system of government they are operating under, while they refuse to represent their constituents as they swore to do under the Democratic representative system they were elected under.

When you are elected under one governmental system, and in the middle of your term you decide to change it to a different governmental system, that is known as a coup.

Swearing an oath to uphold the Constitution of United States, and using your elected position to unconstitutionally undermine the will of the people is known as treason.

Using your office for self gain, and to the benefit of those who have financially and otherwise supported you, to the detriment and against the will of the people who elected you, is known as political corruption.

What they're doing is undemocratic, unconstitutional, unethical, and immoral.

You can't promise to represent your constituents, and then so blatantly disregard both your promise, and your constitutional obligation without becoming known as both a liar and a traitor to democracy.



If you're one of the 90+% of people who support Universal Background Checks, and your Senator is not representing you, and is not respecting your right to be represented, then don't you have a right to know who they're representing?

We're focusing on making this an issue of democracy, and holding representatives accountable to our democracy, because no one can argue with that. It's not a party argument, and it's not a Gun Safety argument.

Any principled person, especially one that claims to support the Constitution, should be a staunch defender of the democratic process, insisting that our representatives adhere to our democratic principles.

We're basically labeling anyone, especially the Senators, that oppose representing their constituents as anti-democratic, anti-Constitution, and anti-American. We're going to really turn the tables on them, and talk about how they can not be all high and might about the Constitution, while so blatantly shirking their responsibility to represent their constituents. They have to either align their actions with the Constitution and our Democratic system of government, or they have to come clean with the American people, and their own constituents, that they really don't give a damn about the Constitution and our Democratic principles, and self-gain and selfish interests take priority for them.

This is something that the public has known for a long time, but rarely is it as in your face, by having an issue that is so strongly favored by constituents (90+%), and so strongly opposed by Senators. It is usually much closer to a 50/50 split amongst the population around issues, so if they fall on the side of the minority, they aren't so wildly deviant from the population, but in this case they are way outside the cover of the numbers, and they have no reasonable justification to stand on.



Work with Professional Firms

This will be a very large and sophisticated multi-dimensional, multi-media campaign designed to have a very large impact in a short amount of time.

As such, we should not rely on a group of individuals from disparate organizations, largely working together for the first time, to try to figure everything out on the fly.

Instead, we will find well-qualified firms with proven success creating and executing such a campaign in the short amount of time we have to execute it.

These firms will have the necessary expertise regarding creative development, launching and managing social media campaigns, website development, video production, public relations, etc.

We should anticipate that the total budget to secure the services of such firms will be in the tens or hundreds of thousands of dollars. It may even go into the millions of dollars if we end up scaling into large-scale media buys, such as national television advertising, which we should anticipate as a possibility, based on the traction, public support, and financial support we generate as we go.

We should not limit our plans at any time by budget considerations. We should assume that the bigger we can dream it, and stand behind the plan with our collective organizational resources, the more we can inspire the private donor and corporate support required to fulfill our vision.

We will begin our search for our prospective professional services firms by surveying our strategic partners for firms they have had success working with in the past.

The firms we are seeking may operate beyond the scope of campaigns conducted in the past by our strategic partners, in which case, we will also survey prospective corporate sponsors, and other industry experts who have experience with the types of firms we are seeking to find the ones that are the best match for our intentions, strategic partner resources, and timeframe.

Uniting for Action, with the input, support, and general consensus of the participating strategic partners, will select and enter into contracts with these firms.

By the time we settle on the professional services firms, we will have secured the participation of several national gun safety and civic advocacy strategic partners, and the strategic plan and campaign will be designed to capitalize on the breadth of resources available across all of these organizations, including:

- staff support availability
- websites
- email lists
- Facebook pages
- Facebook groups



- Instagram pages
- YouTube channels
- media contacts
- congressional contacts
- influencer contacts
- corporate relationships
- local chapters
- spokespeople

All of these available resources will be documented by Uniting for Action, and provided to the professional services firms we're working with to come up with strategic and tactical plans that best leverage each organization's unique capabilities and strengths.

A comprehensive plan outlining all organizations' roles and responsibilities will be developed, and all strategic partners will agree to the plan in advance so that everyone's roles, interconnectedness, and lines of communication and oversight are very clear from the beginning.

Redundancy and failsafes will be built into the plan so that any individual's or organization's failure to meet the expectations of their responsibilities will not derail the plan or jeopardize the overall outcome we seek.

Once the complete plan has been agreed to by all strategic partners, and the overall budget for the development and execution of the campaign is known, we will secure the necessary financial commitments to fund the complete campaign.



Cover the Campaign Budget

Given that the passage of a Universal Background Checks bill in Congress would be the biggest national victory for gun safety organizations in decades, we expect that all gun safety organizations should want to contribute significant financial resources to this collective effort.

What could be a higher priority or better use of organizational budgetary resources than this campaign?

Not only would these organizations be directing the financial resources they collected towards the most significant strategic and impactful victory in regards to public safety, but the ensured success of this campaign, based on the strong financial commitment of all participating strategic partners, would demonstrate a previously unattained, and before this campaign, unimaginable level of success.

This unprecedented success would undoubtedly garner a new sense of optimism and confidence by the public and potential donors and financial supporters that their contributions are being well allocated, and that these organizations are well-deserving of additional financial support to create even more gains in these areas.

As a result, while these gun safety organizations will be allocating funds from their budgets in the short term to fund this campaign, the success demonstrated by the execution of the campaign - even just in the cooperative execution of the campaign itself, irrespective of whatever outcomes are produced - should provide a net financial gain to participating strategic partners in the long-term by demonstrating the value and worthiness of supporting these partners and their efforts.

In addition to the gun safety organizations, we're creating the same dynamic for the civic and political advocacy organizations.

Because of the overwhelming support of the public for this issue (90+%), and the widespread opposition to it by so many Senators, it would be tough for organizations interested in fair legislative representation to find a better opportunity, with a stronger campaign to get behind, than this.

This really has the opportunity to break holes in the previously impenetrable wall of lobbying support that has held our legislators hostage, at the expense of the voters.

There's an abundance of individuals with substantial financial resources that would be more than happy to support some effort that they felt confident could make a significant impact in an area that they care passionately about.

A perfect example of that was when the March for Our Lives was first announced, within days George Clooney, Oprah Winfrey, Steven Spielberg, and Jeffrey Katzenberg all pledged \$500,000 to support the efforts.



They loved the idea of what the MSD students could do with the March for Our Lives, and they wanted to see it happen.

Not only does this campaign hold the same appeal to the same type of people, but we're expanding the appeal to an even wider swath of the population that wants to see people accurately and appropriately represented by legislators.

It's almost impossible for anyone to be on the other side of this. There's practically no political liability in supporting this. Supporters are simply advocating for democracy. Who can oppose that, or criticize support of that?

It also makes it easier for corporations to get behind it. Corporations will often shy away from any issues that are perceived to be partisan in any way because they don't want to alienate any of their existing or future customer base on the other side of the issue.

In this case, though, we're asking them to simply be patriots, and get behind our existing system of government, simply standing up for all citizens' rights to be represented.

We just have to make sure, the way that we structure our campaign, that we're sufficiently insulating our corporate sponsors from the gun safety advocacy, if they want to avoid taking a stand on that, and also to sufficiently insulate them from some of the more radical advocacy and messaging that Manny and the MFOL leaders may engage in.

This is where we can have some of our strategic partners, like civic advocacy organizations with less radical messaging, take the lead on a separately branded campaign that organizes and rallies corporate support. In this way, behind the scenes we can organize and coordinate all of our efforts and campaigns, providing the cover all participate need, effectively orchestrating the outcomes we seek.

Because this will be such a widespread, visible movement, with so much of society behind it (90+%), when we effectively create opportunities for corporations to associate their brand with being out at the front of this, helping to lead society in this way, without the usual political liability of getting involved in issues like this, we can make it a corporate marketer's dream come true for the right corporations.

Provide Educational Resources

Because our campaigns will be centered around gun safety and governmental representation advocacy, we need to provide centralized repositories of information regarding Universal Background Checks and representative democracy so that people tuning into our efforts can quickly and easily educate themselves about the relevant issues, as well as have an abundance of ways to share the information with others via their social media channels, etc.



Joint Signatory Statements

One likely element of our public relations campaign will be to create, circulate, and acquire signatures and endorsements by different segments of society that hold influence, such as:

- academic experts and institutions
- associations (e.g. police associations, teachers associations, doctors associations, retired military officers, retired government officials, etc.)

We'll use these statements to highlight and expand the societal perception of widespread support amongst the general population, as well as amongst important or influential segments of the population.

More than the support of Universal Background Checks, the support of statements we create regarding the protection of democratic principles by respected governmental scholars, and experts (like Alan Dershowitz) and current and former governmental officials will likely be impactful, especially by Republicans and conservative-leaning organizations.

Because it is Republicans, specifically, who are opposing the passage of Universal Background Checks in the Senate, if we can develop a coalition of respected Republicans and conservative organizations that are staunch defenders of the Constitution and representative democracy, that are willing to vocally and vehemently oppose the Senators' opposition to the will of the people on principle, that will be very powerful.

We should identify, and approach prospective high-profile Republican influencers that may be willing to back our efforts, such as Governor Kasich, President Bush, Governor Schwarzenegger, etc.



Public Polling Data

If possible, we should collect public polling data, specific to the bill language, for each state that we are targeting Senators from.

Without having numbers specific to a Senator's actual constituents, it leaves a little wiggle room for the Senator to claim that the support for Universal Background Checks is not so overwhelming amongst their constituents.

Also, without polling constituents on the exact language of the bill, it leaves opportunities for the Senators to say something like, "Even if my constituents generally support the idea of Universal Background Checks, the language in this bill criminalizing transfers between family and friends makes this bill something that they don't support, and want to see defeated."

If we have solid polling of Senators' actual constituents favorability to this specific bill to confront them with, it creates much more pressure for the Senators to accurately represent their constituents.

Without the actual numbers on a state-by-state basis, it becomes more of a theoretical and philosophical argument, with plenty of wiggle room around the language of this specific bill, rather than a direct demand that they represent their constituents.

Because of the potential importance of having these good polling numbers, we will seek to develop a working relationship with a reputable bipartisan polling organization, like Quinnipiac or another university with a strong polling reputation.

Because there are so many states to collect such data from, it may be an overwhelming task for one university, so alternatively we may work with several universities.

Also, it may be even a more effective strategy to work with a home university in each state that is being polled, to make it even more personal, as well as to potentially activate the university, and its student population, around our efforts.

Social Media Content

Our professional services team will come up with lots of ideas for content, and spread it around to feature the proper people, organizations, influencers, and resources we have at our disposal for the campaign.

We'll create video content, memes, and social media posts designed to go viral, featuring:

- television hosts
- MFOL leaders
- Manuel Oliver
- Fred Guttenberg
- influencers



- spokespeople
- subject matter experts (e.g. Constitutional scholars)

We'll also, when appropriate, create custom versions of our content addressing each Senator individually so that those versions can be shared by people represented by that Senator to specifically target them with the intention of pressuring them to align their vote with the will of their constituents.

Celebrity Influencers

We're going to recruit the support of many influencers to help push our campaign messages and content out to massive numbers of people very quickly - especially the younger, more activated demographic that is going to give fire to this movement.

We're going to coordinate and organize a network of influencers in advance so that as we're moving through the campaign, we've got pre-agreed support to have coordinated and synchronized messages being strategically posted by large numbers of influencers.

We're also going to work with celebrity influencers to create original content for us to use in our campaign. Some of the requests we'll make to the influencers will be to record videos using scripts that we've created, and some will be for them to create original messages and original content on their own, from their heart, utilizing their creative talents however they choose, aiming that they will create content that people will want to share and will go viral. We'll just ask that they use our hashtag, link to our website, etc. to keep the energy circulating around our coordinated campaign, and not diverging off in random directions, without the coordination and centralizing we're seeking.

When we keep pointing all of our content back to one source, we can keep the whole nation on the same page with the latest news, the latest messaging, the latest and highest priority calls to action, etc.

Without that central coordination, everyone can have their own idea about what is important, and what should be done now, and when you've got a lot of different ideas competing for attention with each other, that's when you have the scattered energy that has typically existed around most issues.

Scattered, decentralized energy has historically been inefficient and ineffective in response to the, by contrast, highly coordinated messages and actions typical of corporate lobbying efforts, such as the NRA.

If we want to be effective in our results, we have to learn what works in any battle involving a lot of forces, which is a well thought out, well-vetted strategic plan that organizes and coordinates all the actions of all the forces on the battlefield.



Television Strategy

We're going to recruit the support of late night and talk show influencers, like Jimmy Kimmel, Jimmy Fallon, Stephen Colbert, Ellen, The View, etc.

We're going to ask them to cover our campaign and the issues that we're bringing up:

- in their monologues
- in original content written, produced, and aired on their show (e.g. "man on the street" interviews)
- via guest appearances by MFOL students, Manny, Fred, celebrity influencers, etc.

Here's an example of "man on the street" content that could air...

At what point do you think it would be inappropriate for Senators to vote with a minority of their constituents?

Do you think it's inappropriate for one Senator to side with just 40% of their constituents?

Just 30% of their constituents?

Just 20% of their constituents?

Just 10% of their constituents?

Less than 10% of their constituents?

Do you think it's inappropriate for 1 Senator to side with less than 10% of their constituents?

5 Senators?

10 Senators?

20 Senators?

30 Senators?

40 Senators?

50 Senators?

More than 50 Senators?

Does that sound like the United States of America when more than 50 Senators are siding with less than 10% of their constituents?

Are we still living in a representative democracy?

As long as 50 Senators are siding with less than 10% of their constituents, we're actually not living in a representative democracy anymore. That's technically known as a corporate oligarchy.

How does it make you feel to know that your Senators are wearing American flag pins on their lapels, and claiming their allegiance to the Constitution, while at the same time they're lying to your face, having absolutely no allegiance to the representative democracy that this country was built upon?



Here's an example of monologue content that could air...

It's a good thing that these Senators are such strong defenders of the Second Amendment, because they're doing the exact thing that the authors of the Second Amendment created it to protect against.

They're using their position of power to force a system of government upon us that is not the representative democracy that our Constitution was created to ensure.

If the Senators don't voluntarily restore our democratic government by representing the constituents that they have sworn to serve, then according to the Constitution, our forefathers believe we should take up the 300,000,000 guns owned by the private citizens in this country, and use them to subdue our rogue government, and restore democracy by force.

Is that what these Senators are really angling for? Nothing would be better for gun sales than an armed civilian uprising! That's the NRA's wet dream! How far are these Senators willing to go to carry the water of the NRA?

National News Media

Once we come up with our overall campaign strategy, including all the different talking points and storylines we want to push out into the public consciousness, we'll work with the media contacts of all the strategic partners to publish stories, and interview our campaign spokespeople and subject matter experts.

We'll structure this as a coordinated "media blitz," similar to what the March for Our Lives students did leading up to March for Our Lives.

As we keep turning up the heat, and ramping up the pressure on the Senators, we'll force them, one-by-one, to accurately and appropriately represent their constituents, and give up their opposition to Senate Bill 42, until we have the veto-proof majority we need to make Universal Background Checks the law in our country.

Summary

With a wide-ranging enough campaign, supported by enough strategic partners, backed by enough societal influencers, with compelling creative content, and sufficient funding to sustain a very visible and unrelenting campaign, it will be very difficult for targeted Senators to publicly defend opposing 90% of their constituents. It will also be very difficult for those Senators to keep avoiding the issue in the face of such a fierce and vocal public outcry. The energy is already out there to create the results we seek - holding our Senators accountable to their constituents. We're simply providing a plan and structure to organize that energy in the ways necessary to create the outcomes we seek.

