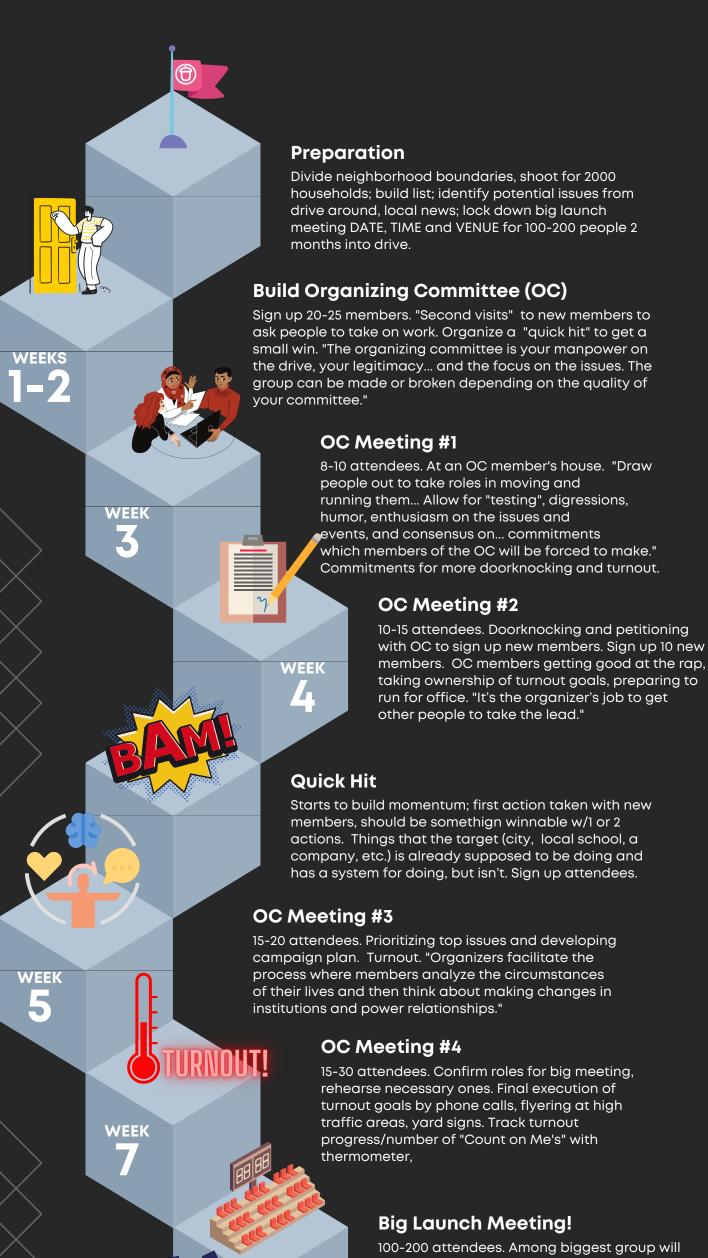
The ACORN Organizing Drive



100-200 attendees. Among biggest group will ever have. Assume 1 attendee for every 3 yeses. Elections for chapter board, launch campaign for top issue to whole community. Major campaign milestones in calendars. Second issue is ready to go after campaign on first.

Kickoff Action: Campaign Action #1

Actions are the lifeblood of the organization. Prepare your leadership carefully to handle the action and the issue. Warn them of the possible responses. They should be organized, not only on the goal of the campaign, but also on where to settle in negotiation.

Cleanup

WEEK

NEEK

Debrief with Executive Board, have leaders lead effort to go back to non-attendees to look for ways for them to plug in so they know structure isn't "set," identify secondary layer of leadership. "At this point, 90% of the fundamentals of the group have been laid. The process does not simply repeat, but becomes more sophisticated."