

# INDIVISIBLE



# SUFFRAGISTS

## **INTRODUCTION**

Indivisible Suffragists was initially founded as Suffragette Sisters to reflect the Suffragette Movement, inspired by the last call of Hillary Clinton to her 2016 General Election Campaign Volunteers. Suffragette Sisters was later amended to Indivisible Suffragette Sisters after officially registering as one of over 5,000 Indivisible Groups via indivisibleguide.com. After further research and consideration of the historic significance and political correctness of the term Suffragists, Founder Brooke Teal Robbins and Members ultimately decided upon indivisiblesuffragists.org to best represent the advocacy of peace respecting of all heritages and inclusiveness of both women and men of the Indivisible Group.

## **CONTACTING AN INFLUENCER**

The following *Indivisible Suffragists* **INFLUENCER GUIDE** was inspired by and adapted from: [climaterealityproject.org](http://climaterealityproject.org) and [indivisibleguide.com](http://indivisibleguide.com)

Strategy is turning the resources we have into the power we need to create the change we want.

Power isn't something we have; it's a relationship with others. For every goal, there are decision-makers and influencers. We can persuade influencers by appealing to their own self-interest or their desire to create change, and by leveraging our strengths. In this resource, we will walk you through the five steps for contacting an influencer.

### Step 1: Target and identify influencers

Start by targeting and identifying influencers.

#### Who is an influencer?

An influencer is someone who has the ability to make change. They can be anyone from a policymaker to a school principal. Depending on their position and stance toward the issue you are advocating, they influence change in very different ways.

The most direct form of influence comes from decision-makers. These are individuals who have the ability to put into effect the outcomes we seek. Depending on your system of governance, they can include your senator or representative, a city council member, a member of Parliament, or a business owner.

Decision-makers do not operate alone. They rely on an ecosystem of individuals who can influence their decision. These secondary influencers can be just as important as the decision-maker as they can persuade him or her to implement an outcome we desire. These individuals include coworkers, colleagues, friends, constituents, campaign donors, or mentors.

Change can be achieved through step-by-step progress. However, it also can be achieved through changing people's mindsets. Broadcasting your message through recognized media channels can inspire grassroots change. These media channels can include your local newspaper or a national radio talk show.

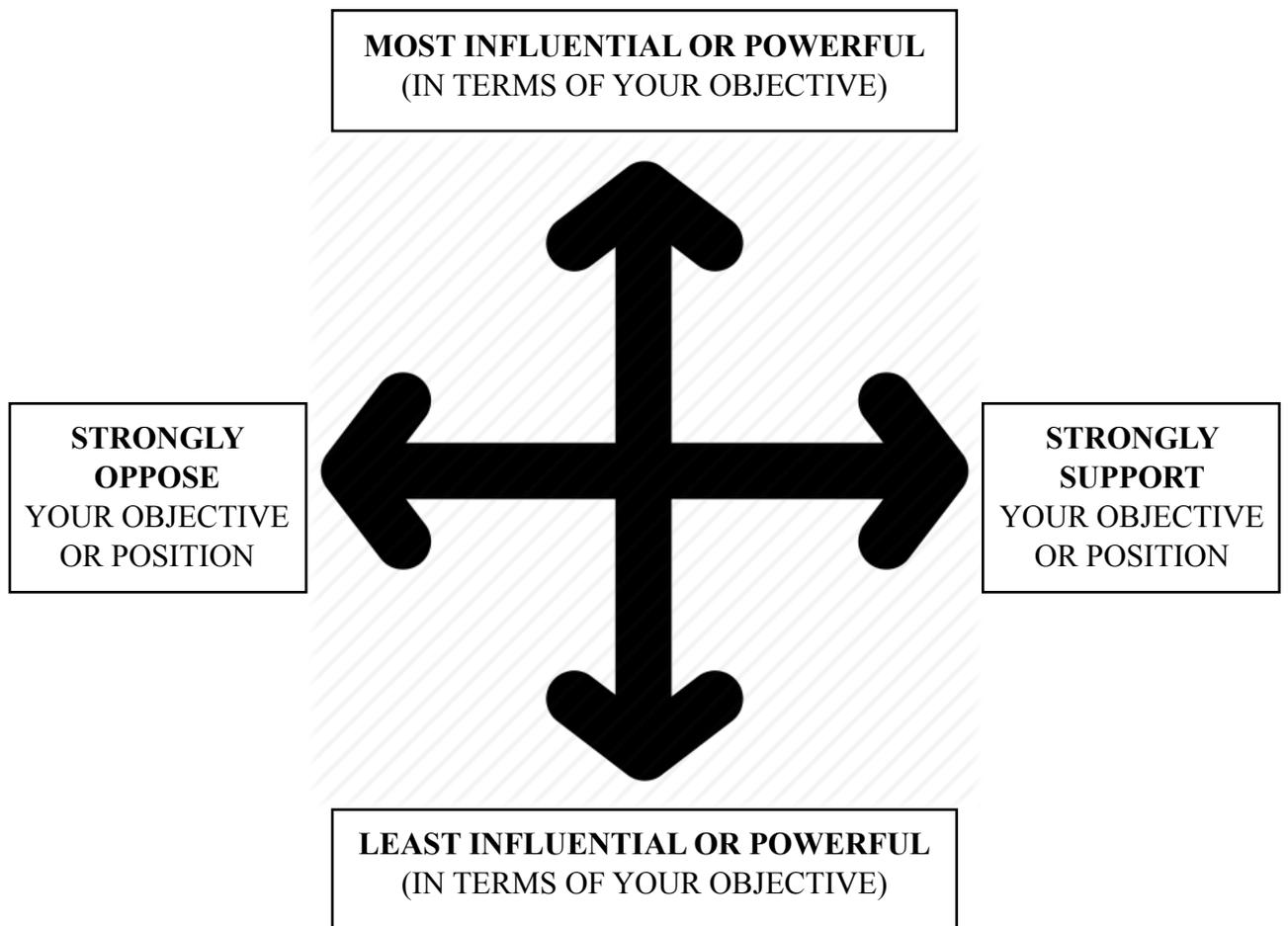
#### Who should you contact?

Take advantage of what you have: Consider if you have an available opportunity to contact an influencer. It may be a contact within the influencer's network or a mutual friend with an influencer. If you have shared past correspondences with an influencer, you could even contact them directly.

Manage your Network: Rally the support of influencers who are on your side to change the opinions of those who disagree with you.

Be realistic but ambitious in choosing who to contact, and be forthcoming in contacting more than just one influencer.

Try mapping out key influencers in this power map to devise your strategy:



Step 2: Streamline your message

The most effective way to communicate your message persuasively is to streamline your message. You can start by asking yourself three key questions:

1. What change do we want?
2. What do they want?
3. What do we have that they want?

What change do we want?

Having a clear idea of your objectives is important in persuading others to support those aims.

**EXAMPLE:**

Consider *Indivisible Suffragists* **Mission Statement** : Indivisible Suffragists Founder and Members are Feminists, both women and men, who advocate for equality and believe that “Human rights are women’s rights, and women’s rights are human rights”.

**And/or...**

Consider The Climate Reality Project **Mission Statement** : Our mission is to catalyze a global solution to the climate crisis by making urgent action a necessity across every level of society.

Think about what your personal campaign goals are. Are they to see your community pledge a transition to renewable energy? Are they to have a formal statement of commitment from your senator or representative to the Paris Agreement?

After establishing your goals, ask what your influencer can do to forward progress toward that goal. For a political representative, this might mean voting a particular way on a relevant policy. For a newspaper reader, this might mean reaching out to contact influencers, just as you are doing.

Articulate your goals as well as what the influencer can do to help achieve those goals clearly in your statement or letter.

EXAMPLE: Page 5 of **INFLUENCER GUIDE** : *Indivisible Suffragists*



## *Indivisible Suffragists*

**Indivisible Suffragists Members:**

### **Opposes Ryan Healthcare Repeal Bill**

Pasadena, CA – Brooke Teal Robbins, Founder and current President of Indivisible Suffragists on behalf of Members, issued the following statement on the House Leadership’s proposed “American Health Care Act.”

We are in full agreement with likeminded Indivisible Groups as well as the League of Women Voters of the United States that the “American Health Care Act” was developed in secret and is now being rushed to passage by Speaker Ryan and the House leadership. We affirm the belief based upon facts that the legislation is un-American and will rip apart our health care and revoke coverage for millions of Americans while raising costs for millions more.

Sincerely,

*Brooke Teal Robbins*

Brooke Teal Robbins

Indivisible Suffragists Founder and President

*indivisiblesuffragists.org* . Pasadena . California . United States of America

What do they want?

Think about what the aims and interests of your influencer are.

An immediate aim for a politician could be to get elected, and a similar aim for a business owner could be to expand their business. Influencers are people too; they may also have interests in preserving our resources and ensuring a quality of life for their children. For example, you can appeal to both their self-interest and their common humanity by reminding them of the universal impacts of climate crisis as well as other progressive issues that concern us all.

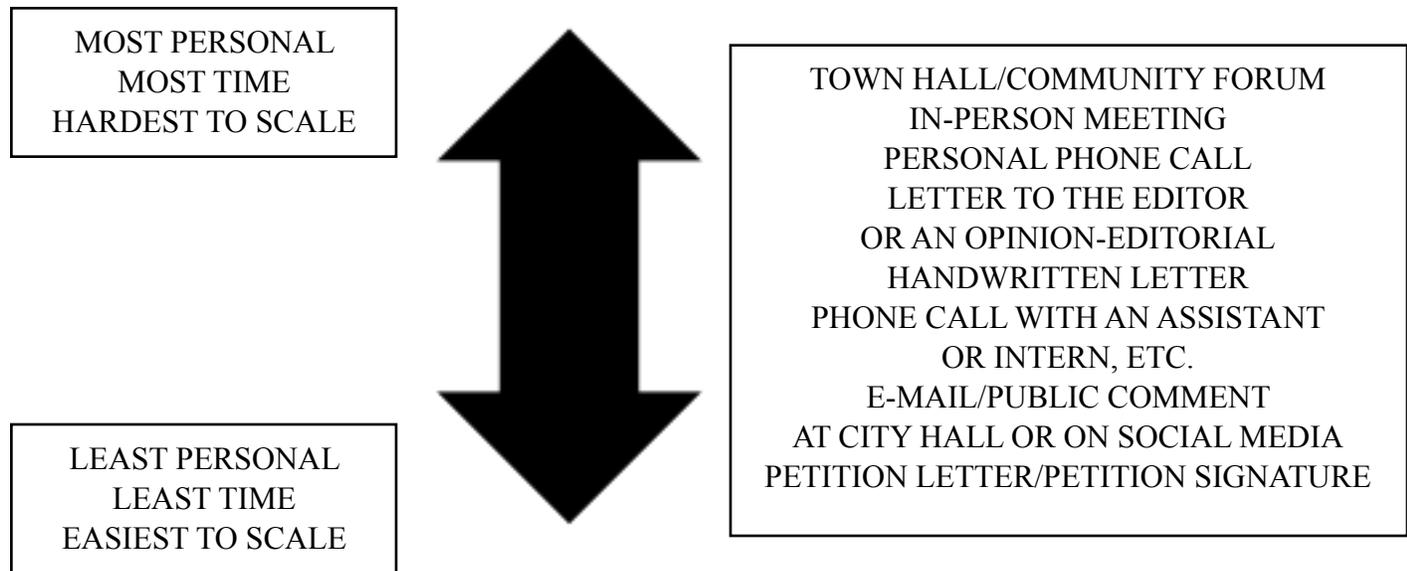
What do we have that they want?

Leverage what you have to offer.

It could be useful to a politician to gain the endorsement of an Indivisible Group, environment group, or useful to a business owner to embark on a partnership in sustainability with your organization.

Step 3: Decide on your platform

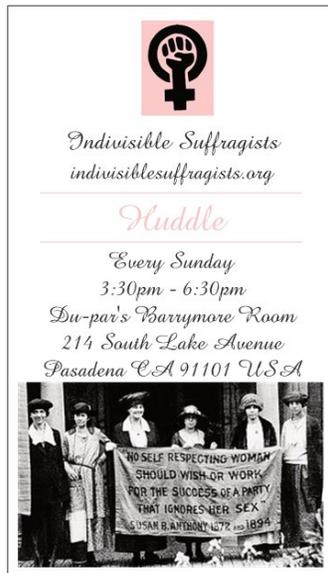
How should you contact them?



- Town hall or community forum – Look at your local newspaper or online for upcoming town hall meetings in your town. Plan a short statement on the issue you’re advocating for, and show up early to the meeting with plenty of practice.
- In-person meeting/scheduled personal phone call – Arrange a meeting or phone call with an influencer. Prepare a list of questions you might want to ask and a statement on the issue. Be polite but engaged when you talk to them.
- Publish a letter to the editor or an opinion editorial – Write a letter to the editor or an opinion editorial for your local newspaper. Get your family or peers to edit it, check your facts, and refine your language. Send the letter with an accompanying email to explain that you are a trained Climate Reality Leader and what you are advocating. Remember: your audience is the readers and the general public.
- Handwritten letter – Write a letter to the influencer, clearly articulating your message. Post the letter and ensure it reaches your influencer by calling their office to follow-up.
- Phone call with an assistant or intern – Prepare a statement sharing your concerns on the issue. Call your influencer’s office and get in touch with an assistant or intern. Leave your contact details so the influencer can get in touch with you if they need to.
- Email/public comment on social media – Send an email or public comment to your influencer, stating your message concisely and politely.
- Petition letter/petition signature – Sign a petition or send a petition letter targeting one or more influencers. Clearly and concisely state your goals.

Distribute Indivisible Suffragists business cards to your influencer or their assistant.

EXAMPLE:



Indivisible Suffragists  
indivisiblesuffragists.org

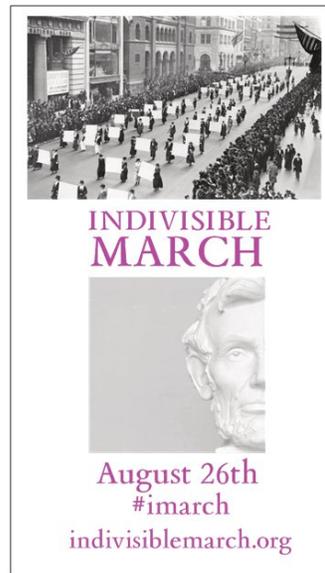
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*Huddle*

Every Sunday  
3:30pm - 6:30pm  
Du-par's Barrymore Room  
214 South Lake Avenue  
Pasadena CA 91101 U.S.A



NO SELF RESPECTING WOMAN  
SHOULD WISH OR WORK  
FOR THE SUCCESS OF A PARTY  
THAT IGNORES HER SEX  
JUSAN B. ALBERTSON 1272 1894




INDIVISIBLE  
MARCH



August 26th  
#imarch  
indivisiblemarch.org

#### Step 4: Connect with your allies

Building a strong community of people who support your campaign gives you greater power in persuading the influencer.

Reach out to your network and let them know you are contacting an influencer. Over 5,982 Indivisible Groups via [indivisibleguide.com](http://indivisibleguide.com), friends, family, other likeminded organizations, community groups, schools, or neighborhood committees are all useful allies to have. If you gain their endorsement, you can mention that when you contact the influencer. It makes your message more compelling to have a community of supporters backing it.

#### Step 5: Make a plan to follow up

Follow up with your influencer after contacting them to check on what they've done to meet any commitments or promises they made.

You can escalate any actions taken by positive influencers by engaging with them after you contact them. They may present you with opportunities for future presentations and events. Seek to build a personal relationship with your influencer. You may find yourself a lifelong ally in your campaign to take Indivisible Action.