



## Move the Money — Move the Economy

### ACTION TOOLKIT

**Just as peace is more than the absence of war, national security is more than planes and bombs; it includes jobs, schools, housing, and healthcare.**

**AFSC** is calling for:

- Deep cuts in the Pentagon budget
- Raising revenues through taxes on the wealthy and corporations
- Continuing protection for programs that aid the most vulnerable
- Short-run investments to stimulate job creation

We need to be vocal about our priorities. Two wars, runaway military spending and the Bush era tax cuts for the wealthy were major causes of the deficit. Cuts to the Pentagon and increased revenues should be the tools we use to cut the deficit. Direct investments in job creation will stimulate the economy and lead to higher long-run tax revenues.



Graphic of the proposed 2013 discretionary budget. Order color foldout copies at [www.oneminuteforpeace.org](http://www.oneminuteforpeace.org)

**60%** Military budget

Everything else **40%**



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### FOCUS ON THE FISCAL CLIFF

#### What is Sequestration and Why Should We Care?

The post-election “lame duck” session of Congress gives us a crucial opportunity to focus pressure on changing our federal budget priorities!

#### BACKGROUND ON SEQUESTRATION

- Under the Budget Control Act (BCA) of 2011, automatic across-the-board discretionary spending cuts (also known as *sequestration*) will happen at the end of 2012 that will result in \$1.2 trillion in cuts over the next decade.
- These cuts are the result of the failure of the deficit reduction Super Committee’s inability to reach an agreement.
- Since total projected [discretionary spending for FY2013](#) is about \$1.15 trillion, these cuts would be severe. In fact, they were made that way on purpose, in order to convince Congress to come up with a better plan.
- These automatic cuts would have a much greater impact on funding for **non-defense programs** such as education and housing than they would on Pentagon spending.
- To start with, the [military accounts for more than half of all discretionary spending](#). Though the dollar amounts of the cuts are split evenly between the Pentagon and non-defense programs, the cuts to non-defense programs come from a smaller portion of the total discretionary pie.
- Secondly, Pentagon spending has been growing much faster over the last decade than non-defense funding. According to the Office of Management and Budget, spending, not including

war costs and funding for nuclear weapons, has grown 35 percent over the last decade, adjusted for inflation. Over that same period, non-defense funding has only grown by a third of that amount, or 12 percent.

#### WHAT CAN I DO?

##### Materials in this toolkit can help you:

- Visit — make an appointment at your local Congressional office and express your concerns. Use our talking points on the next page and our how to talk with Congress guide in this packet.
- Write a letter to the editor or Op-ed — use our talking points to craft your own or use our letter to the editor [template](#).
- Stage a media event or creative action to help raise awareness in your community. Use the Alert the Media and Creative Actions sections to help you stage your event.



# Sequestration Talking Points

USE THESE POINTS TO TALK TO CONGRESS or  
WRITE TO THE MEDIA

- There would be no “fiscal cliff” if Congress had been willing to choose a sensible, reality-based budget that reflects the values of my community and many others across the country.

## WE NEED DEEP CUTS TO THE PENTAGON BUDGET

- No sensible approach to the budget can leave out cuts to the Pentagon budget. According to a recent [PEW poll](#), a majority of Americans support these cuts.
- It makes no sense for Congress to spend over half of the dollars it has discretion to allocate on a military budget that has already doubled since 1998 – without even counting the \$1.38 trillion in additional funds allocated to wage wars in Iraq and Afghanistan – even as millions of families struggle to find work, and to feed and house their families.
- Our economic security is the foundation for our national security. These enormous Pentagon budgets actually hurt us by adding to the deficit, weakening the economy and diverting resources from communities.
- We understand that lobbyists and special interests claim that cuts in Pentagon spending would lead to a loss in jobs. This is because any government spending creates jobs. But [studies](#) have shown that government spending on non-military programs creates more jobs than the same amount of funds given to the Pentagon. Likewise, cuts in non-military programs will cause greater job loss than Pentagon cuts. That’s why an interest in jobs means we should cut the Pentagon budget and use those dollars for job creation in the energy, education or health care sector.
- We could easily make deeper cuts to the Pentagon budget than are currently in the sequester and not jeopardize our national security -- in fact the Simpson-Bowles deficit reduction committee recommended \$1 trillion

in cuts, which would only bring Pentagon spending back to 2006 levels.

## WE NEED TO RAISE REVENUES THROUGH TAXES ON THE WEALTHY AND CORPORATIONS

- The Bush era tax cuts for the wealthy MUST NOT be extended. The Congressional Budget Office ranked making permanent the Bush tax cuts for all taxpayers (including the rich) as the least effective policy option for creating *jobs in the short term*.
- If all corporations just paid the 35 percent federal tax they are supposed to, we’d have an extra \$219 billion in the public treasury annually to cover the cost of fixing roads, hiring teachers, and helping families heat their homes.

## WE NEED TO PROTECT IMPORTANT SOCIAL PROGRAMS/ INVEST IN JOB CREATION

- My community has identified job creation, education, housing, food assistance, the environment and other crucial social programs as important for our well-being and security ([NOTE: YOU CAN CUSTOMIZE YOUR LIST ACCORDING TO LOCAL NEEDS, STORIES, ETC.](#)) and cuts to these programs will be devastating to our community. WE NEED INVESTMENT IN THESE PROGRAMS, NOT CUTS.
- Non-security discretionary spending cuts will reduce public investments which could lead to slower long-run economic growth and lower living standards for future generations.
- This is not the time for austerity measures. Instead, the government should spend more to allow new job creation. A Congressional Budget Office (CBO) report estimates that the American Recovery and Reinvestment Act (ARRA) increased the number of people employed between 1.0 million and 2.9 million jobs as of June 2011. Without the help of the government spending, many more people would have been unemployed. In the long run, lower unemployment means smaller deficits.



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### REAL AND DEEP CUTS TO THE MILITARY BUDGET

#### A Fact Sheet

#### Substantial cuts can be made to the defense budget without a threat to our national security.

With military spending accounting for 60% of the discretionary budget — more than all other discretionary spending programs combined — deep cuts in this area must be a major component of any serious effort to reduce the federal deficit.

#### US Military Outspends the World

Department of Defense budgets have doubled over the past decade and the United States is now responsible for nearly half of global military spending according to the Stockholm International Peace Research Institute. Spending can be cut by reducing overseas military bases, nuclear weapons programs, military aid programs, and ending the Iraq and Afghanistan wars.

#### Waste and Fraud

According to the Commission on Wartime Contracting in Iraq and Afghanistan, “at least \$31 billion, and possibly as much as \$60 billion, has been lost to contract waste and fraud in America’s contingency operations in Iraq and Afghanistan.” The report also states that if continued without scrutiny, accountability and better oversight by US Government much more tax payer money will be lost.

#### Military Spending Isn’t the Best Investment in Jobs

Investment in sectors such as education, health care, and clean energy produce more jobs than similar investment in military programs. According to the report “[What Kinds of Federal Spending Create The Most Good Jobs?](#),” \$1 billion in spending in education services creates 29,100 jobs, \$1 billion in Healthcare would create 19,600 jobs, where as \$1 billion in military spending would only create 11,600 jobs.

#### Additional Resources:

[Debts, Deficits, and Defense: A Way Forward](#) — The Sustainable Defense Task Force

[Ten Reasons Why Congress Should Cut the Pentagon Budget](#) — FCNL

[10 Years After 9/11 - The Dollars and Sense of War](#) — NPP

[War costs more than admitted, and it’s continuing to climb](#) by Joel Brinkley

[Documents show Pentagon’s communications Shop Girding for Battle Over Military Spending](#) by Craig Whitlock

Detail from Federal Budget Mural in Atlanta



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### RAISING REVENUES THROUGH TAXES ON CORPORATIONS AND THE WEALTHIEST

#### A Fact Sheet

**Reduced revenue from tax cuts for the most prosperous among us has led to the rise of national debt. If congress is serious about addressing the deficit, legislators must:**

- End Bush era tax cuts to the wealthy
- Increase taxes for the ultra-wealthy
- Reduce loopholes for private equity and hedge fund managers
- No tax breaks for multinational corporations that have offshore jobs

#### Tax Cuts for the Rich = Big Deficit

According to Citizens for Tax Justice, when you factor in income and estate tax cuts, “extending the tax cuts for the rich would add over a trillion dollars to the ten-year federal budget deficit.” The Congressional Budget Office recently ranked *making permanent the Bush tax cuts for all taxpayers (including the rich) as the least effective policy option for creating jobs in the short term.*

#### Millionaires Should Pay Their Share

The current tax code doesn't distinguish between households earning \$373,000 and other super rich income holders who earn over 1 million. Creating new tax brackets for higher annual income, and taxing capital gains and dividends for taxpayers with income above \$1 million would raise about \$784 billion over 10 years.

#### Corporations Should Pay Their Share

If all corporations just paid the 35 percent federal tax they are supposed to, we'd have an extra \$219 billion in the public treasury annually to cover the cost of fixing roads, hiring teachers, and helping families heat their homes.

#### Additional Resources:

[Policies for Increasing Economic Growth and Employment in 2010 and 2011](#) by Congressional Budget Office (CBO)

[State-by-State Fact Sheets for Super-Committee Advocacy](#) by National Women's Law Center

[Half of Deficit Reductions Should Come from Spending Cuts — and that Half is Done](#) by Citizens for Tax Justice

[Description Of Revenue Provisions Contained In The President's Fiscal Year 2012 Budget Proposal](#) by Joint Committee on Taxation





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### PROTECTING VULNERABLE POPULATIONS

#### A Fact Sheet

**There is tremendous pressure to cut non-defense discretionary spending to reduce the deficit, and that means funding for programs that serve vulnerable populations. Even programs outside the discretionary budget, such as Medicaid, Medicare and Social Security are being considered for cuts.** This is misguided and dangerous. Our deficit is the result of two unfunded wars and tax cuts for the wealthy and corporations. *Seniors, low-income people and children should not pay the price.*

#### Protect Medicaid

Medicaid serves the most vulnerable among us. Cutting Medicaid would affect senior citizens, children, and people with disabilities. Plus, when people don't get the care they need they visit the emergency room or need hospital stays they cannot pay for, raising the cost of care for everyone else, and resulting in a **"hidden health care tax."**

#### Protect Social Security and Medicare

Medicare and Social Security are crucial to protecting the middle class.

Half of Americans age 65 and older have an annual income of less than \$18,500 per year and half of all Medicare beneficiaries spend about \$3,100 annually out of pocket for their health care.

Social Security is the one source of income that many seniors can rely upon, especially in this economic climate

with declining home values, a volatile stock market and dwindling pensions.

#### Social Programs Are Effective

The Special Nutrition Program for Women, Infants, and Children (WIC) is one of the most cost-effective programs, in the U.S. WIC prenatal benefits reduce low birth-weight babies by 25% and very low birth-weight babies by 44%. For very low birth-weight babies, an increase of 1 pound at birth saves approximately \$28,000 in first year medical costs.

Refundable tax credits for working families, like the earned income tax credit (EITC) and child tax credit, keep millions of families out of poverty. In 2009, the EITC lifted an estimated 6.6 million people, including 3.3 million children, out of poverty.

#### Additional Resources:

[Medicaid, Deficit Reduction and the Super-Committee](#) by Families USA

[Confusion on Social Security and Medicare](#) by Russ Armstrong and Steve Gorin





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### INVESTMENT IN JOB CREATION

#### A Fact Sheet

The US continues to face historically high unemployment rates, hovering just under 8%.

#### Investment in Jobs Will Help the Deficit

Job and income growth is necessary to yield higher tax revenue and reduce the need for government-funded programs. Congress should make short-term investments in job creation, not cuts in domestic programs that cause more layoffs.

#### Cutting Spending Will Eliminate Jobs

You don't create jobs and growth by firing workers and cutting spending," says Nobel Prize-winning economist Joseph Stiglitz. Non-security discretionary spending cuts will reduce public investments which could lead to slower long-run economic growth and lower living standards for future generations.

#### Invest in High Impact Sectors

When it comes to job creation, investment in sectors such as education, health care, and clean energy produce more employment dollar for dollar than investment in the military.

According to the report "[What Kinds of Federal Spending Create The Most Good Jobs?](#)," \$1 billion for education services creates 29,100 jobs, \$1 billion for health care would create 19,600 jobs, whereas \$1 billion for the military would only create 11,600 jobs.

#### Austerity Hurts the Fragile Economy

This is not the time for austerity measures. Instead, the government should spend more to allow new job creation. A Congressional Budget Office (CBO) report estimates that the American Recovery and Reinvestment Act (ARRA) increased the number of people employed between 1.0 million and 2.9 million jobs as of June 2011. Without the help of the government spending, many more people would have been unemployed. In the long run, lower unemployment means smaller deficits.

#### Additional Resources:

[How to Put America Back to Work](#) by Joseph Stiglitz

[What's missing from the debt ceiling debate? Jobs](#)

by John Irons

[Debt Ceiling Deal Threatens Deep Job Losses and Lower](#)

[Long-Run Economic Growth](#) by Andrew Fieldhouse and

Ethan Pollack





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## HOW TO TALK TO CONGRESS

### Meet and call your member of Congress effectively

You do not need to be an expert on federal budget issues to address it with your congressional delegation — you are their constituent and **your views are important** to their decisions on matters before Congress. Consider any interaction with them part of a longer relationship building process.

### Scheduling a Lobby Visit

- Good lobbying begins with access. The scheduler controls who will meet with the member, and for how long.
- Request an appointment in writing as early as possible.
- In your request state clearly who will be attending and what issue you would like to discuss.
- Visiting in groups of 6 or less and discussing one or two major topics is most effective.
- Identify one specific aspect of your issue for each person in the group to highlight briefly.
- Know the member's voting record on budget issues.
- Use concrete local examples and numbers about how federal budget priorities affect your community. [www.nationalpriorities.org](http://www.nationalpriorities.org) has great resources.

### Do Your Homework

- Appoint a spokesperson for your group.
- Practice answering questions in a simple, straightforward manner.
- **State Your Power**
  - Be clear about your connection to the member's constituents and your affiliations.
  - If you are a constituent, say so. If you represent constituents, tell them how many. Do you have influence over a community of constituents? If you work with churches or other organizations in their district, tell them.

## LOBBYING 101

**Be respectful but not star struck.**

**These people work for you.**



### **Be concise and direct!**

- Expect to get 15-30 minutes; preparation is key to making the most of this short window.
- Members of Congress have a tendency to talk a lot, and will talk about things that they know, not necessarily the issue that you came to them with.
- Make sure they don't take over the meeting. Politely redirect the conversation to your point as needed.

### **Paint a Picture**

- After starting with concrete examples, facts and figures can help to support your case.
- Have someone present at your meeting who can speak with their heart and personal experience about how federal budget decisions and war spending have affected them.

### **Avoid Threats or Accusations**

- Basic courtesy is essential for advocacy, even when we are deeply angry about a bad policy or failure to act.

- Approach whomever you meet with as an ally no matter where they stand.
- Convey urgency and responsibility in a manner that empowers action rather than raising defenses and stifling further dialogue.

### **Thank Them**

- Thank your representative for their time and their leadership on federal budget priorities if their voting record has been good.

### **State a Clear Ask**

- The most important thing about a meeting is to make a direct and clear ask.
- Use our talking points to help you frame your ask about federal budget priorities and if they have a specific role to play in the process focus on that.

### **Leave Something Behind**

- Leave written materials for the representative and/or their staff.

### **Don't Worry**

- If you don't know the answer to a question that is asked, it will give you the opportunity to find the answer and get back in touch.

### **Follow Up**

- Be sure to send a thank you note to your representative.
- Follow up and make sure they follow through.
- Report back to us about your visit! Send a message to [actioncenter@afsc.org](mailto:actioncenter@afsc.org)

## **Additional Resources**

### **Friends Committee on National Legislation**

[Climbing the Ladder of Engagement](#) — a guide to building a relationship with your member of Congress

### **National Priorities Project**

[Budget Tools](#) — A place to find specific numbers on the impact that federal spending has on your local community. This is great info for your meeting with a member of Congress.

### **AFSC Congressional Directory**

Find your member of Congress [here](#).

### **New Priorities Network**

American Friends Service Committee, UFPJ, National Priorities Project, FCNL, Peace Action, USLAW, Code Pink, Veterans for Peace, and many other groups from around the country come together in the NPN. [Use this website](#) to find current national campaigns and resources.

**COMMUNITIES NEED  
INVESTMENT TO  
THRIVE**



**Tips for Calling a Member of  
Congress**

Most legislative offices keep track of calls from constituents on various issues and report the number of calls they get to the legislators themselves on a regular basis. Calling your legislator's office to register your opinion is an important way to advocate for a responsible federal budget.

**Call** the US Capitol Switchboard at **202-224-3121** and ask to be connected to your legislator's office. You may also call the member of Congress outside of Washington in their district office (go to [www.contactingthecongress.org](http://www.contactingthecongress.org) to find local info on your member of Congress).

**Identify yourself** and where you are from to make it clear you are a constituent.

**Identify legislation** and action you want taken.

**Clearly explain** your position on the issue (only address one issue per call) and what you would like the legislator to do (vote for or against a bill, etc.).

**Ask** to speak with the staff person who works on the issue you are concerned about (for example: "May I speak with the staff person who works on budget issues?").

**Be courteous, polite and concise.**

**Basic Budget Talking Points:**

- People in my community want DEEP CUTS to the Pentagon budget and to bring the war dollars home.
- It is important to raise revenues by increasing taxes on corporations and the wealthy. Tax cuts and loopholes for corporations and the wealthiest Americans have contributed greatly to the deficit.
- During these difficult economic times it is even more essential to protect funding for the most vulnerable.
- With record unemployment it is essential to INVEST in job creation.

HINT: customize your talking points by adding local information. [www.nationalpriorities.org](http://www.nationalpriorities.org) can help you with information specific to your community.



## Move the Money — Move the Economy



### CREATIVE ACTIONS FOR TALKING ABOUT FEDERAL BUDGET PRIORITIES

There are many ways to present the federal budget to the people in your community.

#### SIGNAGE

One easy way to present these issues to your community is through signs.

##### Homemade

This can be as simple as a hand lettered sign carried at a march, or placed in a window on a well-trafficked street.

##### Billboards

You can create something dramatic, like the billboard pictured on the right. Many billboard companies will be willing to negotiate with you for a PSA rate. AFSC has helped communities in several different states put up billboards.

##### Federal Budget Banner

You can download our Federal Budget Banner (pictured above), take it to your local sign shop and have it reproduced in vinyl. We have a 15 foot version as well as the 40 foot version pictured here. It can be carried during a march, held by several people on a busy street corner, or hung from a building.

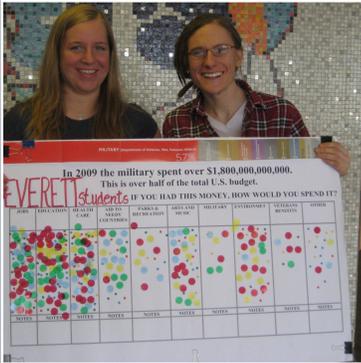
You can download the file on our [website](#).

We'd love to hear about what you try and see pictures of your event. Send them to [actioncenter@afsc.org](mailto:actioncenter@afsc.org)



**Top:** A handmade sign in the window that faces the State Capitol in New Hampshire. **Bottom:** A community group in Lansing Michigan raised money to pay for this billboard.

## MAKE YOUR OWN PENNY POLL



Top: High school students in Michigan voted how to spend funds by using stickers on a poster.

Middle and right: Community members in Portsmouth, NH and high school students in Chicago voted with pennies put into plastic tubes corresponding to the budget categories.

Bottom: Community members in Rhode Island voted for how they wanted federal dollars spent by placing pennies in plastic buckets.

## Interactive Tools

A very good way to help the people in your community understand our federal budget priorities is to involve them in an interactive display.

### Penny Poll

The classic tool for this is the penny poll. Your community will be creating a visual display of the categories within the federal budget and asking passersby to vote on where they think their tax dollars should be spent.

You can give each person who wants to participate 10 pennies or stickers and ask them to distribute them among the categories in the federal discretionary budget:

- Military: includes Department of Defense, War, Veterans Affairs and Nuclear Weapons programs.
- Health and Human Services

- Education
- State Department
- Homeland Security
- Housing and Urban Development
- Justice
- Agriculture
- NASA
- Energy (excluding Nuclear Weapons programs)
- Labor
- Treasury
- Interior
- EPA
- Transportation
- Other programs

After people have voted, give them a handout that shows the actual spending in the proposed 2012 budget. You can email [mzernel@afsc.org](mailto:mzernel@afsc.org) to request a handout shown on this site [www.oneminuteforpeace.org](http://www.oneminuteforpeace.org)



## Hold a Film Screening

American Friends Service Committee and the National Priorities Project hold an annual film festival for youth ages 13-23. We asked them to make short videos about what they would rather spend \$1 trillion on instead of the wars in Iraq and Afghanistan, or instead of tax cuts for the rich. We received fabulous entries from around the country and you can use these short videos as a public program to generate discussion in your community.

The videos work well at a special event on campus or in your community, at a church or union meeting, at a house party or even in the classroom.

Make sure that the location you choose has a video projector and amplified sound. Decide how long your program will be — if you show only the top 6 it will take around 20 minutes.

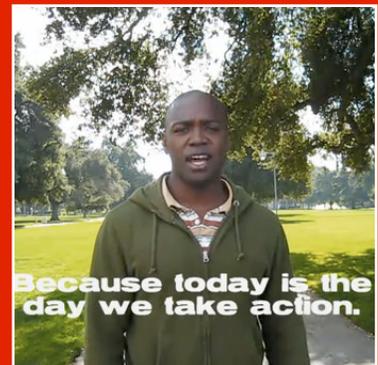
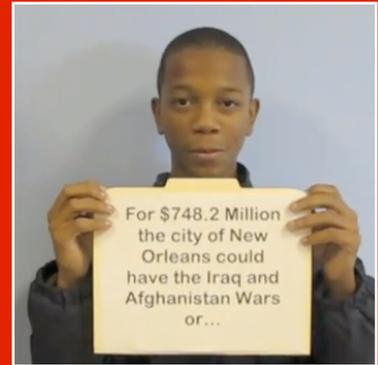
## Make a Video

**If you work with youth or are one yourself you can enter the 3rd Annual If I Had A Trillion Dollars youth video festival.**

Last year 50 youth who participated in IHTD and their 30 adult mentors came to Washington DC for a leadership training, public film screening and Congressional lobby day where they made 27 visits on the hill and hosted a Congressional briefing!

You can find out more [information](#) about how your community can participate, a FAQ and curriculum for use with young people who want to create a video for the festival.

## IF I HAD A TRILLION DOLLARS...



### Stills from the DVD

The winning entries are from around the country including these.

Top: New Orleans, LA

Middle: Portland, OR

Bottom: Los Angeles, CA

For viewing the videos, you have two options:  
stream them via YouTube on our channel <http://www.youtube.com/user/IHTDVideos?feature=mhum> (this will require an internet connection at your chosen location)

or borrow a DVD from AFSC.

Email or call Erin Polley at [epolley@afsc.org](mailto:epolley@afsc.org) or 317-626-0868 to make arrangements. Videos are lent out in 10 day periods for no charge



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### ALERT THE MEDIA

There are many ways to get your message across using these simple tools

Amplify your creative actions by making sure that you let the media know what you are doing.

#### Make it visual

If your action has a strong visual component the media will be more likely to show up. Use some of the ideas in this packet or come up with something totally unique! Take your own picture and send it to the local media, even if they didn't show up. Sometimes you'll get a photo in the newspaper even if they don't run a story.

#### Connect Locally

Make sure to have a local angle on the way that budget cuts are affecting your community. The National Priorities Project has a great website that can tell you precisely how many tax dollars your community has spent on the war AND the military budget and what your community could have spent the money on instead. Visit [www.nationalpriorities.org](http://www.nationalpriorities.org)

#### Press Template and Media tips

AFSC has a [template](#) you can use to contact the media and a [list of tips](#) about speaking to the media.

#### Letters to the Editor

Writing a letter to the editor is one fantastic way to reach the people in your community and let them know that you support ending the war, cutting the military budget and funding human needs. Use our [template](#), or write your own.

#### Social Media Savvy

Facebook, Twitter and other social media outlets are great ways to help organize your community and to broadcast your community's feeling about budget priorities. Download AFSC's [social media guide](#).



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### STRATEGY: RESOLUTIONS CAMPAIGN

**Build a broad coalition in your community through passing local or state resolutions**

Working to secure funding for jobs and services in our communities by reducing military spending and raising revenues will involve building long-term and broad coalitions. We will need to work with groups that focus on peace, faith, labor, the environment and social, racial and economic justice.

One strategy for building these relationships is to involve your community in the process of passing a city or state resolution to “bring the war dollars home” or “move the money” from the Pentagon into investment in our communities.

**AFSC along with the other members of the New Priorities Network have pledged to work on state and local resolutions. Join us!**

#### Reach Beyond the Choir

Invite the broadest group of people you can think of to a meeting to discuss the possibility of passing a resolution. New Priorities Network has a page of [resources](#) that can be helpful at a first meeting and [National Priorities Project](#) can help you find information about federal budget trade-offs and the cost of war to your local community.

You may need to spend some time attending meetings held by other groups and asking to get on the agenda. Showing up for their events and lending support to their work can help to build relationships.

#### Draft a Resolution

AFSC has been working in coalition to pass resolutions across the country, including successful campaigns in [Northampton, MA](#), and [Des Moines, IA](#). You can take a look at the language in these resolutions and then work with your coalition to draft your own. New Priorities Network has [even more](#) to look at!

#### Take it to the Streets

Turn your resolution into a petition and take it to farmer’s markets, public events, the library, wherever you will find people. Talking to people will help them understand the issues and getting a lot of signatures will help your cause.

#### Find an Ally

Identify a friendly member of the city council or state legislature and ask them to sponsor the resolution. You can approach more than one person, they may be more willing if there are co-sponsors.



Photo by Lynn Martin