



## **WHAT ARE MOVEON COUNCILS?**

MoveOn Councils are community-based groups of MoveOn members that make up a nationwide movement for change.

### **What do MoveOn Councils do?**

MoveOn Councils organize locally to impact key national issues of our 5 million members. We hold elected officials accountable and shape the political dialogue in the local and national media through nationally coordinated actions. We organize to build capacity in cities and towns across America, and respond quickly when breaking news calls for a nationally-scaled response.

MoveOn Councils bring MoveOn members together in-person to build progressive community and develop progressive leaders. Councils provide great opportunities for MoveOn members to take on leadership roles and develop into community organizers. These roles include Core Group member, Recruitment or Media Coordinator, and Council Coordinator. We also have a network of Regional Coordinators, or member lead organizers who work with several councils to help support Council organizing.

### **What did we do during the 2008 election?**

During the election season, we were the "Recruitment Engine" that turned out over 100,000 MoveOn members to volunteer with the Obama campaign. Councils participated from every state in the country—we held over 7,480 phone parties and canvasses during the general election and made a total of 2.14 million phone calls for Obama— giving a huge boost to local Obama campaign offices and helping us take back the White House.

### **What are we organizing in 2009?**

Through our local work on national issues, we are going to achieve real change in 2009 in health care, building a clean energy economy, and ending the war in Iraq. We're building strong Councils so that we're ready to involve our entire communities to effect change in 2009, and to continue to build a strong progressive movement.

## **What's the Power Up America campaign?**

Our country is facing a huge challenge. We've got to figure out how to restart our economy and create new jobs. One of the best ways to make this happen is to invest in clean energy and energy efficiency. If we go big with new forms of energy, we can create millions of good, green jobs that can't be outsourced--and we can tackle the climate crisis. To make this happen, we've launched Power Up America, MoveOn's massive campaign to build a new energy economy by transitioning to 100% clean electricity in 10 years and creating 5 million new green jobs. MoveOn Councils are taking the lead with the Power Up America campaign.

## **How do MoveOn Councils work?**

Councils have a simple structure to make our work most effective and productive. Each Council has a Council Coordinator, who works to organize other members of the group and keeps in touch with the MoveOn Regional Coordinator. Each Council also has a Core group, made up of members with key roles, and constantly recruits new MoveOn members to get involved and make an impact.

MoveOn provides comprehensive materials that councils use for all events, including the organizing and media materials that you'll need. Materials are easy to access and to use, and each Council has its own interactive website to support its work and a recruitment tool to call other MoveOn members in the area. We have an online event management system that allows Councils to manage your events efficiently and to keep in touch with everyone who signs up to participate in your events.

To form a Council, MoveOn members agree to come together to hold events, and take on certain roles. You will have support from MoveOn through materials, tech resources to help you organize effectively, and a network of member leaders and staff organizers. The power of Councils comes from coordinated action with hundreds of other Councils—by working together, we can most powerfully impact the issues that we care about.