

Suggestions for Launching An Impeachment Campaign in Your City/County

*Quick Start Guide - based on the experience of
Alameda4Impeachment (Alameda, CA)*

- First, connect with the national ImpeachDonaldTrumpnow.org group led by Free Speech for People and RootsAction.org
 - Follow along on Twitter at [@impeachdtnow](https://twitter.com/impeachdtnow) and via email: at info@impeachdonaldtrumpnow.org OR contact@freespeechforpeople.org. They may be able to connect you with other people in your area who are ready to organize around this campaign.
 - Assemble resources from the page: impeachdonaldtrumpnow.org/resources/. There are downloadable PDFs of all materials, and answers to most questions and concerns.
 - Take the guess work out of drafting your own resolution, and introduce theirs. [Click here to download](#).
- Gather 10 people together and form a team. (Try to limit this to ten people to keep everyone focused.)
 - Try to make your group as inclusive and representative of your community as possible. Reach out to new neighbors and community members.
 - Make sure someone is experienced with or willing to quickly learn social media.
- Agree to only do this one thing – Impeachment President Trump – together.
 - We all have our separate issues that are important to us, but we all must unite around our saving our democracy.
- Start out small. Create a schedule, honor everyone else's time. Try to set a start/end on time with a clear agenda in advance.
 - Quick huddles and email/phone exchanges can work in between. Utilize technology like Slack, Facebook groups, Patch.com, and Google Groups.
- Set up your social media presence with Twitter to connect to national efforts and Facebook for local.
 - Make your Facebook Group "Closed" to avoid trolls
 - Use bit.ly links to share documents and track their progress. Our friends in Alameda used it to publish our sample Articles of Impeachment at bit.ly/plsimpeach.

- Agree to a “We Go High” tone that allows for humor and creativity but avoids profanity...this is about the Constitution, decorum and all that.
- Determine how your local government takes up citizen resolutions of this sort...if yours recently explored Sanctuary City or Wells Fargo divestment, that’s a good place to start.
 - In our case, we determined we’d need to attend an initial meeting and enter remarks into the Public Comment period...if we were lucky, one City Council member would agree to place the matter on the next agenda. That’s exactly what happened.
- Identify your next City or County Council Meeting – plan a Rally followed by your local version of Public Comments
 - Send a courtesy heads-up email to the City/County Council members
 - Send a Press Release to your local media
 - Create “Event” announcements on Facebook, [Our Revolution](#), [MeetUp/#resist](#), Patch, the Resistance Calendar...and others. Lots of great people are not on FB so be sure to use various channels to reach folks.
 - Connect with local ally groups – note that this may include long-standing groups of local Dems and some of these amazing recent #resist or #Indivisible groups. Find them on Facebook and ask them to support you. If you can, go to their meetings in person and hand-out information they can see and touch. It’s better if they know you as their neighbors.
 - Identify 1-3 really prepared and confident speakers and have them practice!
 - Create a 10 foot vinyl banner. Visuals matter and nothing beats a sturdy, good-looking banner in front of your City or County Hall
- Rinse-and-Repeat: Getting attention for an Impeachment Resolution is not that hard; what is hard is sticking to the process and keeping up momentum.