

**TAKE ACTION: BE VISIBLE & EDUCATE THE CANDIDATES**



# PICTURE NEW LEADERSHIP ON GLOBAL POVERTY & DEBT

## INTRODUCTION TO THE CAMPAIGN

A NEW PRESIDENTIAL ADMINISTRATION IS ON THE HORIZON. We have a critical opportunity to re-shape our nation's leadership in the world and make a call for US leadership that prioritizes global poverty and justice.

We need a U.S. president who will be a bold leader in the fight against global poverty. The next US president must commit to the following:

- 1. Appoint a Secretary of Treasury who will fight global poverty by working to provide full debt cancellation to all impoverished countries, without harmful economic conditions.** The Secretary should also work with international partners to address the issue of odious and unjust debts and to support a new framework for responsible financing in the future.
- 2. Create a new cabinet-level Department for Global Development, which would modernize and efficiently coordinate U.S. foreign assistance and prioritize long-term, poverty-focused development.** Once established, this new department should assume responsibility for international debt issues, and oversight over the World Bank and IMF's work on development in impoverished nations.

The presidential election is a great time to show that United States citizens want leaders who understand that fighting global poverty is not only the right thing to do; it is also the smart thing to do.

# CAMPAIGN ACTIONS

Show the next U.S. president your “picture” of leadership on global poverty. Our goal is to have thousands of debt and poverty advocates from around the country send a clear message to the presidential candidates: “Picture an End to Global Poverty: Cancel debts! More and better aid!” We want to give our future leaders a clear picture of what real leadership on debt and extreme poverty looks like! To help candidates get the picture we have an exciting challenge for you.

## 🌟ACTION NO. 1: GROUP PICTURE CHALLENGE🌟

It’s simple. Take a picture that sends the message of the campaign, and your group’s picture could be featured in a Jubilee USA newspaper advertisement calling on the presidential candidates to picture an end to poverty and debt. Just follow these steps:

1. **GATHER A GROUP** of classmates, co-workers, faith community members, friends, or any other group you want to be in the picture
2. **CREATE A SIGN THAT CLEARLY DISPLAYS THE CAMPAIGN MESSAGE:** *“Picture an End to Global Poverty: Cancel debts! More and better aid!”* (IMPORTANT: This sign must be in your picture to qualify for the challenge)
3. **PICK A CREATIVE THEME OR SETTING FOR THE PICTURE.** Use the campaign color: yellow or use a setting or theme that conveys a key idea in the campaign, such as debt, poverty, leadership, justice, the presidency, etc. The more creative and captivating the better!
4. **TAKE THE PICTURE.**
5. **SEND A COPY OF YOUR PICTURE** with your name, address, phone, email and an explanation of the picture via email to Mercedes@jubileeusa.org or snail mail to: Jubilee USA Network, 212 E Capitol St NE, Washington, DC 20003
6. **FAX, MAIL OR DELIVER IN PERSON YOUR PICTURE(S) TO THE MCCAIN AND OBAMA CAMPAIGN OFFICES**  
SENATOR JOHN MCCAIN: 703-418-2008 (Call for office location in your area) | Mail: P.O. Box 16118, Arlington, VA 22215  
SENATOR BARACK OBAMA: 866-675-2008 (Call for office location in your area) | Mail: P.O. Box 8102, Chicago, IL 60680

## DEADLINE TO SUBMIT PHOTOS: FRIDAY, OCTOBER 17, 2008

### GRAND PRIZE FOR BEST PICTURE

If you are selected for the Grand Prize, your picture will be used in a Jubilee Newspaper Ad. If your picture is not chosen, we encourage you to send in the picture on your own to the local paper along with a description, or even an op-ed piece.

### CRITERIA FOR JUDGING PICTURES:

- ⇒ Creativity and uniqueness of the picture
- ⇒ Setting: 1 to 10 points
- ⇒ Theme: 1 to 10 points
- ⇒ Costumes and/or Decoration: 1 to 10 points
- ⇒ Dramatic element: 1 to 10 points
- ⇒ Number of people in the picture: 1 point per person

## 🌟ACTION NO. 2: PICTURE NEW LEADERSHIP PETITION🌟

Sign the “**PICTURE NEW LEADERSHIP**” PETITION and encourage others in your community sign along with you. You can download a paper copy of the petition or sign it online by going to [www.jubileeusa.org](http://www.jubileeusa.org). Return copies of petitions and signatures to: Jubilee USA, 212 E Capitol St NE, Washington, DC 20003

# SHOW THE CANDIDATES WHAT LEADERSHIP ON GLOBAL POVERTY AND DEBT LOOKS LIKE!

ALREADY TAKEN THE GROUP PICTURE CHALLENGE? Read on for ideas to help you educate the candidates and mobilize others in your community. **No matter what, don't forget to take pictures to demonstrate that thousands of people around the country are working for an end to debt and poverty.** For each activity to you can win points for sending us and the campaign offices pictures of your event. The group that earns the most points by October 31 will be honored in a feature article on the Jubilee website and in Jubilee's fall newsletter.

We're happy to help you implement any of the ideas below! Please contact the Jubilee National Field Organizer **Mercedes Mack** at [mercedes@jubileeusa.org](mailto:mercedes@jubileeusa.org) or 202.783.3566 x100 with your questions, ideas or just to let us know what you're up to!

## HOST A JUBILEE HOUSE PARTY

Hosting a house party is one of the best ways to spread the word about Jubilee, get people involved in the campaign, and collect petition signatures. On the Jubilee USA website we have two great resources on how to host a party or a teach-in. You can download the info at [www.jubileeusa.org/index.php?id=118](http://www.jubileeusa.org/index.php?id=118). It's easy! Just invite people over, talk about Jubilee (you can have a guest speaker or show a film), and give your guests a chance to get active by signing petitions, taking pictures and write letters. **Photo Points:** 1 point per person in photos submitted from a Jubilee House Party or Teach-in.

## INTRODUCE YOUR FAITH COMMUNITY TO JUBILEE

Jubilee's message of justice and hope resonates with the teachings of many faith traditions. Introduce Jubilee into one of your religious services by using resources from the Jubilee website Jubilee Sabbath/Sunday Resource Packet, or by simply signing petitions and/or taking pictures at your church with the campaign message. You can find special worship resources at <http://www.jubileeusa.org/get-active/jubilee-congregations.html>. **Photo Points:** 1 point per person in photos of folks from your faith community taking action for Jubilee justice.

## PASS OUT PICTURE NEW LEADERSHIP FLIERS AND COLLECT PETITION SIGNATURES IN YOUR COMMUNITY

The power of this campaign comes from mobilizing new advocates to take action. Engage your community. Pass out fliers and collect signatures at community meetings, street fairs, religious services... wherever you can! **Photo Points:** 1 point per person in photos of these activities.

## BE VISIBLE AT PRESIDENTIAL CAMPAIGN EVENTS

**Bird-dogging.** Ask candidates/speakers at campaign events if they will appoint a treasury secretary who will lead the struggle against global poverty and create a cabinet level department for global development.

**Petition signatures.** Collect signatures from participants at presidential campaign events.

**Fliers:** Pass out "picture new leadership" fliers at local events

**Visit campaign offices.** Visit campaign offices to deliver photos and petitions, talk to staff and take photos

**Photo Points:** 150 points for picture with a presidential candidate (campaign message/symbol must be in photo) and/or 50 points for picture with a campaign staff or spokesperson.

## NEWS AND MEDIA COVERAGE

Media coverage is essential to reach the candidates with our message. Check out

[www.jubileeusa.org/get-active/grassroots-resources.html](http://www.jubileeusa.org/get-active/grassroots-resources.html) for resources to help you write op-eds, letters-to-the-editor or press releases. We encourage you reach out to the media within your own communities—print, radio, television, and online.

**Photo Points:** 100 points for a photo that appears in the newspaper; 50 points for a photo that appears in a church or organizational newsletter; 50 points for a photo that appears on a website.

## PHOTO STATION

Determine a schedule and a place in your community, or after a religious service, when people can come and have their photo taken either individually or in a group\*. **Photo Points:** 1 point per person in photos submitted.

*\*For all photos, they will be most effective if you two key things: 1) Wear yellow; 2) Display the campaign message: "Picture an End to Global Poverty: Cancel debts! More and better aid!"*