



Local Government Resolution Initiative Toolkit: Tips for Building a Crowd

When working with local politicians, crowd size matters. It is important to show elected officials that their community (and voters) supports their efforts to address the addiction crisis. To maximize the impact of a resolution at your city council or county commission, you will need to proactively organize a group of local individuals to attend the public meetings for the resolution.

Crowd Building Tips

- When initially organizing a group of volunteers in your area, ask each volunteer to list the name and contact information for five individuals who will attend the public meetings for the resolution. Maintain that list of potential attendees and email them in advance of any public meeting with information on where the meeting is, what time to turn out, and how long you expect the meeting to take. Make sure to send a reminder the day before any meeting.
- Oregon Recovers will provide you with t-shirts for your group to wear to make more of a visual impact at any public meetings. Staff will also help you get local media to attend and cover your public meetings. Contact Andrew Swanson (andrew@oregonrecovers.org or 971-335-9033) at Oregon Recovers for help with t-shirts and media.
- Create an event for any public meetings on Facebook. Invite your list of potential attendees with the Facebook event and share via social media. Don't only rely on Facebook for informing people about the meetings – also do email. Some people may not feel comfortable RSVPing to your event on Facebook since it will show up on their own Facebook feed and they may not be public about their recovery.
- Contact local addiction and recovery service providers (such as treatment centers or 12 step clubs) to inform them of the public meetings for the resolution. Tell them about the importance of arriving with a crowd of supporters and ask them to attend.