



Declare Your Hometown a ONE City

Thank you for being ONE of the millions of Americans who have joined the fight against global extreme poverty and preventable disease. Together as ONE, we can help save lives and transform the futures of an entire generation in Africa and the world's poorest countries.

Through efforts on the ground in local communities across the United States and online at ONE.org, ONE members are reaching across political aisles to ask elected officials and candidates to increase efforts to fight preventable disease and extreme poverty. Via millions of emails and hundreds of thousands of phone calls to the President and Congress and on various campaign stops around the country, ONE members have asked that America do even more to lead the world in bringing hope and opportunity to the world's poorest people.

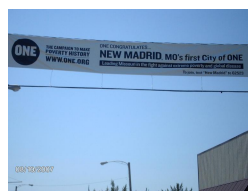
This is a crucial time for ensuring the necessary commitments are made to turn these promises into reality for the world's poorest people -- and this will only be possible with your help. By putting your hometown on the ONE map, we can show our leaders just how much support there is across the country for making poverty history. So THANK YOU for your interest in declaring your hometown a ONE City. Our goal is to have a ONE City located in all 50 states by the end of 2008. We are over halfway there, thanks to the efforts of members like you.

We look forward to hearing how it goes!

The ONE Team

**From Portland, Maine to Portland, Oregon,
ONE Cities are popping up everywhere!**

*Will your city be the next to stand
together with ONE?*



How to Get the ONE City Declaration

1. CONTACT THE ONE CAMPAIGN

Email your local field organizer or giveyourtime@one.org and let the ONE team know about your interest. We'll give you quick tips and let you know if your state or another nearby city has also signed on!

2. CONTACT THE MAYOR'S OFFICE OR CITY COUNCIL

Contact the mayor's office or city officials to find out what the process is for issuing a proclamation. In many areas, this can be done by the decision of the Mayor, but in others it may require action from the City Council. Proclamations are a common way for cities and states to show support for issues and causes.

3. ENLIST SUPPORT

Enlist the support of your friends and family. If need be, think of organizations or community leaders who may be supportive of a proclamation. A few ideas are places of worship, the Rotary or Key Clubs, Boy or Girl Scouts or elected officials with experience living overseas. See if they will join you! Use the petitions to gather signatures from members of your community.

4. USE THE FACTS

ONE fact sheets may help you answer any questions from your mayor or city council. ONE fact sheets can be found at www.one.org/issues/.

5. FOLLOW UP

Be sure to fill out any necessary forms and provide the sample proclamation. Securing proclamations can take time, so do not be afraid to be persistent.

6. SAY THANK YOU

Thank the officials who granted you the proclamation and anyone else who helped out in the process.

7. MAKE A BIG SPLASH

We don't want your hard work to go unnoticed. Often times, proclamations are announced and filed away and never seen or heard of again. We want to make sure that doesn't happen with this proclamation. By completing the **Must Haves** and **Can Dos** found in this kit, ONE will make sure that this declaration gets the attention it deserves!

8. TELL ONE HOW IT WENT

Email giveyourtime@one.org and let the ONE team know about your success!! Send us your pictures, how it happened, and the names of people involved. We would love to hear from you and add your hometown to our ONE map.

**Did you know that you could declare your state a ONE State? Are you a student?
Does your congregation support ONE?**

If you answered yes to any of those questions, you can get more proclamations! These same steps apply to other proclamations. Just start by contacting your governor, university officials or faith leaders and ask them to show support for the fight against global extreme poverty by making your state a ONE State, your school a ONE Campus or your place of worship a ONE Congregation.

ONE CITY SAMPLE PROCLAMATION

WHEREAS, healthy people and healthy communities are the centerpiece of any strong and vibrant society;

WHEREAS, Americans from the *(City Name)* are among the most compassionate people in the world;

WHEREAS, every three seconds a child dies from illnesses associated with extreme poverty;

WHEREAS, nearly a billion people live on less than \$1 a day;

WHEREAS, an estimated 16,000 children die each day in the poorest countries of the world;

WHEREAS, **ONE** is an effort by Americans to rally Americans, **ONE** by **ONE**, to fight extreme poverty and preventable disease globally;

WHEREAS, increasing our efforts will save millions of lives and improve the way America is seen throughout the world;

WHEREAS, directing additional resources for basic needs - education, health, clean water, food and care for orphans - would transform the futures and hopes of an entire generation in the poorest countries; and

WHEREAS, **ONE** is an unprecedented non-partisan American movement and part of a fast-growing global movement to end extreme poverty;

NOW, THEREFORE, I, *(Mayor/Head of City Council)*

do hereby proclaim our community to be a

ONE City.

I encourage everyone to recognize the devastating impact extreme poverty and preventable disease have globally and to take action in our local community to bring about change around the world.

Name of Mayor/Head of City Council

Make a Bigger Splash

After your Mayor or City Council issues the proclamation, try to complete a few easy steps to make the announcement bigger. Complete the three **Must-Haves** and pick at least five options from the **Can Do** list.

ONE City Must-Haves

- **Recruit more people!** Ask local residents, city officials, friends, neighbors, family members and everyone you see to join ONE either by signing the declaration located at city hall, online at ONE.org or by texting **City+** to 62523.
- **Start a ONE Group.** Visit ONE.org and sign up for a ONE Group on the ONE Group webpage. Contact your ONE field representative, and help find ways that your community can take action and get involved in the fight against extreme poverty.
- **Introduce ONE.** Present ONE to the city council or at a prominent community event to help introduce the city officials or community members to ONE's mission and educate them on the importance of getting involved. Contact ONE for a sample presentation.

ONE City "Can Do" List

(Pick Five)

- **Challenge others.** Ask the mayor or city official to issue a friendly challenge to surrounding mayors or city councils, encouraging them to follow the city's lead in being declared a ONE City.
- **Write a LTE.** Submit a letter to the editor (LTE) to your local newspaper and let the community know about your efforts and the Mayor or City Council's announcement.
- **Write your Rep.** Write a letter to your two senators and your representative to let them know about this announcement and educate them about ONE's movement. Be sure to include a copy of the proclamation.
- **ONE-ify the city.** Place flyers, white bands and the ONE declaration at city hall, local businesses, churches, schools, the Chamber of Commerce and Rotary Club. Reach out to all or some of these organizations to get the word out and sign up new members.
- **Wrap trees.** With white ribbon or other materials, wrap trees to creatively get people talking about ONE.
- **ONE community event.** Include ONE in city activities; examples include a table at a local festival or a float in a parade.
- **ONE community groups.** Ask the mayor to make introductions from the city to the Rotary Club, Chamber of Commerce, and other local organizations. These introductions can provide a great network for ONE. Reach out to local school officials and ask them to join ONE by signing a proclamation.
- **Organize a ONE presence at community events.** Keep an eye out for upcoming events where ONE could be involved.

- **Recruit others to join the proclamation effort.** Ask churches, schools, businesses and community organizations like the Rotary Club to join the city in supporting ONE. Ask mayors and city councils from neighboring cities and local institutions to join ONE.
- **Promote the proclamation.** Contact friends, colleagues and family members to let them know about the announcement and encourage them to join ONE.
- **Organize a ONE event around the proclamation.** Host a house party, church event or school event to let people know what the proclamations means.
- **Contribute to media work.** Be available for interviews and send ONE local media contacts.

Sample Letters to the Editor

Letters to the editor are great ways to communicate with your local community and representatives in Congress. The key is to keep your letters short and to the point, try to keep your letter between 100-150 words. Be sure to include your contact information (name, phone number and address). The newspaper will not print your phone number, but they will likely want to confirm that you are the author of the letter.

Option #1

On Monday, Mayor John Doe declared USAville a ONE City in support of ONE. By putting our hometown on the ONE map, we are showing our leaders just how much support there is in our state for making poverty history.

ONE members in all 50 states are doing what they can in their local communities to raise awareness for the people living in the world's poorest areas. Asking your city council or mayor to issue a proclamation to make your city a ONE City is a great way to raise awareness and educate people on the emergencies surrounding global extreme poverty and preventable disease.

For the first time in history, we have the resources and know-how to end extreme poverty. All we need now is the political will to make it happen. For more information on how to get your city to become a ONE City, visit www.ONE.org.

Option #2

Today, nearly 30,000 children will die of an illness associated with extreme poverty. Mayor John Doe is responding and doing his part to make sure we don't let this tragedy continue. He declared USAville a ONE City in support of ONE.

Mayor Doe's proclamation helps make the fight against extreme poverty and global disease part of everyday conversation. More importantly, he is increasing the awareness around these important issues. I encourage other surrounding city officials to follow this lead. This simple step can help save lives in the poorest areas around the world.

Let's get our state on the ONE map with the most ONE Cities in the nation. For more information on how to make your city a ONE City, please visit www.ONE.org.

Option #3

Recently, Mayor John Doe heard the voices of ONE supporters in the state and declared USAville a ONE City. His leadership will help save lives in the world's poorest countries and draw attention to an important movement aimed at ending global extreme poverty and preventable disease.

I am a member of ONE, a movement powered by millions of Americans working to make the fight against global extreme poverty and disease a top priority. I asked Mayor Doe to issue a proclamation in support of the ONE because this simple gesture can bring about change throughout the world.

I encourage others to join me in this important movement and visit www.ONE.org to find out how you can make a difference in the lives of the world's poorest people.

Sample Letter to Your Representative

October 1, 2007

The Honorable Tom John
555 Rayburn House Office Building
Washington, D.C. 20515

Dear Representative:

As a constituent and a member of ONE, I would like to let you know that USAville has been declared a ONE City in support of the fight against global extreme poverty and preventable disease.

Mayor John Doe issued the proclamation because he recognizes the devastating impact that extreme poverty has on families, schools, business and communities in the world's poorest countries.

The global challenges facing us today are greater than ever. Adequate investments in development programs are critical to building global stability, achieving our national security goals, and promoting economic prosperity and our humanitarian values. Development assistance reflects the best American tradition of compassion, generosity, and helping others help themselves.

America has the affordable resources and solutions. By increasing our efforts, we can help get 77 million children- mostly girls- into grade school; prevent the death of 5.4 million children from poverty-related illnesses and save 400,000 women from dying in childbirth each year; provide clean water to an additional 450 million people and basic sanitation to 700 million around the globe; and save 16,000 lives a day by fighting HIV/AIDS, tuberculosis and malaria.

I encourage you to support policies that promote sustainable and lasting change in countries suffering from extreme poverty.

Sincerely,

(Your Name)
ONE Member

ONE is an effort by Americans to rally Americans, ONE by ONE, to fight the emergency of global extreme poverty and preventable disease. ONE is a coalition of more than 2.4 million people and 150 of the nation's leading relief, humanitarian and advocacy organizations.

For more information, please visit: www.ONE.org.

Sample Challenge Letter

[Your Name]
[Street Address]
[City, ST ZIP Code]

October 1, 2007

[Recipient Name]
[Title]
[Company Name]
[Street Address]
[City, ST ZIP Code]

Dear Mayor Jane Smith,

Earlier this week, I issued a proclamation that declared USAville a ONE City in support of ONE.

I made this declaration because I believe in the movement that ONE is creating to end global poverty. Already, ONE has signed up over 2.4 million members from all 50 states and has partnered with over 150 of the nation's most charitable organizations.

Disease, famine, and poverty are rampant problems that take the lives of thousands everyday while depriving millions of a future full of their potential. Solving these problems is a common interest in our community, our state, our nation and our world. Increasing our efforts at home will not only save the lives of millions of people . we will also transform how those people see us. It will increase our national security, protect our economy and build a better, safer world for us all.

Regardless of political affiliations, religious or personal backgrounds, ONE is connecting people around a global problem. Please join me and the other ONE members in our state by declaring your city a ONE City. Over 100 cities have been declared a ONE City, let's keep up the momentum!

Sincerely,

Mayor John Doe

Talking Points

- Thank you for being ONE of the millions of Americans who have joined the fight against global extreme poverty and preventable disease. Together as ONE, we can help save lives and transform the futures of an entire generation in Africa and the world's poorest countries.
- Regardless of political affiliations, religious or personal backgrounds, ONE is connecting people around a global problem.
- ONE is a new effort by Americans to rally Americans, ONE by ONE, to fight the emergency of extreme poverty and global disease. ONE is a coalition of millions of Americans and more than 150 of the nation's leading relief, humanitarian and advocacy organizations. For more information, please visit www.ONE.org.
- Through efforts on the ground in local communities across the United States and online at ONE.org, ONE members are reaching across political aisles to ask elected officials and candidates to increase efforts to fight preventable disease and extreme poverty.
- Via millions of emails and letters and hundreds of thousands of phone calls to the President and Congress and on various campaign stops around the country, ONE members have asked that America do even more to lead the world in bringing hope and opportunity to the world's poorest people.
- This is a crucial year for ensuring the necessary commitments are made to turn these promises into reality for the world's poorest people -- and this will only be possible with your help. By putting your hometown on the ONE map, we can show our leaders just how much support there is across the country for making poverty history. So THANK YOU for declaring your hometown a ONE City.
- Our goal is to have a ONE City located in all 50 states by the end of 2008. We are over halfway there, thanks to the efforts of members like you.
- Disease, famine and poverty are rampant problems that take the lives of thousands everyday while depriving millions of a future full of their potential. Solving these problems is a common interest in our community, our state, our nation and our world. Increasing our efforts at home will not only save the lives of millions of people . we will also transform how those people see us. It will increase our national security, protect our economy and build a better, safer world for us all.