



Declare Your State a ONE State

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 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 state 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 state a ONE State and helping us reach our goal -- 25 ONE State proclamations by the end of 2008.

We look forward to hearing how it goes!

The ONE Team



Missouri Governor Matt Blunt declares ONE State Declaration



Democratic Governor Mike Beebe declared Arkansas a ONE State

How to Get the ONE State 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, help you to meet the requirements and let you know if there are neighboring states or nearby cities that have also signed on!

2. CONTACT THE GOVERNOR'S OFFICE

Contact the governor's office to find out what the process is for issuing a proclamation. 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 governor. 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 [mailing labels](#) and [social media posts](#) from lists 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 state to our ONE map.

**Did you know that you could declare your hometown a ONE City? 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 mayor or city council, university officials or faith leaders and ask them to show support for the fight against global extreme poverty by making your hometown a ONE City, your school a ONE Campus or your place of worship a ONE Congregation.

ONE STATE SAMPLE PROCLAMATION

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

WHEREAS, Americans from the *(State 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, *(Name of Governor)*,

do hereby proclaim our community to be a

ONE STATE.

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.

(Governor's Name)

Make a Bigger Splash

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

ONE State “Must-Haves”

- **Recruit more people!** Ask the Governor to place the ONE declaration in the Governor’s office, and ask the Governor send an email to staff members and cabinet officials asking them to join ONE by either signing the declaration located in the Governor’s office, online at ONE.org or by texting **“State+to 62523”**.
- **Officially recognize the ONE State.** Through a press conference, community event, weekly address or media outreach, the Governor should officially recognize the state as a ONE State.
- **Challenge state residents, schools and mayors to join ONE.** Ask the Governor to sign a letter that ONE could send to the state’s mayors or university officials asking them to make a similar declaration or ask that he sign an email that ONE could send to ONE members in the state encouraging them to get involved with the proclamation effort.

ONE State “Can Do” List

(Pick Five)

- **Governor or First Family hosts conference call.** Ask the Governor, Governor’s spouse or children (depending on age) to host ONE conference call for state members.
- **Officially recognize a ONE member.** Through a press release, letter to the editor or weekly address, ask the Governor to officially recognize the efforts of an outstanding ONE member in the state.
- **Include ONE in state events.** Ask the Governor or staff to invite ONE to table at state fairs or present at state meetings. Remember to keep an eye out for events where ONE could be included.
- **Write an op-ed about ONE.** Write an op-ed in the local newspaper or devote the weekly column to ONE’s mission and the ONE State announcement.
- **Introduce ONE.** Present ONE to state representatives and senators to help introduce them to ONE’s mission and educate them on the importance of getting involved. Contact ONE for a sample presentation.
- **Recruit churches, schools, businesses, community organizations and cities to join the ONE State.** Send a formal letter and a copy of the ONE State proclamation to businesses leaders, university officials, mayors or city councils and organizations like the Rotary Club and Chamber of Commerce.
- **Organize a ONE event around the proclamation.** Host a house party, church event, school event or similar program to let people know what the proclamations means.

- **Contribute to media work.** Be available for interviews and send ONE local media contacts.
- **Write your Rep.** Send a letter and a copy of the proclamation to representatives at the state and federal levels, making them aware that their state has become a ONE State.
- **Write an LTE.** Submit a letter to the editor (LTE) to newspapers around the state about the announcement.

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, Governor John Doe declared STATE a ONE State in support of ONE. By joining this movement of more than 2.4 million Americans, we are showing our leaders in Washington D.C. that Americans across the country want to make poverty history.

[ALASKANS] are doing what we can to encourage ONE members in all 50 states to join together and become active in their communities to raise awareness for the people living in the world's poorest areas. We will not stop until each city in our great state is declared a ONE City. We challenge our neighboring states to issue a proclamation and make your state a ONE State. Signing the proclamation 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 take part in the fight against poverty, visit www.ONE.org.

Option #2

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

Governor 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 STATE city officials and our neighbor states 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 information on how to make your city a ONE City, please visit www.ONE.org.

Option #3

Recently, Governor John Doe heard the voices of ONE supporters in the state and declared the [STATE MOTTO] (e.g. grand canyon state) a ONE State. 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 the ONE, a movement powered by Americans working to make the fight against global extreme poverty and disease a top priority. I asked Governor Doe to issue a proclamation in support of the ONE because this simple gesture can bring about change throughout the world.

Already, there are 2.4 million of us in all 50 states. We need your voice to join us and help rid the world of unnecessary suffering. 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 STATE has been declared a ONE State in support of the fight against global extreme poverty and preventable disease.

Governor 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. I asked for the proclamation because I want others to know that they can bring about change through efforts right here at home.

The global challenges facing us today are greater than ever. Investments in programs that provide basic education for children, supply lifesaving medication to those who are sick, and build access to clean water for everyone around the world are critical to building global stability and promoting our humanitarian values. This type of 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.

Please join me in supporting policies that can bring about real change in the world's poorest countries. Your efforts in Congress, much like my efforts here at home, can save thousands of lives daily.

Sincerely,

(Your Name)
ONE Member

ONE is an new 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 more than 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 Governor Jane Smith,

Earlier this week, I issued a proclamation that declared STATE a ONE State 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 or religious and 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.

Sincerely,

Governor John Doe