

AMI ACTIONPLAN

As you read this action plan you will see that there is a lot of work to be done, but we only have to do one thing at a time in the order shown in the action plan below. We will just take this one step at a time. As the old saying goes, a journey of a thousand miles starts with a single step. We'll just concentrate on one step at a time and we'll get the job done.

"Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has."

THINGS TO DO BEFORE THE END OF 2011.

I. HAVE OUR FINAL COPY OF "National Emergency Employment Defense Act of 2011" HR 2990, (NEED Act) READY.

___ Base it on latest copy we received back from Congressional bill writer and make the changes needed to get it the way we want it while keeping the changes, many of them legal, that the bill writer has already made.

___ Send copy of this to key people and finalize bill as we want it.

___ When you Google "NEED ACT" the link that comes up is:

___ <http://www.monetary.org/amacolorpamphlet.pdf>

This copy in this link should be replaced with our latest version, the one we want members of Congress to see when they search the three words "NEED ACT." (Stephen probably knows how to do this)

___ This is our starting point. The right legislation then appears when "NEED ACT" is Googled. This update of our legislation needs to be done right now.

II. CREATE AN "AMI ACTION KIT" LINK ON WWW.MONETARY.ORG

___ So that when you click on the AMI ACTION KIT link on the first page of our web site it will bring up 5 items, each of which has a title which is also a link to the supporting file. Each of these files will be used during our grassroots drive. These files are items 1 through 5, below. All of these files have already been written and just need proper link updates when they are posted on our web site.

1. AMI HANDOUT

This is a one page handout to be used during our grassroots drive. This may well be the most important single thing we use during our grassroots drive. It states two key phrases which need to be repeated over and over and over during our drive. Put these two phrases in every letter, every email, every conversation, use them at every opportunity during our grassroots drive. And, whenever you use these two phrases, try to also include this AMI HANDOUT (ideally with the names, addresses and phone numbers of your area's members of Congress on the back). It also explains how the Need Act 2011 will "bail out" the American people. This is a one-sided, large print handout designed for easy reading.

Special note: At the local level, those using this Handout may want to use the back side to list the name, address and phone number of their two Senators and their Congressional Representative thus making it easy for people to know where to call and where to send

their letters of support.

IMPORTANT: When you hand these out, give at least 3 or 4 to each person and ask them to give them to others. This may well be the very best tool we will have to make grassroots support for the Need Act 2011 actually happen.

2. AMI EMAIL3

This file brings up the email we will use to build grassroots support, the one that includes step by step instructions on how to support our legislation. This is the email that Dick Distelhorst proposed in his video speech at the 2010 AMI conference. We may make small changes to this before it is sent out, but it is basically ready to go.

Important: This AMI EMAIL3 should go only to our known supporters, those on the AMI email lists and the email lists of Chapter Leaders and other strong supporters of AMI. When those we send this email, we think they will read and act upon it, but it is too long for them to send to others who know little or nothing about monetary reform.

The email our known supporters should send to everyone on their own email lists and ask those that receive this email to forward to those on their email lists, etc. has not yet been written. It should be, basically, the AMI HANDOUT plus as much as is absolutely needed to be added to get the support we want and, at the same time, keep our message short and to the point. This proposed email has not yet been written.

3. THE WAY OUT3

This file will be a link available in AMI EMAIL3, above. It gives a more detailed explanation of how our legislation works, why it will solve most of our economic problems and also lists the many benefits the Need Act 2011 will provide for the American people. This is a link for the probably few people who actually want to know exactly how the Need Act 2011 works and what the specific benefits may be. I believe that most people will limit themselves to reading and acting upon what is on the one page AMI HANDOUT.

4. AMI CITY COUNCILS

This file contains a speech for AMI supporters to use to speak to City Councils, School Boards and County Boards of Supervisors to get their support for our legislation. Whenever you make any such presentations, also have copies of your speech to hand out to the officials, also give each official a supply of our AMI HANDOUT, (see item 1, above)

5. AMI SERVCLUBS

This file contains a speech for AMI supporters to use to speak to local service clubs like Kiwanis, Rotary, Lions, Optimists, etc. to get their support for our legislation. Each time you speak to a service club, be sure to have plenty of AMI HANDOUT ready to give the audience - tell each person to take as many as they need to pass on to their friends and relatives. This is probably going to be our best tool to actually develop grassroots support.

These five items make up the basic action kit for our grassroots drive, and are all written and ready to go. (unless other needed items are added after you all read this first

draft of our Action Plan.)

III. OTHER ITEMS TO HAVE READY BEFORE END OF 2011

These items are identified, but are not yet written and available. If you know of other items to add to the list of five items, below, please let us know. We should have these ready to go when we start our drive in 2011 and we must provide links to each of them on www.monetary.org to make them readily accessible to everyone.

1. **SAMPLE LETTERS TO THE EDITOR.** We should have at least three sample letters to the editor. One letter to the editor could be exactly what is written in AMI HANDOUT. That would again get our two key phrases being read and followed by the benefits people will receive by supporting the Need Act 2011. It tells people they will get both money and jobs if they help us pass this legislation.

2. **A TALKING POINTS LIST.** To be used on local radio talk shows, in conversations with others, to give people an idea of what to say to their members of Congress, etc. (The points in EMAIL3, II, 2, above, could be included in the Talking Points List along with the points in AMI HANDOUT). Again, limit to no more than both sides of one page.

This list does not yet exist. The AMI HANDOUT two key phrases and the fact that this will provide both money and jobs to the people should be the first items on the Talking Points List. The Talking Points List once again channels all of us into repeating the same things we want people to understand over and over and over. This is absolutely necessary for us to succeed in our efforts to pass our bill.

3. A PREPARED NEWS STORY or PRESS RELEASE

Every AMI Chapter Leader and other strong AMI supporters across the country should be given a copy of a news story to provide to their local paper, along with at least the one page Handout and a copy of the American Monetary act, to get local coverage of our grassroots drive when it begins.

This should also be used to get local radio coverage in the same way. Take the news release and the handout and the Need Act 2011 to local radio stations. When this is done is also a good time to try to get on a local radio talk show to discuss our legislation and its benefits to the people of that area. The talking point list will come in handy as a reference page whenever you are on a talk show.

4. **TELEVISION COVERAGE.** If your city has a local TV station, use the same news release and handout to go to your TV station(s) to try to get coverage on their local news in the same manner as in 3, above.

5. DESIGN AN EMAIL TO OUR KNOWN SUPPORTERS.

This email should be the first to inform them that our grassroots drive is about to begin nationwide and also, briefly, tell them how it will work. Explain to them that another email will follow (AMI EMAIL3) that gives them the 3 steps we want everyone to do as soon as our drive starts. In the case of these supporters, we will ask them to do step 3 first, then do step 1 and 2 later. This is to be able to concentrate most calls and

letters to Congress in a shorter period of time, ideally within one month after AMI EMAIL3 goes out. AMI HANDOUT should be in a file attached to this email to our known supporters and the key phrases should be included in this email plus the comment that the Need Act 2011 will provide both money and jobs to the American people.

THIS IS EVERYTHING I HAVE THOUGHT OF THAT NEEDS TO BE DONE BEFORE THE END OF THE YEAR 2011. PLEASE READ THE ABOVE AND ADD ANYTHING I MAY HAVE MISSED AS POSSIBLE ADDITIONAL THINGS TO BE DONE. SEND ANY PROPOSED CHANGES OR ADDITIONS TO THIS ACTION PLAN TO STEPHEN ZARLENGA AND HE WILL THEN REVIEW THEM WITH US AND DECIDE.

THINGS TO DO DURING OUR GRASSROOTS DRIVE IN 2011.

I. SET A SPECIFIC DATE FOR OUR DRIVE TO BEGIN.

We need to get everyone across the country working together during this drive. We want to concentrate our grassroots drive to "get the most bang for the buck" by trying to get as many phone calls and letters to Congress as we can in the shortest period of time. This will give us maximum impact. Time is of the essence, we need to start our grassroots drive as soon as possible after the next Congress begins.

II. GET THE AMI ACTION KIT AND OTHER ITEMS LISTED TO BE DONE BEFORE 2012 ARRIVES INSERTED TO OUR WEBSITE WITH THE PROPER LINKS ON THE FRONT PAGE OF WWW.MONETARY.ORG so that it is all easily available to our supporters.

III. SEND SPECIAL EMAIL TO ALL KNOWN SUPPORTERS TELLING THEM ABOUT THE AMI ACTION KIT ITEMS AND HOW TO USE THEM. These known supporters will be the key to getting local government and local service clubs educated about this legislation so they will support it. These are also the people who will be getting us local news stories placed, try to see that we receive coverage on local radio and TV, etc. Each Chapter leader already has a large list of known supporters to contact, as does AMI headquarters. THIS EMAIL MUST BE WRITTEN AND SENT OUT JUST A FEW DAYS BEFORE OUR GRASSROOTS SUPPORT DRIVE STARTS. We must include the two key phrases to use over and over and over in this email, and all of us must start using them at every opportunity. The two key phrases are: "The big banks got bailed out, now let's bail out the American people." When people read this phrase it gets an immediate "gut" response and then the next phrase tells them where to channel their anger against the big bank bailout. "Congress gave away our money, now Congress can take it back by passing the Need Act 2011 ." This phrase means different things to different people, all good things. For most people it just means Congress gave money to the wrong people (big banks) and Congress should take it back and use it to help people instead of banks. Those few who understand the present system read this same phrase much differently, but it works to our benefit either way. Especially when these phrases are followed by the ability to read the AMI HANDOUT which tells them we will get out of this recession by giving people \$5,000 tax free checks and giving them jobs, jobs, jobs.

That is exactly what the American people want right now - more money and more jobs.

The two phrases above must be used constantly. Using them over and over, and, when possible, giving out AMI HANDOUT, at the same time *will really* get our message out. Repetition is the key to learning and the key to our success in this grassroots drive. And if the local members of Congress are listed on the back side of the handout, it will generate many phone calls and letters in support of our legislation.

IV. SEND AMI EMAIL3 TO ALL CURRENT SUPPORTERS

This actually begins our grassroots drive. Before you send this email, make sure you replace my name and info with your name and info. Each person that forwards this email to another must insert his or her name in place of the one in the email he received. This email is designed to be constantly forwarded to others by each person receiving it, like a chain letter. Hopefully, the \$5,000 check for every citizen and the jobs our act can create will be enough incentive to get most people to keep the email going. Again, always have a large supply of AMI HANDOUT available and distribute, distribute, distribute. And we should also repeat and repeat and repeat these two phrases in everything we email or write, and then, if possible give out the complete AMI HANDOUT.

"The big banks got bailed out, now let's bail out the American people."

"Congress gave away our money, now Congress can take it back by passing the Need Act 2011."

V. TWO OR THREE WEEKS AFTER THE START OF OUR GRASSROOTS DRIVE.

Send a reminder email to all known supporters with a copy of AMI HANDOUT in the body of the letter. Ask all on your email list to do the same to everyone they forwarded our AMI EMAIL3 to. The AMI HANDOUT will remind everyone of the benefits they can receive by supporting our legislation, including \$5,000 for every citizen in their family (\$10,000 to a two citizen family, \$20,000 to a 4 citizen family, etc. Impress on everyone that they are helping both their country and their family by accepting and using these \$5,000 tax-free checks. When we send this copy of AMI HANDOUT ask, in that email, that the recipient make copies of the AMI HANDOUT and give to everyone they know, ideally with the names, addresses and phone numbers of their members of Congress on the back of the handout. Also email the AMI HANDOUT to all on their own email lists.

THIS EMAIL HAS NOT YET BEEN WRITTEN.

VI. AS SOON AS THE National Emergency Employment Defense Act of 2011 IS ACTUALLY INTRODUCED WE WILL NEED A NEW ACTION PLAN.

Decide who in Congress to contact for support and how to get this done. Perhaps, after we feel comfortable with this Action Plan outline, we should start working on another Action Plan outline we can execute after our legislation is introduced. THIS IS NOT YET DONE.

VII. AFTER THE National Emergency Employment Defense Act of 2011 IS INTRODUCED.

Make a special effort to contact all members of the House Committee on Financial Services.

A. Find as many AMI supporters in each of their districts as possible and get them to work hard to get phone calls and letters of support for the Need Act 2011 to these Financial Services Committee members.

1. The Need Act 2011 will be referred to this committee after it is introduced. This committee holds the fate of our legislation in their hands. We need strong grassroots support asking them to vote our legislation out of committee to the floor for debate and a vote.

a) This project should probably be given to one specific AMI person and made basically that person's only duty. It is, obviously, a big and extremely important job. We MUST convince a majority of these Representatives to vote in favor of the Need Act 2011.

2. AMI headquarters must make sure that every member of this committee receives a copy of the Need Act 2011; a copy of AMI THE WAY OUT3; a copy of AMI HANDOUT, and whatever else is pertinent at the time.

Here is the list in the present Congress, but this list will change in the new Congress, so it will need to be updated.

Present Chairman Spencer Bachus represents Massachusetts' Sixth District of Alabama.

Listed by name, state and Congressional district.

Spencer Bachus, AL, Chairman NY	Jeb Hensarling, TX, Vice Chairman Edward R. Royce, CA	Peter T. King,
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Frank D. Lucas, OK	Ron Paul, TX
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Donald A. Manzullo, IL	Walter B. Jones, NC
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Judy Biggert, IL	Gary G. Miller, CA
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Shelley Moore Capito, WV	Scott Garrett, NJ
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Randy Neugebauer, TX	Patrick T. McHenry, NC
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John Campbell, CA	Michele Bachmann, MN
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Thaddeus G. McCotter, MI	Kevin McCarthy, CA
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Stevan Pearce, NM	Bill Posey, FL
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Michael G. Fitzpatrick, PA	Lynn A. Westmoreland, GA
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Bill Huizenga, MI	Sean P. Duffy, WI
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Nan A. S. Hayworth, NY	James B. Renacci, OH
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Robert Hurt, VA	Robert J. Dold, IL
David Schweikert, AZ	Michael G. Grimm, NY
Francisco "Quico" Canseco, TX	Steve Stivers, OH
Stephen Lee Fincher, TN	Barney Frank, MA
Maxine Waters, CA	Carolyn B. Maloney, NY
Luis V. Gutierrez, IL	Nydia M. Velázquez, NY
Melvin L. Watt, NC	Gary L. Ackerman, NY
Brad Sherman, CA	Gregory W. Meeks, NY
Michael E. Capuano, MA	Rubén Hinojosa, TX
Wm. Lacy Clay, MO	Carolyn McCarthy, NY
Joe Baca, CA	Stephen F. Lynch, MA
Brad Miller, NC	David Scott, GA
Al Green, TX	Emanuel Cleaver, MO
Gwen Moore, WI	Keith Ellison, MN
Ed Perlmutter, CO	Joe Donnelly, IN
André Carson, IN	James A. Himes, CT
Gary C. Peters, MI	John C. Carney, Jr., DE

The above list is BEFORE the Nov. 2, 2010 election and it looks like many names will change. We need to find the names and Congressional Districts of everyone on the Financial Committee as soon as possible in 2011 and get started finding people to contact them, as many people as possible. Also, AMI headquarter should directly contact each one and send them whatever material and information we think they need to try to get their support. Supporting the Need Act 2011 is not a Democratic or Republican issue, it is a non-partisan American issue, a way to help the people of this country get back to prosperity and full productive lives.

VIII. WHEN THE National Emergency Employment Defense Act of 2011 IS PASSED IN THE HOUSE, WE NEED AN ACTION PLAN FOR GETTING SUPPORT TO PASS IT IN THE U. S. SENATE.

Every Senator should be asked to vote for the Need Act 2011 by as many people from each state as is possible. This is another area where we must bring all our known supporters into play.

This action plan does not yet exist.

IX. WE WILL ALSO NEED AN ACTION PLAN TO CONTACT THE

**PRESIDENT AND THE EXECUTIVE BRANCH TO GET SUPPORT FOR THE
National Emergency Employment Defense Act of 2011.**

This action plan does not yet exist.

X. WHEN THE National Emergency Employment Defense Act of 2011 BECOMES
LAW WE NEED AN ACTION PLAN TO SUPPORT IT.

1. Tell the American people constantly that, if there is any excess inflation or deflation *the President and the Congress are responsible. The President and Congress, under the Need Act 2011, finally have control of both fiscal and monetary policy and should and must be held responsible.* We don't want people blaming the new debt-free monetary system for inflationary or deflationary problems caused by those now setting our fiscal and monetary policy. No one is held responsible now (but, of course, it is the Federal Reserve and the "too-big-to-fail" banks that are responsible now, but few realize that. Under the Need Act 2011 the Congress and the President will be, and should be, held directly responsible for excessive inflation or deflation.

____ The rest of this action plan does not yet exist.

AT THIS POINT, THIS IS EVERYTHING I HAVE BEEN ABLE TO THINK OF THAT
MUST BE DONE.

WE WILL ONLY GET ONE GOOD SHOT AT GETTING OUR LEGISLATION
PASSED. OUR GRASSROOTS DRIVE IN 2011 IS IT. WE BETTER MAKE SURE
RIGHT NOW THAT IT IS GOING TO BE OUR VERY BEST SHOT.

It's going to be many, many years, if ever, before we get another chance like the chance
we have now.

Dick Distelhorst, Chairman
Burlington, Iowa Chapter
rddistel@mchsi.com
319-753-1148