



Mobilization Team Captain Toolkit

Thanks for agreeing to be a Mobilization Team Captain! The Mobilization to End Poverty will only be successful if we continue the movement to end poverty by working together at both the local and national level. By uniting in teams, we can accomplish amazing things!

The Mobilization to End Poverty (M2EP) is not simply a one-time event in Washington, but the beginning of a movement to end poverty. If you're coming to Washington to just sit and listen, The Mobilization is not the conference for you! During The Mobilization you will have the opportunity to challenge President Obama and members of Congress to do something about poverty, but The Mobilization will only be successful if you continue to speak out against poverty after you return home. Therefore, we encourage you not to come to The Mobilization simply as an individual, but with others as a community. Your group will provide you support in important anti-poverty work before, during, and after The Mobilization.

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Five Steps to Forming a Successful Mobilization Team

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For more information or to register, visit www.sojo.net/mobilization/outreach.

Contact voteoutpoverty@sojo.net for more support in forming your Mobilization team!

1. Develop a Planning Team: Delegate & Coordinate

A Planning Team to share the work of taking a group to The Mobilization will provide you with communal support and diverse skills to make the experience more enjoyable and effective.

Possible Team Roles:

- A. Coordinator (Point person and overseer of communications)
- B. Logistics (Arranges transportation and lodging in D.C.)
- C. Fundraising (Oversees team fundraising)
- D. Promotion (Gets the word out to your community)
- E. Prayer (Coordinates prayer for the group before and after the event)
- F. Congressional relations (Coordinates outreach to members of Congress to foster a relationship before meeting with them at The Mobilization)

2. Recruit Attendees: Spread the Word!

10 steps to recruit a team to attend The Mobilization:

1. Invite individuals you know in your church, workplace, and local volunteer organizations.
2. Ask your pastors, friends, and co-workers to brainstorm with you for 10 minutes about who would be interested in attending The Mobilization.
3. Invite every new contact to help you think of other contacts.
4. Offer to give a short testimonial in front of your congregation or at ministry or small group meetings on why attending The Mobilization is important to you. Personal invites and testimonies are often more effective than the printed word.
5. Look for faith groups on college campuses in your area to invite, such as Bread for the World, International Justice Mission, InterVarsity, denominational centers, and the social justice offices of Christian colleges.
6. Ask campus chaplains with a reputation for justice and poverty-focused work to spread the word.
7. Look for interested faculty and students in seminaries and Bible colleges.
8. Explore local camps and retreat centers, monasteries, convents, and peace houses that might host people interested in attending.
9. Are there faith-based nonprofits in your community? Ask their staff to join you or promote The Mobilization among their contacts
10. Sojourners staff can assist you in networking with other Sojourners supporters in your area who may be interested in being part of your Mobilization Team

See promotional materials in the Toolkit Appendix for more support in your promotion work!

3. Coordinate Transportation & Lodging: Getting Your Team to DC

Distance, cost, availability, and feasibility will determine how your Team decides to travel to The Mobilization. Here are a few tips on how to get your team to D.C.:

1. Book flight/train tickets
2. Charter a bus
3. Rent vans
4. Organize car pools

By Plane or Train

There are three airports in the Washington, D.C. area:

- [Reagan National Airport](#) is on the Blue and Yellow lines of the D.C. Metrorail System (www.wamta.com)
- [Dulles International](#) airport is 26 miles from DC. [Public transportation](#) is available from Dulles to the Rosslyn stop on the Orange and Blue lines of the D.C. Metrorail System.
- The [Baltimore/Washington International](#) (BWI) airport is 33 miles from D.C. [Public transportation](#) is available from BWI to the Greenbelt stop on the Green line of the D.C. Metrorail system
- For those inclined to take the train, D.C.'s Amtrak station is at Union Station, located on the Red line of the D.C. Metrorail system (www.amtrak.com)

Visit the [Getting There](#) section of the M2EP Web site for more information about travel from the airport and around D.C. (www.sojo.net/mobilization)

Discount flight information:

Southwest Airlines has discounts available for groups of 10 or more. Call Group Reservations at 1-800-433-5368 or visit www.southwest.com.

Below is a list of discount airlines and Web sites that offer low-priced airfare:

-SpiritAir.com -Airtran.com -Orbitz.com -Expedia.com
-Lowfares.com -Priceline.com -CheapFlights.com -BestFares.com
-Kayak.com -CheapAir.com -TravelZoo.com -Hotwire.com

By Bus

Greyhound's bus terminal is located near Union Station, which is on the Red line of the D.C. Metrorail system (www.greyhound.com or 1-800-231-2222).

Charter Buses are the best bet for groups of 25 or more. Coachquote.com is the online service of the American Bus Association and provides quotes over the Internet.

By Van

Listed below are some Web sites that rent mini-, 12-, and 15-passenger vans:

- Enterprise (www.enterprise.com or 1-800-261-7331)
- National (www.nationalcar.com or 1-800-227-7368)

-Bandago – the first van rental company to become certified Carbon Neutral (www.bandago.com or 1-866-TOUR-VAN)

By Carpool

Ride in groups of 5 or 7 in carpool from your city. Check the Goloco Sojourners RideShare Program at <http://goloco.org/groups/4218> to organize a carpool or post ride-sharing listings on the Craigslist site in your city (www.craigslist.org).

Where is everyone going to stay? - Finding lodging

Reserve lodging early! It's very hard to find lodging in D.C. during the spring

Sojourners has booked a block of rooms at two hotels near the Convention Center. Check the [Housing section](#) of the M2EP Web site for details.

If your group would like to explore alternative housing options, the Housing section of the M2EP Web site also includes information about camping, hostels (www.hostelhandbook.com), and couch surfing (www.couchsurfing.com). In addition, ask local churches if they'd be willing to host your group in their church building.

Here are a few selected inexpensive options taken from the Housing Section of the M2EP Web site:

Bragg Towers - Alexandria, VA

(703) 354-6300

Group rate – ask for Jack Borzych

Located 15-20 minutes from downtown

Braxton Hotel - 1440 Rhode Island Ave. NW, 20005

Ask for John Chon for special rates

1-800-350-5759 or reservation@braxtonhotel.com

Located 5 blocks from Dupont Circle Metro

No. of rooms: 40

Center for Educational Design - 821 Varnum St., 20017

Tel: 202-635-7987

Dorm style

Groups of 6-plus only, 15-20 minute walk to Metro

First Trinity Lutheran - 4th and E. Sts., NW, 20001

Tel: 202-737-4859

50 mattresses, Groups of 10-plus only, located across the street from Judiciary Square Metro

Gallery Inn

http://www.globosapiens.net/hostel_washington-dc_gallery-inn-hotel_21986.html

6-bed dorm-style suites in Dupont Circle

Kalorama Guest House - 1854 Mintwood Place, NW, 20009
Located in Adams Morgan neighborhood with 12 minute walk to Metro

The Pilgrimage - 22nd and P. Sts., NW, 20037
Tel: 202-387-6615
40 beds, dormitory style with kitchen - groups of 6 plus accepted.
Located 3 blocks from Dupont Circle Metro

Norwich House - P.O. Box 283, Washington (College Park), MD 20741
Email: lodging@studentcenter.org. This hostel offers free internet access.

Washington International Student Center - 2451 18th Street, NW, 20009
800-567-4150, DCStudentCenter@aol.com, www.dchostel.com
No. of beds: 40
Free transport from bus and Amtrak station. Internet access. Kitchen, lockers, free breakfast.
Free parking. Near bus and Metro.

William Penn House - 515 E. Capitol St., SE, 20003
202-543-5560, www.williampennhouse.org/lodging.php
Includes breakfast. 32 beds plus cots.
Located 5 blocks from the Capitol. WPH is a lodging house for peace and justice workers staying in the D.C. area.

4. Fundraise – Raising the Dough to Go

We are thankful for the sacrifice your group is making to attend The Mobilization. Raising funds may be an important part of your group's work to allow as many interested people from your community to attend. Although it may seem overwhelming at times, fundraising will not only empower those unlikely to otherwise attend The Mobilization, but it can also be a great outreach opportunity to tell as many people about our collective vision to reduce poverty. Fundraising is a way your friends and community can share in your experience at The Mobilization, and it allows people who are interested in the issues but unable to attend to contribute in a tangible way.

The following are some fundraising tips from past events:

Where to Start?

- Begin with a goal in mind. Determining your expenses and what you are personally able to contribute will help determine how much others will need to help you.
- Know why you are raising funds. Before asking anyone for anything, first answer the question: Why are we making this trip? Make a list of the three or four most compelling reasons participating in The Mobilization. These reasons should also include why people will want to help your cause.

- Develop a “rap.” This will help you easily communicate the reasons why it is important for others to support your trip. Tailor these reasons to your audience; show how your attendance will support the causes they are most interested in.
- Identify who to ask and include individuals, churches, and other organizations. Start fundraising with the strongest possibilities.

What’s next?

- Write to close family, friends, and co-workers about your trip and ask them to make a contribution. Try to tailor your letter according to the audience you are targeting. You may have two or three different versions of your letter that you send out. Also, it is helpful to suggest a dollar amount - perhaps each contribution could cover the expense of one meal during your trip, or one night at the motel/campground, or one tank of gas for your vehicle. However, let people know that any amount they can afford to give will be helpful.
- Ask your church to make a special appeal a couple of months before the trip to cover part of the traveling cost. It is helpful for someone from your group to be present when this appeal is made. It can be beneficial to speak to the group about what it is that you are doing, why you are doing it, and how they are able to be part of the larger struggle for justice. Also, try different community organizations that would be sympathetic to the cause.
- Hold a yard sale. Get family and friends to donate unneeded furniture, appliances, books, albums, and other items to go towards the cost of the trip. Make sure to publicize the purpose of the sale! Reduce, reuse, recycle!
- Host a dinner party, potluck, or anything with food! Identify different groups to invite for a gathering around food and conversation. Ask guests in advance to bring a contribution if possible.

These tips were offered by <http://www.witnessforpeace.org/>.

Other Fundraising Resources:

An online treasure trove of fundraising how-to’s for social change is found at www.chardonpress.com.

5. Preparing Spiritually for The Mobilization

Gathering with your team before The Mobilization to pray for one another, people in poverty, political leaders, and for The Mobilization itself and its attendees is a crucial part of trip preparation. We encourage you to unite in prayer with your group before, during, and after the event to pray for impoverished peoples and your own role in the anti-poverty movement. We've included a prayer we'd ask you to pray daily to prepare your heart for the Mobilization.

Dear Lord,

We bless you today. We thank you for your love and faithfulness to us.

We ask you today to break our hearts for the things that break your heart. For the 30,000 children who will die today from preventable disease and poverty, break our hearts. For the little girl who will go to bed hungry in a land of such prosperity, break our hearts. For the ways we have allowed race, class, and denominational ties to divide us, break our hearts.

Oh Lord we sense we are standing at the edge of history. We sense you want to send revival to the church and a fresh awakening to our land. We know we are facing unprecedented challenges in our day. But we know you are bigger than these challenges. Forgive us for our complacency and fear and empower us to be the history makers in our land.

We believe this awakening will bring revival to your church and justice for the poor. We believe this awakening will raise up a whole new generation of abolitionists. And we believe this awakening will bring forth a harvest of millions of Christians who will wholeheartedly commit to ending extreme poverty in our nation and world.

Oh God, help us to believe; help us to prepare; and help us not to miss this movement of your Spirit.

*In your precious name we pray,
Amen.*

Appendix: Tools for Promoting The Mobilization

Bulletin Insert/Pulpit announcement:

This April, you can help make history. On April 26-29, Sojourners will host The Mobilization to End Poverty – a historic gathering of thousands of Christians in Washington, D.C. Together, we will call the new president and members of Congress to take immediate steps to address extreme poverty. And we need you to be there. President-elect Barack Obama is expected to address the thousands gathered. Other nationally known advocates will also speak, including such as Tavis Smiley, Angela Glover Blackwell, Jeff Sachs, Rep. John Lewis, John Perkins, Alexia Kelley, Brian McLaren, Don Miller and Sojourners' own Rev. Jim Wallis during this historic, three-day event.

But you aren't just going to be there to listen. You'll be meeting others from your home district and state. You'll visit your members of Congress to discuss their commitment to ending poverty. You'll have the opportunity to attend workshops and training sessions. And finally, you'll have a chance to worship with thousands of others who share your passion for justice.

[The Mobilization to End Poverty](#)

April 26–29, 2009

Washington Convention Center, Washington, D.C.

Graphic:



Please use this graphic on your promotional materials. For a flyer and other graphics and text announcements, visit the [Spread the Word](#) page of The Mobilization Web site.

Sample Email:

We have recently witnessed a historic election that has the possibility of transforming American politics for the better; however, as people of faith, our work is not over. As we all know, even the

most committed president will face incredible pressures and obstacles in making issues like poverty reduction a priority, particularly during this economic crisis.

That is why Sojourners want to invite you this April to [The Mobilization to End Poverty](#) – a historic gathering of thousands of Christians here in Washington, D.C. Together, we will call the new president and members of Congress to take immediate steps to address extreme poverty. And we need you to be there.

[Learn more about The Mobilization to End Poverty.](#)

Sojourners has already sent an invitation to President Barack Obama, asking him to join The Mobilization and address the thousands gathered. Together, we will hold President Obama accountable to the promises he made to those living in poverty.

Along with the president, Sojourners has invited nationally known speakers and advocates such as Tavis Smiley, Gov. Mike Huckabee (invited), Rich Stearns, Rev. Sharon Watkins, Jeffrey D. Sachs, Bishop Mark Hanson, Rep. John Lewis, John Perkins, Alexia Kelley, Brian McLaren, and Rev. Freddie Haynes – plus many others who will join Sojourners' Rev. Jim Wallis for this historic, three-day event.

But you aren't just going to be there to listen. You'll meet others from your home district and state. You'll visit your members of Congress to discuss their commitment to ending poverty. You'll have the opportunity to attend workshops and training sessions. And finally, you'll have a chance to worship with thousands of others who share your passion for justice.

Join Sojourners, World Vision, Convoy of Hope, Evangelical Lutheran Church of America, ONE, Oxfam, and Wesley Theological Seminary at this historic moment for this mobilization of Christians from all across the country.

One final thing. When you come to Washington, be sure to bring others with you. The Mobilization to End Poverty is not the end, but just the beginning. By coming as a group, you not only receive a reduced rate, but also have the opportunity to make a difference in Washington, and can return home as a united group with well-equipped team members who can begin work immediately on ending poverty both in the United States and around the world.

Sample Press Release:



Broad Faith & Anti-Poverty Coalition Launches “The Mobilization to End Poverty” *New Initiative Engages Thousands of Christians in Historic 3-day Conference Calling On Congress & the Administration to End Poverty*

On April 26-29, 2009, a broad and diverse coalition of faith-based organizations, churches and global anti-poverty groups will convene **The Mobilization to End Poverty (M2EP)** – a historic gathering where thousands of Christians and anti-poverty leaders will engage in a transformative experience of education, worship, community, and activism in Washington, D.C. Together, this powerful group will call on President Obama and the new Congress to make overcoming poverty a political priority and to develop a national plan that addresses this moral and spiritual crisis. This initiative is being hosted by Sojourners, the largest network of progressive Christian in America, and represents one of the largest anti-poverty coalitions with lead sponsors including Convoy of Hope, Evangelical Lutheran Church of America, ONE, Oxfam, Wesley Theological Seminary, and World Vision. For the full list of partner organizations please visit: www.sojo.net/mobilization

In this economic crisis, we are witnessing the devastating effects of financial insecurity as more people lose their jobs, their savings, their homes, and their healthcare. More and more from the middle class are falling into the ranks of 36 million Americans living below the poverty line, and the billions worldwide who live in extreme poverty. Continuing the status quo of poverty is intolerable. The Mobilization to End Poverty will assemble a constituency capable of generating radical change and bold leadership from both the Church and our government.

Fortunately, President-elect Barack Obama has already committed to cutting domestic poverty by half in ten years and achieving the Millennium Development goals that will dramatically reduce extreme global poverty. However, he will face tremendous obstacles in attempting to fulfill these promises. It is because of these obstacles and the current economic crisis that the Mobilization to End Poverty comes at a critical period in the life of our nation. This is a crisis of opportunity where the Church can rightly assume its leadership role in fulfilling our duty to take care of the “least of these” (Matthew 25).

Sojourners has invited President Barack Obama to address The Mobilization and will be working to secure his participation.

MOBILIZATION TO END POVERTY DETAILS

Date / Location: April 26-29, 2009 • Washington Convention Center • Washington, D.C.

Partner organizations: American Baptist Churches USA, Beatitudes Society, Bread for the World, Catholics in Alliance for the Common Good, Center for Community Change, Children's Defense Fund, Christian Church (Disciples of Christ), Christian Community Development Association, Christian Reformed Church in North America, Cooperative Baptist Fellowship, Emergent Village, Episcopal Church, Evangelicals for Social Action, Gamaliel Foundation, Greater Minneapolis Council of Churches, Greater New Jersey Annual Conference of the United Methodist Church, Hispanic Leadership Conference, InterVarsity Christian Fellowship USA, Lumunos, Lutheran Congregational Services, Massachusetts Council of Churches, Mennonite Church USA, Micah Challenge USA, Missionary Oblates of Mary Immaculate, National Hispanic Christian Leadership Conference, New Hampshire Council of Churches, New York Annual Conference of the United Methodist Church, New York Faith and Justice, North Carolina Council of Churches, PICO National Network, Reformed Church in America, Rhode Island State Council of Churches, The General Board of Church and Society of The United Methodist Church, Urban Ministries, Inc., UrbanFaith.com, West Virginia Council of Churches.

Featured speakers: President-elect Obama*, Jim Wallis, Rich Stearns, Tavis Smiley, Gov. Mike Huckabee*, Alexia Kelly, Rep. John Lewis, Sharon Watkins, John Perkins, Angela Glover Blackwell, Jeffery Sachs, Wesley Granberg-Michaelson, Mark Hanson, Brian McLaren, and many others. (* invited)

Capitol Hill Day: The Mobilization will be brought to the Capitol Hill with hundreds of advocates meeting their elected officials and asking for commitments and leadership on a national plan to reduce domestic and international poverty.

Workshops and training sessions: Participants will study the complex factors that contribute to poverty and how Christians can effectively and realistically respond. Advanced skills training in organizing and advocacy will also be offered.

Worship: The Mobilization will be a gathering of the Church, rooted in prayer and worship each day. Ecumenical services will bring us together in the Spirit to equip us to speak and act on behalf of our brothers and sisters.

For more information please visit: www.sojo.net/mobilization

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Sojourners' mission is to articulate the biblical call to social justice, inspiring hope and building a movement to transform individuals, communities, the church, and the world. Visit www.sojo.net, and www.GodsPolitics.com.

More information:

WHY SHOULD I GO TO THE MOBILIZATION?

- **FOR GOD**

The Mobilization aims at recasting the center of worship as faith-in-action. We will gather in our thousands certainly to sing and certainly to participate in services, but this movement is towards worship – proclaiming who God is publically – because God is the creator of a universe intended for peace and justice.

- **FOR THE POOR**

The Mobilization focuses on the end of poverty. Quite simply, it aims to create a momentum within this nation that begins with the church refusing to live contentedly in a world where 30,000 children die every day from hunger. We will stand together because we will not stand for this.

- **FOR THE MOVEMENT, THE HANDS AND FEET**

The Mobilization to End Poverty must bear the unity and mutual support of a historic movement. Our numbers will say to those watching that Christians are serious about eradicating poverty, but they will say to all present that we are not alone in our commitment to justice and peace. The experience and the memory of The Mobilization will be the picture of a truly biblical, Christ-centered agenda, and it will speak to the world.