

**MASSACHUSETTS  
POWER SHIFT**

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Resources, events, more:  
[www.masspowershift.org](http://www.masspowershift.org)

**RESOURCES:**

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# >> MAPS E-newsletter

Welcome to the **Massachusetts Power Shift (MAPS) monthly e-newsletter launch!** This brief will introduce you to the new rock-star youth-led climate change coalition of Massachusetts and beyond. Read on for information and more on how to plug in.

If you haven't gotten emails from us before, you're probably not subscribed:

<http://www.masspowershift.org>

**VOLUME 1, ISSUE 1**

**JUNE 29, 2008**

## Fall Organizing

"The youth-led climate change movement. We're shutting down coal plants, getting new energy projects approved, and paving the way for a new vision. Massachusetts Power Shift is using Power Vote: a natural one-way campaign to build support in our state for a national goal of 100% of our electricity from noncarbon sources in the next 10 years. Power Vote is mobilizing a crucial demographic: the youth. Our strength is in our organizing base, working together and parallel to bring a new vision for the future. Right now people are scared and lonely, ready for change. Demanding change. And we, 50,000 strong statewide and 1 million strong nationally, have solutions to fossil fuel dependence, a failing economy and war for resources.

Where do solutions become

more than idealism? When we organize on the ground to become unified in voice and values. When we can mobilize an entire demographic to shut down a coal plant or rally the State house. When the leaders of tomorrow care. With new technology never before conceivable in a campaign, the resourcefulness of the best youth organizers of the Northeast, and a political climate so ready for solutions, we can ask:

"What is your plan to address this, senator? Will you help us work towards eliminating fossil fuel dependence in ten years?" And demand that they listen. The candidates are all talking about change, but without social pressure no change has ever happened. Locally, statewide, and nationally we are bringing idealism to reality.

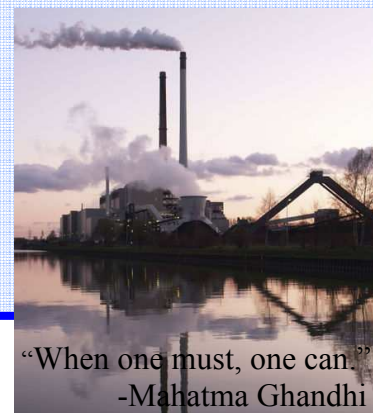
## The added value of a statewide network

As a statewide network under the Massachusetts Power Shift banner, we gain strength of numbers and reputation. With all outreach information unified, organizers can find the Massachusetts youth climate movement in one place. We can be very visible for any state-wide or nationally significant events, and stay informed of what's going on in other communities. Finally, we will have a great internal information sharing network to share ideas, troubleshoot, and stay connected. We're talking about a movement for social change.

As a member of Massachusetts Power Shift, expect a cohesive support network providing the materials and information you need for success. The nation's best organizers have prepared the campaign for success in campuses and communities across the state. That's why we're having a skillshare training September 20<sup>th</sup> to bring valuable techniques to the State's organizers and repower our network with fresh ideas for success. Answering questions as they arise, helping with material distribution, and a shared skill set to repower your organizing efforts are all things you can count on from a statewide network.

### The Platform:

1. Invest in a clean energy economy.
2. Green jobs now.
3. Cut global warming pollution.
4. End energy dependence.
5. Re-engage as an international leader.
6. Bring back people power in politics.
7. 100% of our electricity from non-carbon sources by 2018.



"When one must, one can."  
-Mahatma Gandhi



### MAPS IS:

- Grassroots political organizing
- Direct action coordination
- Student group empowerment
- Shared knowledge and resources
- Alliance for event recruiting
- AWARENESS

[Our Identity](#)

[Our Platform](#)

## SEPTEMBER 2008 (OUR FULL CALENDAR)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8 	9	10	11	12	13 
14	15	16	17	18	19	20 
21	22	23	24	25	26	27 
28	29	30				

### Schedule of Events

} **Statewide Power Vote leaders call: 9/8/08**

Answer your questions, meet organizers in your area. 9PM Monday, September 8th: 231-9628000, 679149#

} **State Leadership Training: 9/13-14/08**

Training session and a campaign meeting to get involved in MAPS statewide leadership. 10-5PM Sat, 10-12 Sun, Boston University. [\[\[Sign up.\]\]](#)

} **Network Launch Event: 9/20/08**

Interest meeting, campaign training to make you awesome, and socializing event with live music. Cambridge, MA. [\[\[Sign up.\]\]](#)

} **Green Jobs Now! National Day of Action 9/27/08**

September 27th, Everywhere! Host an event: [Greenforall.org](http://Greenforall.org)

More events on our [full calendar!](#)



**We are the architects  
of our republic.**

## Be Informed, Be Involved

This September, we are building a network. Experienced organizers and fresh young environmentalists are welcome alike.

If you are looking to **tie in to a national effort this fall**, consider bringing Power Vote to your campus or community. The movement is using the pledge to grow groups, amplify the conversation around the election, and hold decision-makers on local, state, and national levels accountable for their promises and our future. We know what we want: on a statewide level fighting for 100% renewable electricity in 10 years with a flexible campaign to support any local issue—collect signatures for your election or school issue! All around the country, students are taking to the

streets under a unified banner to demand respect. As more sign on to volunteer, the movement grows stronger.

Visit the Power Vote website: <http://www.powervote.org/>  
Questions or to sign on to the campaign: [zo@ssc.org](mailto:zo@ssc.org)

If you are already working on a campaign, let us be part of your efforts. We offer unique marketing to a trained organizer base for your event, and issue support can make your event even better. Add [list@masspowershift.org](mailto:list@masspowershift.org) to your email contacts (to mail events: name, time, date, URL) and let us add you to our organization list for tailored opportunities for your group.

Send us an email right now—include your name, school or area, and a brief description of what you're working on!

Mass Power Shift contact: [list@masspowershift.org](mailto:list@masspowershift.org)

Not sure what your role is in this movement? We are an accessible community with plenty of ways to get involved. There's always a role doing what you love to do! Go to a local group meeting and jump right in. The best way to get started is to get involved.

Facebook: [join our group](#)

# The MAPS Network



## Statewide Organizing

Massachusetts Power Shift staff are going to be hard at work mobilizing this revolution across the state. We will be at events, notify the network of candidate engagement opportunities, and take on new and exciting campaigns related to our platform.

**Organizing on a state level offers new rewards and challenges.**

resources and planning. Interest meeting and trainings the 13th-14th, election to be decided by the 20th. Bring out the organizer within you by [stepping into a role](#).

## Campus coordinators

Orchestrate campaign at each school. Represent the statewide or-

**State Leadership**  
7 statewide leaders will be elected to decide direction for the network, manage campaign and communications,

ganization and nationally Power Vote, with an immediate focus on campus planning and mobilization.

Bring new volunteers and groups into the process, set pledge goals, and turn out massive numbers for campus and regional events. [Fill out the survey](#) for how to tie in.

MAPS encourages everyone to come to the 13/14th training and 20th meeting to organize with us in establishing a strong organization with the power to hold a spot at the negotiating table.

**"This is a generational moment. We must now lift our nation to reach another goal that will change history."**

## Al Gore Challenge to Repower America

"Many Americans have begun to wonder whether or not we've simply lost our appetite for bold policy solutions. And folks who claim to know how our system works these days have told us we might as well forget about our political system doing anything bold, especially if it is contrary to the wishes of special interests. And I've got to admit, that sure seems to be the way things have been going. But I've begun to hear different voices in this country from people who are not only tired of baby steps and special interest politics, but are hungry for a new, different and bold approach.

We are on the eve of a presidential election. We are in the midst of an international climate treaty process that will conclude its work before the end of the first year of the new president's term. It is a great error to say that the United States must wait for others to join us in this matter. In fact, we must move first, because that is the key to getting others to follow; and because moving first is in our own national interest.

So I ask you to join with me to call on every candidate, at every level, to accept this challenge - for America to

be running on 100 percent zero-carbon electricity in 10 years. It's time for us to move beyond empty rhetoric. We need to act now.

This is a generational moment. We must now lift our nation to reach another goal that will change history. Our entire civilization depends upon us now embarking on a new journey of exploration and discovery. Our success depends on our willingness as a people to undertake this journey and to complete it within 10 years. Once again, we have an opportunity to take a giant leap for humankind."

View the full speech: [Youtube Link](#)

## Next Steps\*\*

Contact us if you want to be involved:  
[craig@masspowershift.org](mailto:craig@masspowershift.org)  
Someone will get back to you as soon as possible to answer questions and address concerns of anyone less than 110% convinced of this campaign.

Statewide Power Vote leaders call: September 8<sup>th</sup>, 2008

State network leadership training: September 13<sup>th</sup>, 2008  
In-person network launch meeting, campaign training, and social event: September 20<sup>th</sup>, 2008

See our website for more information about locations and timing:  
<http://www.masspowershift.org>

- Register with MAPS for the upcoming meetings/trainings/events: [spreadsheet on web](#)
- Email an introduction to your campus or community group to get plugged in.
- For more campaign information: ([MAPS](#), [Power Vote](#), [Al Gore's Challenge](#))
- To learn more about structure and how to plug in, come to the meeting the 20th, or [email Craig](#).



Work in progress here, too. Mission statement final though?



## Massachusetts Power Shift

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**One Planet, One Movement, One  
Vision we share.**

**Massachusetts Power Shift (MAPS)** is a network and organizing body that strengthens the Massachusetts youth movement for climate action in connection with the efforts of its allies. MAPS is primarily youth led but open to anyone who wishes to participate. In the spirit of the state climate conference by the same name, MAPS utilizes the resources and experience of its members to run collaborative campaigns in support of climate solutions, green jobs, and green justice. Through education, training, and networking, MAPS also connects passionate activists with outlets for effective action, ranging from policy creation and promotion to non-violent direct action.

**Want more information about our organization?**

Email [craig@masspowershift.org](mailto:craig@masspowershift.org)

