

Lead the Way!

Organize support for John Kerry

John Kerry got his start in activist, grassroots politics, so he knows that campaigns are won at the grassroots level. Online organizing is an important aspect of our efforts and, with your help, will continue to grow. This kit includes your own set of *Tools for Change*, which you can use to start your own online AND offline grassroots campaign in support of John Kerry. It contains a set of organizing and community-building tools you can use to take a variety of actions. Use these *Tools for Change* at your MeetUp or when spreading John's message in the field. You can get started today with the contents of this packet, but visit our website at www.johnkerry.com for more information and new and exciting updates throughout the campaign.

Materials Available

Introduction: Take Action! About John Kerry

Tools

Sign up Sheets
Table Tents
Label Template
Signs

Flyers

Pink Slip
'The Kerry Vision'
'Real Courage'
On the Issues
JK on Health Care
JK on Labor

Postcards

Join MeetUp
JK Bio
Economy
Foreign Policy/Defense
Environment 1
Environment 2
Education
Civil Liberties

Video

"Courage"
"Get Crazy"
"On the Road"



"America needs a Democratic party that stands up for America - that stands up for jobs - stands up for our rights - stands up for the environment - stands up for a secure America - stands up for Social Security - stands up for health care for all. You can lead the way - now let's go out of here and win - let's make America safer, stronger, and more secure."

- John Kerry

John  Kerry
PRESIDENT

Take Action!

Engage Other Supporters

MeetUp with other John Kerry Supporters in your area! MeetUps are a great way for Kerry Supporters to get organized and are run by people like you all over the country. You can register with MeetUp at kerry2004.meetup.com. MeetUps are held on the **4th Thursday of every month at 7pm.**



Ideas for your MeetUp

★ Strategize and plan the best way to reach people in your area with John's message. Compile a list of places and events that supporters could attend to pass out information and stickers for John Kerry (i.e. Farmers Mkts., Block Parties, Street Fairs, Pride Events, Sporting Events).



JKTV~ bring you laptop and show *Courage* or *Get Crazy*



Write letters to your local elected officials asking them to endorse John Kerry for President.



Take digital pictures and e-mail them to us to post on the johnkerry.com website at meetup@johnkerry.com



Print out issue papers and have available for people who want to learn more about John Kerry!



Collect everyone's information on the sign up sheets and send to the campaign.



Come up with questions you'd like to ask John Kerry.

Kerry supporters are reaching out to people in their community and spreading John Kerry's message! On his own initiative, Joe from WI, has signed up hundreds of people interested in supporting John Kerry!

Spread the Word

1. Take **Tools for Change** to local events, spread John's message and collect information on sign up sheets for the campaign. Make sure people print legibly and send information to meetup@johnkerry.com or fax to 202-548-6801.
2. Start your own JKTV network. Take laptops out to local events and show *Courage* or *Get Crazy* while spreading John's message.
3. Provide visibility for John Kerry by posting information, using bumper stickers and wearing Kerry Gear. You can order at: www.kerrygear.com
4. Join Yahoo groups, blogs, and news groups. Fight misinformation and spread John Kerry's message of change.
5. Visit the Download Center (www.johnkerry.com/download) and use the John Kerry wallpaper and buddy icon.
6. Talk to people about John Kerry, Kerry2004 MeetUps, and other upcoming events.



Kerry Leadership Network

As a member of the **Kerry Leadership Network** you will take charge by coordinating activities such as hosting watch parties in a private home, attending and promoting the MeetUp events, and distributing information about John Kerry and why he is the best candidate in 2004. Another key aspect of the Kerry Leadership Network is finding new & inventive ways to raise campaign funds and build networks of support. For more information contact Amy Dacey at KLN@johnkerry.com

Get the latest information at www.johnkerry.com and sign up to receive e-mail updates!

About John Kerry



John Kerry was born on December 11, 1943 at Fitzsimmons Military Hospital in Denver, Colorado, where his father, Richard, who had volunteered to fly DC-3's in the Army Air Corps in World War II, was recovering from a bout with tuberculosis. Not long after John Kerry's birth, his family returned home to Massachusetts.

A graduate of Yale University, John Kerry entered the Navy after graduation, becoming a Swift Boat officer, serving on a gunboat in the Mekong Delta in Vietnam.



He received a Silver Star, Bronze Star with Combat V, and three awards of the Purple Heart for his service in combat. By the time John Kerry returned home from Vietnam, he felt compelled to question decisions he believed were being made to protect politicians in Washington at the expense of the soldiers carrying on the fighting in Vietnam. Kerry was a co-founder of the Vietnam Veterans of America and became a spokesperson for veterans opposed to the war-- Morley Safer described him as "a veteran whose articulate call to reason rather than anarchy seemed to bridge the gap between the Abbie Hoffman's of the world and Mr. Agnew's so-called 'Silent Majority.'"

In April 1971, testifying before the Senate Foreign Relations Committee, he asked the question of his fellow citizens, "How do you ask a man to be the last man to die for a mistake?" Sen. Claiborne Pell, (D-R.I.) thanked Kerry, then 27, for testifying before the committee, expressing his hope that Kerry "might one day be a colleague of ours in this body." Fourteen years later, John Kerry would have the opportunity to fulfill those hopes - serving side by side with Sen. Pell as a Member of the Senate Foreign Relations Committee. But in the intervening years, he found different ways to fight for those things in which he believed. Time and again, Kerry fought to hold the political system accountable and to do what he believed was right.

As a top prosecutor in Middlesex County, Kerry took on organized crime and put the Number Two mob boss in New England behind bars. He modernized the District Attorney's office, creating an innovative rape crisis crime unit, and as a lawyer in private practice he and his partner worked long and hard to prove the innocence of a man wrongly given a life sentence for a murder he did not commit. In 1984, after winning election as Lieutenant Governor in 1982, Kerry ran and was elected to serve in the United States Senate, running and winning a successful PAC-free Senate race and defeating a Republican opponent buoyed by Ronald Reagan's reelection coattails.

Like his predecessor, the irreplaceable Paul Tsongas, Kerry came to the Senate with a reputation for independence -- and reinforced it by making tough choices on difficult issues: breaking with many in his own Party to support Gramm-Rudman Deficit Reduction; taking on corporate welfare and government waste; pushing for campaign finance reform; holding Oliver North accountable and helping to shut down an illegal bank that held millions of dollars of Osama Bin Laden's blood money; working with John McCain in the search for the truth about Vietnam veterans declared POW/MIA; and insisting on accountability, investment, and excellence in public education.

John Kerry was re-elected in 1990, again in 1996, defeating the popular Republican Governor William Weld in the most closely watched Senate race in the country, and in 2002. Now serving his fourth term, Kerry has worked to reform public education, address children's issues, strengthen the economy and encourage the growth of the high tech New Economy, protect the environment, and advance America's foreign policy interests around the globe. John Kerry is married to Teresa Heinz Kerry. He has two daughters, Alexandra and Vanessa. Teresa has three sons, John, Andre, and Christopher. John Kerry lives in Boston.