



# PUBLIC ENGAGEMENT CAMPAIGN: ACTIONS YOU CAN TAKE RIGHT NOW

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

Those words, from anthropologist Margaret Mead, have inspired participants in the Michigan’s Defining Moment Public Engagement Campaign from the very start.

The Center for Michigan’s staff includes professional outreach coordinators who are located throughout the state to help you, the volunteers, grow the Michigan’s Defining Moment movement to more than 10,000 people thru 2010.

**You can take action today:**

**CALL**  
734-769-4625

**EMAIL**  
info@[thecenterformichigan.net](http://thecenterformichigan.net)

**Specific ways you can get involved:**

## JOIN

**Go to the Center for Michigan Web Site – [www.thecenterformichigan.net](http://www.thecenterformichigan.net) – and Register.** Provide your name and email address to receive the weekly “Fresh Thoughts For Michigan’s Transformation” e-newsletter. It is a quick, statewide chronicle of ideas, reforms, public policy issues, best practices, and examples of transformation across Michigan. Join 4,000 business executives, community leaders and other engaged residents who read and contribute to “Fresh Thoughts.” Registering on the web site also keeps you apprised of Michigan’s Defining Moment events in your community.

## RECRUIT

**Expand the Community Conversations.** The conversations are designed to educate the public about Michigan’s future challenges and choices, add additional voices to a statewide network of more than 1,800 participants to date, and provide tools local leaders and engaged residents can use to create change. We welcome your help in recruiting additional participants from your community.

**Assist in Organizing Regional Town Hall Meetings.** The Center’s outreach coordinators seek volunteers from across the state to help organize and promote large citizen gatherings in which participants can conveniently learn about the MDM agenda and break into small groups for community conversations.

**Form a Michigan Club.** The Center for Michigan provides topics, materials and talking points for volunteers willing to meet regularly to discuss current events related to the MDM agenda.

## PROMOTE

**Distribute MDM Reports in Your Community.** Mass quantities of this MDM agenda, the Michigan Scorecard, brochures and other campaign materials are available for you to distribute to businesses, community groups, service clubs, houses of worship and neighborhood groups.



**Open a Booth.** Those same MDM materials are available to volunteers willing to open information booths at community fairs and festivals.

**Speak & Write.** Talking points are available to MDM volunteers willing to give community presentations. MDM campaign leaders are also available to attend and speak at community functions, professional conferences, and other events. Issue outlines are also available to volunteers willing to write MDM-themed columns for local publications. And discussions continue daily among volunteers on the Center for Michigan web site. The Center for Michigan also accepts guest columns for the “Fresh Thoughts” e-newsletter – we’re especially interested in well-written reports of promising practices and stories of leadership in your region of the state.

**Re-Brand Michigan as “The North Coast.”** The Center for Michigan has available positive “North Coast” postcards you can send to distant friends, relatives and business contacts to reinforce Michigan’s high quality of life and combat negative images about our state.

## DRIVE THE AGENDA

**Meet with Candidates & Legislators.** More than 40 open seats in the Michigan House of Representatives are up for grabs in the fall 2008 elections. Dozens more are up for grabs in 2010. The Center for Michigan coordinates informal local meetings where you can ask the candidates what they plan to do to implement the MDM agenda if they get elected. In addition, the Center regularly holds informal dinners with sitting legislators to discuss and promote the MDM agenda. You’re invited!

**Attack Hyperpartisanship in Your Community.** In close campaigns, the central offices of the state’s two major political parties flood mailboxes with often-irresponsible, sensational, and off-target attack ads that have little or nothing to do with the public policy challenges and choices legislators face in Lansing. Counter the attack ads by distributing Michigan’s Defining Moment candidate questionnaires – scripts and checklists citizens can use when candidates come knocking.

**Run for Office or Recruit Candidates.** Inspired by the first two rounds of Community Conversations a suburban mayor, a rural school board member, a community arts leader, and another Center for Michigan member all contacted the Center in early 2008 seeking advice and endorsement as they sought to run for seats in the Michigan Legislature. As a 501(c)(3) non-profit organization, the Center is prohibited by law from endorsing individual political campaigns. But nothing prohibits candidates from endorsing MDM or campaigning on a MDM platform.

**Hold Elected Leaders Accountable.** The Center for Michigan and its web site provide tools for citizens to monitor particular issues under consideration in the Legislature. Contact us for talking points you can use to contact individual legislators, hold candidate debates, and stay on top of the MDM issues which matter most to you in Lansing and your local community.

