

NDD Town Hall

Understanding the Sequester &
Uniting Against It

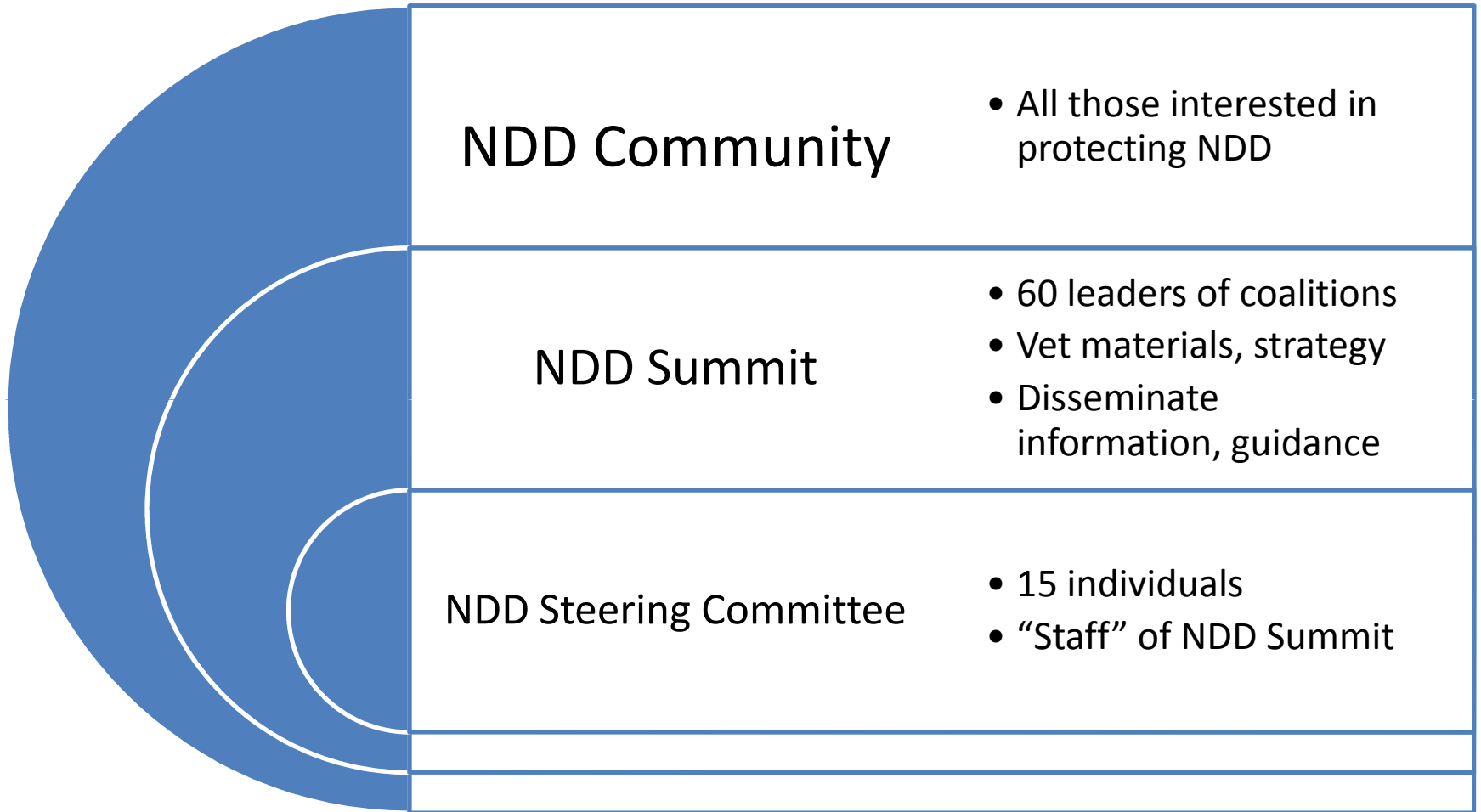
June 4, 2012

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WWDD?

- Aerospace industry's "Second to None"
 - Economic impact by state; estimates "1 million" jobs lost
 - Countdown to sequester clock
- "Defending Defense" by AEI, Foreign Policy Initiative, Heritage Foundation
 - Compendium of quotes from military leaders
 - Video clips
- House Armed Services Committee
 - Homepage popup
 - Impact analyses, news articles, fact sheets
- Military association letter to Congress
 - 31 associations representing 5 million Americans

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NDD Summit Organizing Framework

- The NDD Summit is an ad hoc, “network of networks” to coordinate efforts in:
 - Educating policymakers and public about
 - NDD programs
 - Impact of cuts already sustained
 - Impact of sequester
 - Advocating a balanced approach to deficit reduction that does not include further cuts to NDD programs

Why a Balanced Approach?

- “Exempt me” strategy will fail
 - White House SAP
 - Counterproductive
- Balanced approach is the baseline, binds us
 - Coalitions/organizations/individuals that can should say more
- Not specific, but sufficient
 - Policymakers know what to do
 - We’re not expected to have the answers

Advocacy Strategy

- Inside Washington
 - Community-wide sign-on letter (due June 22)
 - NDD Summit meetings with congressional, administration leadership
 - Coalition/organization/individual meeting with “gettable” targets in House and Senate
- Outside Washington
 - In-district meetings, town halls (in-person or phone)
 - Local media
 - Letters, calls, Tweets to Members of Congress

NDD Advocacy Toolkit

- Advocacy roadmap
- NDD one-pager
- Stock language for use in letters, testimony
- List of “gettable” targets in House and Senate (with Twitter accounts)
- Sample talking points
- Sample Tweets
- Tools to educate grassroots

Next Steps

- NDD Summit To Dos...
 - Design and disseminate NDD fact sheet
 - Standard language for use in Hill communications
 - Complete and share list of congressional targets
 - Media outreach about efforts
- Community To Dos...
 - Sign and circulate NDD letter
 - Estimate ***impact*** of 8.4 percent cut
 - Prepare your own NDD letter, with specific examples
 - Educate grassroots
 - Share recording of NDD Town Hall with grassroots, grasstops

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