memorandum to Leader Nancy Pelosi

To: Leader Nancy Pelosi   
Fr: Missy Kurek (315)373-9560   
Dt: Monday, July 22, 2013   
RE: Organizing for Action (OFA) – Action August Summit & Work Dinner

**DATE:** Monday July 22, 2013

**LOCATION:** Mandarin Oriental Hotel

1330 Maryland Avenue SW

Washington DC, 20024

**EVENT TIME:** Grassroots Training: 5:30PM – 8:00 PM   
Board & Supporter Dinner: 6:00PM – 9:00PM

**Staff:** Missy Kurek (315) 373-9560

**Advance**: Mary Kate Barry

**Contact:** Victoria McCullough, OFA Development Chief of Staff, (931) 224-1901

**Attire:**  Business

**VIP Attendees:**   
President Barack Obama  
Senator Harry Reid  
Jim Messina, President, OFA

Jon Carson, Executive Director, OFA

Cecile Richards, President, Planned Parenthood Action Fund

**Action August Training**: 250+ attendees (grassroots supporters and organizers)   
**Dinner:** 90 attendees (Executive board members, Obama Alumni and donors)

**Background:** You are attending and speaking at the Organizing for Action “Action August Training and Working Dinner” at the Mandarin Oriental Hotel. The Action August Training is comprised of 250+ grassroots supporters, Obama alumni and former staff. The dinner is comprised of 90 Executive Board Members, Obama alumni and finance and grassroots supporters.

**Press Plan:**

Action August Training: OPEN PRESS (Correspondents Pool TV)

OFA Working Dinner: CLOSED PRESS (Pool present only for POTUS remarks)

**OVERALL SCHEDULE**

**Monday July 22nd, 2013**

**Action August Summit**

**Approx. 250+ Attendees**

5:30 PM Sara El Amine Kickoff Remarks to August Action Summit

5:40 PM Jim Messina delivers remarks

5:45 PM Jon Carson, OFA Executive Director, delivers remarks

6:05 PM Lindsey Siler, OFA Issues Campaign Director delivers remarks

6:25 PM Jen Warner, OFA Deputy Organizing Director and Emcee

6:27 PM Jen Warner introduces Cecile Richards, President, Planned Parenthood Action Fund

6:30 PM Cecile Richards delivers remarks

6:35 PM Jen Warner introduces Leader Pelosi

6:37 PM Leader Pelosi delivers remarks

*(6:45 PM Sen. Reid arrives to Grassroots August Action Summit)*

6:55 PM Speaker Pelosi concludes remarks

6:55 PM Jen Warner introduces Senator Harry Reid

6:57 PM Sen. Reid delivers remarks

7:10 PM Sen. Reid concludes remarks

7:20 PM President Obama introduced by Jon Carson

7:25 PM President Obama Remarks

7:55 PM President Obama Concludes Remarks

7:55 PM President Obama Moves to OFA Dinner Co-Chair Greet

**OFA Working Dinner (Approx. 90 attendees)**

6:50 PM Guests seated for dinner service & program

7:00 PM Cecile Richards Arrives at OFA Dinner

7:05 PM Leader Pelosi Arrives at OFA Dinner

7:15 PM Leader Reid Arrives at OFA Dinner

7:15 PM Opening Remarks: Jim Messina (Emcee for dinner program)

7:20 PM Jim Messina Introduces Senator Harry Reid

7:20 PM Senator Harry Reid Remarks

7:25 PM Senator Reid Concludes Remarks and departs event

7:27 PM Jim Messina introduces Leader Nancy Pelosi

7:29 PM Leader Nancy Pelosi Remarks

7:40 PM Leader Nancy Pelosi Remarks Conclude

7:40 PM Leader Pelosi takes seat at dinner table

7:41 PM Jim Messina Introduces Cecile Richards

7:44 PM Cecile Richards Remarks

7:50 PM Cecile Richards Remarks Conclude

7:55 PM Dinner service cleared and desserts served

8:07-8:10 PM Jon Carson introduces President Obama

8:10-8:55 PM Remarks and Q&A at Dinner

9:00PM Dinner concludes

1. **YOUR SEQUENCE OF EVENTS**

**Timing: 6:30 PM – 9:00 PM**

OFA August Action Volunteer Summit (Grand Ballroom, Mandarin Hotel)

6:30 PM: YOU will arrive at Maryland Ave Entrance of Mandarin Oriental Hotel and greeted by TBD OFA Staffer

6:35 PM: YOU will be introduced by OFA Deputy Organizing Director, Jennifer Warner

6:37 PM: YOU will deliver remarks

6:52 PM: YOU will conclude remarks

6:55 PM: YOU will move to OFA Working Dinner

OFA Working Dinner (Oriental Ballroom)

7:00 PM: YOU will arrive at OFA Working Dinner and seated at a dinner table

7:27 PM: YOU will be introduced by Jim Messina

7:29 PM: YOU will deliver remarks

7:40 PM: YOU will conclude remarks

7:40 PM: YOU move to your seat at the dinner table

1. **ATTACHMENTS**
2. OFA fact sheet
3. Bio on Jon Carson
4. What OFA has Accomplished

**Information/background provided by OFA:**

**Background for Speaker Nancy Pelosi**

**Organizing *for* Action’s Action August Summit: Grassroots Pre-Program and Dinner**

**OFA STANDS WITH THE PEOPLE: WHO WE ARE**

* Organizing for Action (OFA) is a non-profit, non-partisan organization dedicated to advancing the policies that the American people voted for in 2012.

**OFA CONTINUES TO SET THE BAR: WHAT WE’VE ACCOMPLISHED**

* In less than six months, **more than 3.1 million have fought alongside Organizing for Action** to tip the scales of power back to the American people.
* **OFA has added over 800 summer fellows and dozens of state-specific issue organizers** out of thousands of applicants.

***Comprehensive Immigration Reform***

* **OFA volunteers held over 1,250 grassroots events** ahead of the Senate vote on the bipartisan Gang of Eight bill.
* Those volunteers know that the fight is far from over; **they’ve already taken this fight to the House, making sure that Congress does not stand in the way of our country’s future.**

***The Affordable Care Act***

·  **OFA launched a seven-figure national cable advertising buy,** explaining how Americans

are already benefitting from Obamacare.

* Two ads, “Zoe” and “Impact,” have already aired on national cable channels, with a focus on Lifetime and Bravo
* **OFA held more than 20 OFA Camps and plans to hold 40 more in the coming weeks** that provide volunteers with the tools to spread the word in their communities about the benefits of the ACA.
* **OFA is preparing a nationwide Day of Action on August 4th, the President's birthday,**to kick-off a wide-ranging initiative to educate and empower Americans about the ACA, so that more people can get better coverage at lower costs with Obamacare.

***Climate Change***

* **OFA is changing the conversation in Washington, making sure climate deniers know the American people are watching.**
* **Two weeks ago, OFA held over 100 house parties** across the country to develop summer advocacy plans.

***Women***

* **OFA volunteers joined State Senator Wendy Davis on a nationwide call that reached hundreds** to discuss how to continue standing with women, not only in Texas, but across America.
* In June, **OFA organized hundreds of local volunteers to join with others at the Texas State Capitol to stand with State Senator Wendy Davis during her nearly 13 hour filibuster.**
* OFA provided real-time updates on social media, which led to #StandWithWendy trending on Twitter. OFA volunteers have stood with women across the country throughout July, joining phone banks and marches to spread the word.

***Gun Violence Prevention***

* **OFA volunteers have already hosted over 600 GVP events,** yielding significant press coverage around the country.
* **In May, volunteers delivered petitions with over 1.4 million signatures to Capitol Hill** to make sure members know that they would not stop fighting until Congress passed commonsense legislation requiring background checks.

**GRASSROOTS FUNDING SUPPORTS OFA**

* OFA is powered by grassroots funding, **with the average donation at just $55.**
* Overall, over 237,000 supporters have pitched in to raise $13.1 million
* **98% of those contributions come in the form of small donations (under $250).**

**RELEVANT NEWS**

**Pittsburgh Democrats Urge Boehner to Pass Immigration Reform**

**By AmyJo Brown // *Pittsburgh City Paper***

About 20 members of local union organizations…and members of the Allegheny County Democratic Committee have gathered outside the Duquesne Club Downtown to protest U.S. House Speaker John Boehner's stance on immigration reform.

**OFA Ad highlights Obamacare’s Ban on Lifetime Caps**

**By Aaron Blake // *Washington Post***

Organizing for Action, the nonprofit spinoff of President Obama’s reelection campaign, is up with its second TV ad promoting Obama’s signature health-care legislation. The ad features the story of a girl named Zoe who had open-heart surgery as a newborn. It notes that Obamacare requires no lifetime limits for life-saving coverage and that without it, Zoe would already be halfway to her lifetime coverage maximum. The ad is part of an OFA summer ad buy costing more than $1 million. It comes just days after the Obama administration announced it would delay a major component of the health-care law — the requirement that employers of a certain size provide health insurance options for their employees. The delay was seen as a significant setback for the divisive law.

**OFA VISION**

RESPECT. EMPOWER. INCLUDE. ACT.

Organizing for Action supports enacting President Obama’s agenda for the nation that Americans voted for on Election Day, and in carrying out this mission, it will draw on the tools, knowledge, networks and volunteers that secured President Obama a second term.

**SHORT TERM-AGENDA**

* Budget and Economic Development
* Comprehensive Immigration Reform
* Gun Violence
* Women’s Health
* Climate Change
* Enact the Affordable Care act
* State-by-state fights (Ballot Access, Marriage Equality, etc.)
* Strengthen the progressive movement and train our next generation of leaders

**KEY TACTICS TO HELP US DELIVER**

* Grassroots chapters
* Issue campaigns
* Alumni engagement
* Continuous training of future activists

**COMPONENTS TO SUCCESS**

* Grassroots activity
* Online and social media campaigns
* Earned Media • Paid Media
* Leverage the progressive movement coordinating work with other advocacy groups

**RESOURCES**

* Grassroots Army (2.2M Volunteers, 30,000 Core Team Members, 10,000 Team Leaders, 2,700 Field Organizers)
* Local voices (Teachers, Law Enforcement, Community Organizers, Councilmembers, Mayors)
* National voices (Entertainment, Opinion Leaders, Members of Congress, Governors)
* Social media assets (17M Email Subscribers, 33M Facebook Friends, 26M Twitter Followers)
* Smart Media campaign (Balancing earned media with paid media)

**Jon Carson**

*Executive Director, Organizing for Action*

Jon Carson is the Executive Director of Organizing for Action. Carson was previously the Director of the White House Office of Public Engagement (OPE) until January 2013. Before leading OPE, he served as the Chief of Staff at the White House Council on Environmental Quality (CEQ). Prior to joining the Administration, Carson was the National Field Director for President Barack Obama's campaign in 2008 and worked on the Obama transition team.

Carson also managed Tammy Duckworth’s 2006 general election campaign in Illinois’ 6th Congressional District and has worked on many political campaigns over the last decade, including Al Gore’s 2000 presidential campaign.

Carson served in the Peace Corps in southern Honduras for two years, building water systems for rural villages. He graduated from the University of Wisconsin-Platteville with a B.S. in Civil and Environmental Engineering and received a Master’s Degree in Geography from the University of California-Los Angeles.

**What OFA has Accomplished**

Since its inception in January, Organizing for Action has already had over 1.5 million people take action through various grassroots avenues to make their voices heard on important issues like gun violence prevention, comprehensive immigration reform and climate change.

On May 9th, OFA volunteers delivered a petition with over 1.4 million signatures to leaders on Capitol Hill calling for commonsense action on background checks for gun sales. The volunteers met with Leader Nancy Pelosi, Rep. Mike Thompson, and Senator Dick Durbin to have their voices heard. While on Capitol Hill, Pam Simon, an OFA volunteer and former aide to Congresswoman Gabby Giffords who was wounded in the Tucson shooting, spoke with Senator Jeff Flake in the hall way. Simon told Flake that they were there to deliver the 1.4 million signatures to Congress and Flake made it clear that he knew OFA and other activists weren’t going away and that he was still hoping to come to a compromise and pass some form of gun violence prevention legislation.

OFA has compiled a map of its gun violence prevention grassroots events, complete with over 100 local press clips from rallies, marches and office visits. OFA volunteers organize not only to appeal to legislators who are on the wrong side of these issues, but to thank those who stand up for their constituents and do the right thing. At a rally outside Senator John McCain’s office to thank him for doing the right thing and supporting expanded background checks, McCain returned the favor, coming out to shake hands with OFA volunteers and thank them for their support.

By the end of May, OFA will have organized over 500 events around comprehensive immigration reform since the bill was introduced in the Senate. OFA volunteers have been mobilizing support across the country and calling on Members of Congress to seize this incredible opportunity to fix our long-broken immigration system and strengthen our economy. This includes everything from phone banks that educate local community members about why reform is so important, to meeting with key players in Washington, like the group of OFA volunteers who sat down with staff from Senator Mark Warner’s office and left confident he would be a strong proponent for comprehensive immigration reform.

OFA’s unique in-state grassroots teams and chapters continue to grow as we have tremendous enthusiasm from the volunteer level to the overwhelming interest in our fellows program with thousands of applicants. This state by state grassroots structure has been active on all of OFA’s issues fronts will be strengthening as dozens of issue-specific organizers fan out across the country. Not only is the organization fighting on these important issues currently, but it is prepared to dive into the upcoming issues like working to help implement the Affordable Care Act in their own communities.

All of these accomplishments continue to embody OFA’s unique role as a grassroots organization that is driven by volunteers and small donors from all over the country who are focused on tipping the scales of power back to the American people. While many 501(c)(4)s are powered by large, undisclosed donors, the average donation in first-quarter fundraising at OFA was just $44. OFA is powered by Americans who voted for an agenda that would move America forward and OFA will continue to amplify their voices to ensure that Congress delivers the types of commonsense reforms that the American people demand, and that our progress as a nation depends on.

**Gun Violence Prevention**

A vast majority of Americans support expanded background checks for gun sales. Americans from across the country, from various walks of life, including gun owners support the commonsense measure of requiring a background check for someone purchasing a gun. We can keep guns out of the hands of dangerous people which will protect our children and our communities, and also protects the Second Amendment rights of lawful gun owners.

In April, Senator Joe Manchin and Senator Pat Toomey, a Democrat and a Republican both with ‘A’ ratings from the NRA, came together to craft a commonsense, bipartisan piece of legislation to expand background checks by closing loopholes for gun shows and internet gun sales. Unfortunately, a minority of Senators decided to stand with the gun lobby instead of standing with the American people and prevented the bill from passing.

But this was only ‘Round 1.’ The Senators who voted with special interests instead of with their constituents have already experienced the results. The supporters of sensible gun violence prevention measures like the Manchin-Toomey bill were not deterred by the Senate vote—in fact, this proved to only strengthen their resolve. Grassroots organizing across the country has ratcheted up the pressure on Members of Congress to do the right thing. From rallies to office visits to town halls, and culminating with the 1.4 million petition signatures OFA collected and delivered to Capitol Hill, the voices of the American people have been loud and clear: We will not back down.

This fight is not going away and it’s time for Congress to recognize that, to listen to the voices of their constituents, and to support commonsense legislation to make our communities safer. We cannot wait for another Newtown, another Aurora, another Tucson. We must take action now to keep guns out of dangerous hands.

**GVP - Key Facts**

CBS-New York Times (5/1): 88% favor a federal law require background checks on all potential gun buyers

Pew (5/23): Nearly three-quarters (73/20) believe we Congress should pass Manchin-Toomey if reintroduced

Washington Post/ABC (5/23): Respondents said the Senate did the 'wrong thing' in rejecting the expanded background check bill by a 67-29 margin, and of those who said they did the wrong thing, 55% say they could not support a candidate who voted against the bill even if they agreed with them on other issues

Quinnipiac (5/2): 71% of respondents said they were either “angry” or “dissatisfied” by the fact that the Manchin-Toomey bill, compared to only 26% who felt either “satisfied” or “enthusiastic”

**Comprehensive Immigration Reform**

We are a nation of both rights and responsibilities, a nation of immigrants and a nation of laws. We are stronger because of the promise we see in everyone, no matter where they were born. There is a broad coalition of support for comprehensive immigration reform—leaders in business, faith, labor and law enforcement, men and women, Independents, Democrats and Republicans—all of whom know that reform will strengthen our economy and our country’s future.

The Senate’s ‘Gang of Eight’ bill has now been voted out of committee with a bipartisan 13-5 vote and will be put before the Senate. The bill represents another step forward and brings us as close to finally passing comprehensive immigration reform. Democrats and Republicans have demonstrated a strong bipartisan work ethic to put together this bill that will finally fix our broken system.

The result is legislation with a strong support on both sides of the aisle. As is characteristic of any good compromise, everyone made some concessions in order to produce a balanced bill with a greater chance of passage. While it may not contain every provision we would like, the bill upholds the President’s fundamental tenets of reform. If passed, this bill will help us secure our border, crack down on employers who are gaming the system, and create an earned path to citizenship for the millions who are here without the proper documentation. It will reaffirm the deeply American value that if you are willing to work hard and contribute in this country, there is an opportunity here to build a better life for yourself and your family.

In an era too often dominated by partisan gridlock and ideological absolutism, this bill is an embodiment of how Congress is supposed to work. Members on both sides of the aisle have put aside pettiness and worked hard to craft a bipartisan piece of legislation because they understand that comprehensive immigration reform is simply too important. We must seize this opportunity to finally modernize our immigration system, and in doing so, it will strengthen our economy, strengthen our future, and renew the promise of the American Dream.

**CIR - Key Facts**

From 2006 to 2012, one in four engineering and technology companies started in the U.S. had at least one foreign-born founder — in Silicon Valley it was almost half of new companies.

A study conducted by the Partnership for a New American Economy found that over 40 percent of Fortune 500 companies were started by immigrants or children of immigrants

In May, a letter to Marco Rubio, the Chief Actuary at the Social Security Administration provided analysis projecting that comprehensive immigration reform would add over 3.2 million new jobs and increase GDP by 1.6% over the next 10 years, while bolstering the solvency of Social Security.

A clear majority of voters (71% support/20% oppose) favor passing an immigration reform proposal described as including a pathway to citizenship, increasing border security, allowing more high-skilled workers and guest workers into the country, and creating employer verification requirements. (Global Strategy Group and Basswood Research Poll, 5/6)

**Climate Change**

There is no debate. The science of climate change is not in dispute. The scientific consensus is that climate change is occurring, is caused largely by human activities, and poses significant risks for public health and welfare. In May, a new report showed that 97% of scientists agree that manmade climate change is real. Still, many in Congress refuse to accept this reality, undermining our ability to even begin to deal with the threat that climate change casts on our future.

Scientists are hardly the only demographic convinced that climate change is a genuine problem that must be addressed. Most importantly, the American people back taking action to address climate change and Washington should listen. A recent Yale/GMU poll confirmed that 70% of American adults say climate change should be a priority for the nation’s leaders.

The importance of climate change cannot be overstated and we cannot allow the issue to be relegated to the back burner of our political discourse. This is not a question we can afford to subject to the typical games of Washington; it is a question of sustainability. It is a question of what kind of planet we leave to our children and our children’s children. Will we take responsibility now to stand up to reject a future marred by increasing environmental tumult or will we kick the can down the road and be left to regret our inaction?

More and more, people in all corners of America are seeing the effects of climate change. We have to take action now before it’s too late; before harsher effects set in. And we cannot have this conversation when we have Members of Congress that refuse to take the issue seriously—Members who would rather make cheap, dismissive jokes about our changing climate than heed its stern warnings. OFA will continue to organize in the states and districts of these climate deniers to show them that their constituents want serious representatives in Washington who listen to their voices and listen to the judgment of science.

From solid supporters to the strongest deniers, Members of Congress are hearing from the grassroots about climate change and the need for action. OFA has helped to push the danger and extremism of climate deniers through a series of digital actions such as our climate denier web site and video.

Our organizing cannot just stop at turning up the heat on Congress. To truly change the conversation on climate we need to organize in the most local of ways. OFA will use its grassroots reach and local partnerships to help municipalities, churches, schools, businesses and home owners all switch to clean energy. Through this combination of service, local advocacy and grassroots organizing we can bring the conversation on climate deep in to the local community and provide a clear and positive vision of what solutions to climate look like.