



CAMPUSES INITIATIVE

Petitioning Guidelines

The Basics

- **Make every signature count.** Tell every signer to print clearly, and check their writing after they finish. If it's illegible, ask them to do it again to make sure their signature counts. There are only so many potential signers out there, and once they think they've signed, they're never going to again.
- **Don't forget the easy ones!** Make sure you ask your roommates, friends and classmates. Not only are they the easiest to find, they're the most likely to fill out the petition correctly.
- **Do NO harm and DO NOT CHEAT.** You are the public face of the issue, the campaign, and your group. Your actions will determine how people form their opinion on all of them.
- **Do NOT piss people off.** Don't get upset or argue with people who don't sign your petition. They might be in a hurry or disinterested now, but perhaps they will be willing the next time they are asked. You don't want to turn them off completely, and you will still want their vote come the election.
- **Know what you're talking about.** People don't sign things they don't understand, so be sure to read the "Facts & Talking Points" sheet so you are clear on everything.
- **NEVER lie, exaggerate or make things up.** It is never worth it, and it hurts the credibility of the campaign and your group. Don't be afraid to say, "Sorry, but I don't know the exact answer to that, and I don't want to give you information that might be inaccurate."

Stopping Passersby

- **Speak up and be aggressive.** You must approach people and they must hear you.
- **Approach EVERYONE.** Don't assume someone will or will not sign your petition.
- **Emphasize the word "marijuana."** It typically gets people's attention.

Setting Up a Table

- **Don't just stand there.** Be sure you're speaking up and asking people to stop.
- **Make it your base.** With multiple petitioners, leave one at the table while others walk around getting signatures and steering people toward the table.
- **Have multiple clipboards/petitions available.** Multiple people can sign at once and it is quicker and more convenient for groups of people and individuals in a hurry.