

SCHOOLS & COMMUNITIES FIRST

Signature Gathering Instructions

WHO CAN GATHER SIGNATURES? You must be 18 years or older

WHO CAN SIGN THE PETITION?

- Signers must be registered to vote in California.
- They must be registered to vote in the county listed at the top of the petition--or you can fill in their county on a blank petition.
- Each petition is only good for the county listed at top.

 **No Duplicates:** If someone already signed the petition somewhere else, they shouldn't sign again. But, if they signed in 2017/18 to qualify the old SCF, they need to sign again!

SAMPLE SCRIPT

1. Hi! Can I get your signature to help us get \$11 Billion for schools and local services?
2. Are you registered to vote in California? What county are you registered in?

If they are hesitant you can remind them that "Your signature just gets this on the ballot so people can vote on it."

Keep it short and sweet. It's about getting as many signatures as we can as fast as we can!

QUICK TIPS TO HELP YOU BE SUCCESSFUL

- ✓ Walk up to everyone; make your presence known
- ✓ Make eye contact, smile, & always say thank you!
- ✓ Engage people by handing them the board
- ✓ Speak with confidence and an upbeat attitude
- ✓ Prepare to hear "no" a lot--don't take it personally!
- ✓ Focus on the positive, ignore the negative.

Where can I gather signatures?

- ✓ You have a right to gather signatures in any public place, as long as you don't block the flow of traffic.
- ✓ Pick a spot that has TONS of foot traffic. For example, a college campus during lunch, grocery store, farmers markets, large community events. Tourist areas & sporting events are generally not good for gathering signatures.
 - If asked to leave, be VERY friendly. Explain what you're doing & that you have a right to gather signatures.
 - If a Store Manager or Security asks you to leave, just leave and let your coordinator know.

What to do...

- ✓ BE PREPARED: have all your materials on hand and well-organized.
- ✓ Read the Title and Summary! Be prepared for questions about the initiative & why it's important.
- ✓ Approach everyone-- put aside fear of rejections
- ✓ Establish eye contact with individual people.
- ✓ Use hand gestures & body language to show good energy and to reinforce your self-confidence.
- ✓ Have fun and project a positive attitude!

What not to do...

- ✓ Don't just stand there. Walk up to people!
- ✓ Don't copy or use the signer's information for any purpose. It's a misdemeanor.
- ✓ Don't get into Arguments with voters or others. Just say "thanks, have a good rest of your day!"
- ✓ Don't get bogged down answering questions. Hand them a fact sheet
- ✓ You may run into paid signature-gatherers. Cool, huh? We're not here to engage with them or compete.

LEGAL JUSTIFICATION FOR CANVASSING

- Petitioning is an act of free speech.
- It is protected under the 1st Amendment of US Constitution and Article 1, sec. 2 of the CA State Constitution.
- It is NOT SOLICITING.
- CA Supreme court upheld this right in two cases:
 - PruneYard v Robins (1980)
 - Fashion Valley Mall v Nat Labor Relations Board (2007).

What to say:

“Article 1, Section 2 of California Constitution protects our right to be here. What we're doing is considered Free Speech, and as such cannot be prohibited under solicitation laws.”

“PruneYard Shopping Center v. Robins (1980) established that shared shopping centers constitute public forums, and as such we are allowed to be here. We are not soliciting, and hence do not need any licensure and cannot be prohibited by the same contractual limitations that exclude vendors.”

Note: Individual retailers are not considered public forums.

Here's what the court said:

Fashion Valley Mall v. National Labor Relations Board (2007 - San Diego) upheld that malls are public arenas and thus must allow free speech.

"We do know, based on *Alderwood*, that initiative or referendum supporters must be permitted to circulate petitions at large regional shopping malls, subject to reasonable time, place and manner restrictions."

Sections 2 and 3 of Article I of the California Constitution protect speech and petitioning, reasonably exercised, in shopping centers even when the centers are privately owned."

In determining whether the Albertson's store was the functional equivalent of a traditional public forum, the court first considered the nature of the store itself. It noted that the store contained no plazas, walkways or courtyards for patrons to congregate; had no place for patrons to sit and eat except a courtesy bench; and provided no form of entertainment.