



Endorsement Gathering Tips

Endorsement-Gathering Is the New Signature-Gathering

Thank you for volunteering to gather endorsements to protect Maine's bears from hounding, baiting, and trapping. Your dedication is crucial to our success. As we gear up for **Election Day on November 4, 2014**, we want you to have fun and meet new people, in the process! If you'd like to connect with more volunteers in your area, need materials, have questions about gathering endorsements, or anything else, just let us know!

To demonstrate the broad base of support for this citizen initiative, we must gather as many endorsements as possible! Endorsements can come from Maine businesses, organizations, and community leaders. We have designed specific endorsement forms for groups and individuals: these forms are available as downloadable and printable PDFs on our website (fairbearhunt.com/the-den) or can be completed online (fairbearhunt.com/endorse).

Please return completed endorsement forms to the campaign office weekly, you may mail the sheets to PO Box 15367, Portland, ME 04112 using regular first class mail or scan and email the form to info@fairbearhunt.com. Alternatively, endorsers can complete the form online (fairbearhunt.com/endorse).

Tried and True Tips

- ❖ **Set a goal** for the number of endorsements you think you can gather, similar to what you did with a number of signatures. A realistic goal for one person is anywhere from 1-2 endorsements to 10 or even 20 endorsements!
- ❖ **Be professional**, remember when you're gathering endorsements, just as with gathering signatures, you are the face of the campaign and we want to make a good impression
- ❖ **Endorsement forms** for individuals and businesses/organizations, plus other resources, are available for download and print at fairbearhunt.com/the-den. Endorsements can also be completed online at fairbearhunt.com/endorse.
- ❖ **Start small** – start with your own veterinarian, your grocer, café owner... etc. Provide an endorsement form (printed or digital) and any additional materials from The Den. Explain that by signing the endorsement form, they are lending their voice, to a large coalition of veterinarians, shelters, rescues, organizations, local businesses, and community leaders, to help end these reckless, unnecessary, and unsporting practices.
 - **Posture:** be friendly, smile; remember that you are the face of the campaign
 - **Pace:** rather than waiting for someone to finish signing, once they've started, look to the next person (ensure that you do not lose sight of your petition, however); keep several clipboards going at once; if traffic is moving quickly repeat, "please help protect our black bears with a signature," as you reach for a clipboard and pen, ask which town they registered to vote in and pass them the correct clipboard and petition sheet, then seek more signers
 - **Questions:** if the potential endorser has questions you can't answer, direct them to our overview and myths vs. facts sheet or to contact our office at (207) 747-4079 or info@fairbearhunt.com.
 - **Rejection:** ask "will you help?" (*help* is a powerful word); still, people will say "no," don't let it bother you. The more community leaders, businesses, and organizations you ask, the greater our coalition will be! Be friendly in the face of rejection, it reflects well on the campaign. If a person becomes angry or combative person, smile and walk away- everyone is entitled to their opinion and we want to always be polite.

Thank you for your help with this very important part of the campaign, gearing up for November 2014!

Let us know if you have any questions, call (207) 747-4079 or email info@fairbearhunt.com.