



Ballot Initiative 2020

Mass-Care's mission is to win a single payer health care system in Massachusetts.

To this aim, we employ the following strategic approaches: legislative, grassroots organizing, and coalition building.

Legislative approach: Work with the statehouse to move our bill through the process and into reality.

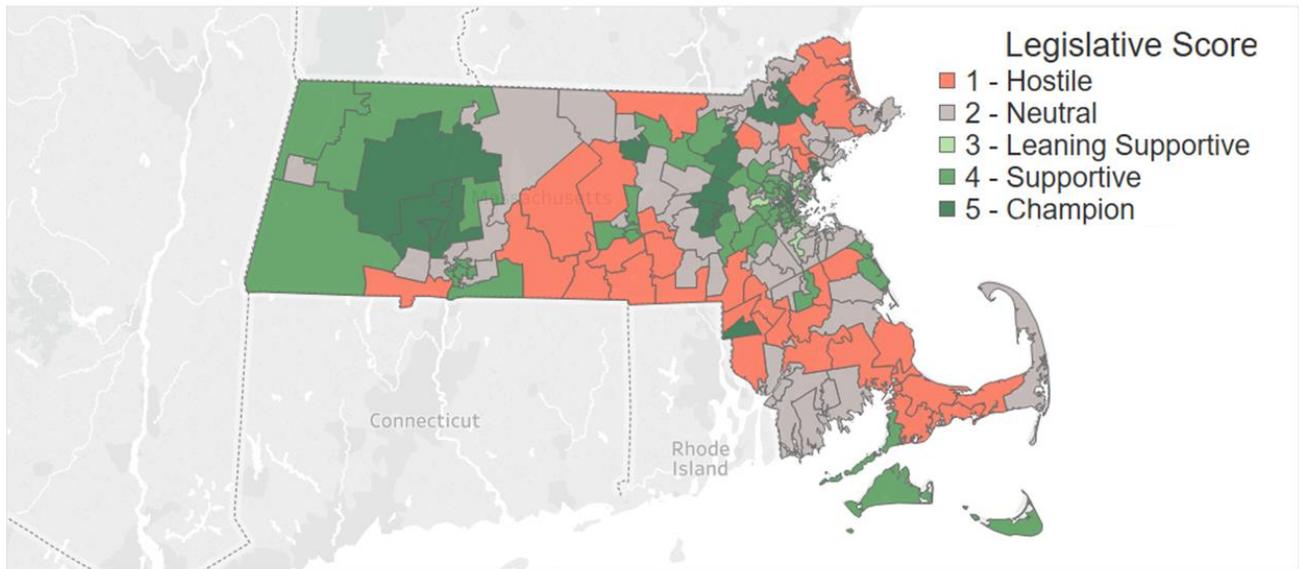
Grassroots Organizing approach: Building deep support amongst the masses across the state in order to generate the necessary political power of a movement that can be wielded against the opposition.

Coalition Building approach: Partnering with established professional, community, and membership organizations to advance the capacity to reach the goal of a single payer system in Massachusetts.

In election year 2020, our main focus will be to organize around and win support for non binding ballot questions in state rep districts across Massachusetts. (Preferably in districts that have not had or have never had a single payer district ballot questions.)

In elections past, we have been able to use the results of these non binding questions to secure the support of a specific State Rep. (target). We especially want to focus organizing efforts on districts with state reps that have not sponsored the bill or are hostile to it.

MA House Legislative Scores M4A



Here's the question:

“Shall the State Representative from this District be instructed to vote for legislation to create a single payer system of universal health care that would provide all Massachusetts residents with comprehensive health care coverage including the freedom to choose doctors and other health care professionals, facilities, and services, and that would eliminate the role of insurance companies in health care by creating a publicly administered insurance trust fund?”

Strategic districts chosen by Single Payer Caucus:

Move the Rep:

19th Suffolk (De Leo)
18th Suffolk (Moran)
4th Barnstable (Peake)

3rd Norfolk (Mariano)
5th Bristol (Haddad)

3rd Suffolk (Michlewitz)
3rd Middlesex (Hogan)

Open seat races with outgoing reps who sponsored the Bill:

5th Hampden (Vega)
27th Middlesex (Provost)

9th Hampden (Tosado)
29th Middlesex (Hecht)

12th Suffolk (Cullinane)



Ballot Initiative 2020

Signature Collection Plan

In order to get a non-binding question on the ballot in a state representative district, your group will need 200 viable signatures on the approved form that will be provided to you by Mass-Care. (A sample of this form is attached.) The signatures must be collected and submitted to be certified by the town or city hall by July 8, 2020 (at the latest). There are many steps that take place before you get there, though.

- 1. Understanding the forms.** These signature forms need to be kept very neat. No unnecessary marks or coffee spills please! We do not want any reason for a page to be tossed out. Every separate city or town and state rep district must have their own form. If you are collecting signatures in an area where people from 3 different towns regularly shop, then you need to prepare a form for each town and ask people to PRINT THEIR NAME (and then sign next to it) on the form FOR THEIR TOWN/CITY. Signatures on each form must be from registered voters in that city or town listed on the form that they sign.

any Representative District.

SIGNER INFORMATION

INSTRUCTIONS TO SIGNERS

For your signature to be valid, you must be a registered voter in the city or town named below and your signature should be written substantially as registered.

If you are prevented by physical disability from writing, you may authorize some person to write your name and residence in your presence.

SIGNERS' STATEMENT

We, the undersigned, are qualified voters of the commonwealth and of the above district, and in accordance with the provisions of the law, we request that the above question be submitted to the voters of our district in the next state election so that our Senator or Representative may be instructed.

CHECK	I. SIGNATURE to be made in person with name substantially as registered (except in case of physical disability as stated above)	II. NOW REGISTERED AT (street, number and apartment number, if any) (city or town will be the same as stated below)	WARD	PREC.
1	Rhonda Ward			
2	Rhonda Ward	36 Brookline Ave		
3	Eric Paquette	340 Hillside Ave		
4	Elvis Marrero	348 Tokeneke Rd		
5	Laura Matta	97 Martin Street		
6	KATHLEEN POIRIER	57 TOKENEKE RD		
7	Jenny SITO	216 Elm St.		
8	Nakeishy Fontan	462 Maple St.		
9	Alex Han	1 Larkin Ave		
10	John Irish	13 Arthur St		
11	Bitzaida Rivera	120 Farnum Dr.		
12	Diane Garvey	25 Gaudin Ave		

ONLY REGISTERED VOTERS OF MAY SIGN THIS SHEET.

2. Signature collection options (your group can use one or all of these methods depending on what is legally permissible and what your volunteers are comfortable with):

a. Crowd Canvass

Get a team together and crowd canvass to get the needed signatures. (We only need 200 signatures BUT, ideally, you want to have double that number in case some of your signatures are not valid once they are checked.) You should plan to have voter registration forms with you. You can acquire them for free, in the predominant languages in your area, at local town or city hall.

Best locations to collect signatures:

- Grocery store entrances (typically no permission is needed)
- Local events like farmers markets
- At church gatherings
- Tabling at a local shopping mall

What to say...

Hi there! My name is _____ (wear a name tag- makes you less of a stranger if people know your name). Are you registered to vote in _____ (name of city or town for the signature page)?

(If yes)

Great! We are collecting signatures to get a question on this November's ballot supporting Medicare for All in MA. Will you sign to get it on the ballot?

(If no)

I can register you to vote today and I also want to talk to you about the ballot question in support of Medicare for All in MA.

Talking points for MA Medicare for All if you get questions:

- The ballot question is non binding. It instructs the representative for this district to vote yes on MA M4All legislation.
- It is part of a statewide campaign with multiple districts voting on this ballot question this year.
- The M4All legislation would provide universal access to health care for all MA residents regardless of ability to pay.
- This system would be funded by a payroll tax that would be implemented as a replacement to the "private tax" system where we are mandated to buy private insurance.
- Most MA residents would see a decrease in their overall healthcare spending- no premiums, no copays, no deductibles, etc.
- The legislation includes funding and a plan for retraining for current employees in the private insurance sector.

b. Signatures by USPS

The safest way to collect signatures is no doubt to use the postal service. In order to do this, your group will need to use your networks and your membership lists (if you have members) to get support. You can circulate the request to have people sign up to mail the signature pages to you via email and social media or you can make phone calls through your list to ask people for their mailing address and for support.

Some things to think about while considering this option:

- Signature pages and other materials can be shipped to you from Mass-Care.
- You should set a goal of contacting 300 people if you want to get 200 viable signatures back. Not everyone you contact will respond or agree. And then not everyone you send a page to will return it - and of those

who do return it, some of them will not sign it correctly or their voter registration details may not be correct and their signature will not be counted.

- The deadline for turning signatures into the State is July 8th. **You should plan to have all of your signatures ready for town or city hall by June 29th.**
- You should create a system to keep track of who you are contacting, how they respond, what their contact info is, when they were sent the signature page, and when they return it. I recommend using a simple spreadsheet (google sheets or excel).

Sample email:

Dear _____,

This crisis has brought the health care fight to the front doors of tens of millions of Americans as their health insurance coverage hangs in the balance. And all because we are forced to rely on our ability to work in order to obtain and maintain health insurance. It does not have to be this way! In Massachusetts, we have an opportunity to transition into a single payer (Medicare for All) system. There is a bill in both chambers of the state legislature that would eliminate the need for private insurance.

In order to win it, we will need a movement across the Commonwealth. Today you can join that movement by supporting our efforts to get this issue on the ballot this November in the form of a State Rep district non-binding ballot question. This question, if passed, will instruct our State Rep to support this legislation- helping to secure support as we move the bill through the process.

We need your signature!

In order to get this question on the ballot, we need 200 signatures from voters in the district. Can we count on you to sign?

If so, please provide us your mailing address [insert your method for receiving responses- email or google form are good]. We will send you the signature pages asap and we ask that you return them in the postage paid envelope as soon as possible.

Sample phone call:

Hello, may I speak to _____

My name is, and I am volunteering to talk to voters about supporting single payer on the ballot this year in Massachusetts. This crisis has brought the health care fight to the front doors of tens of millions of Americans as their health insurance coverage hangs in the balance. And all because we are forced to rely on our ability to work in order to obtain and maintain health insurance.

It does not have to be this way- In Massachusetts, we have an opportunity to transition into a single payer (Medicare for All) system. There is a bill in both chambers of the state legislature that would eliminate the need for private insurance.

In order to win it, we will need a movement across the Commonwealth. Today you can join that movement by supporting our efforts to get this issue on the ballot this November in the form of a State Rep district non-binding ballot question.

This question, if passed, will instruct our State Rep to support this legislation- helping to secure support as we move the bill through the process.

In order to get this question on the ballot, we need 200 signatures from voters in the district. Can we count on you to sign?

If Yes:

Thank you- can you please provide us your mailing address? We will send you the signature pages asap and we ask that you return them in the postage paid envelope as soon as possible.

The packet you send should include:

1. Signature page WITH THE TOWN/CITY of the recipient listed at the bottom. The recipient should know that if they are getting others to sign that page, then those individuals need to be registered in that same town. If someone will have a friend sign from another town or city in that district, then they will need a separate signature page with that town printed on the bottom.
2. brief note on how to correctly sign and the deadline for mailing it back.
3. return envelope- addressed to come to you and with a postage stamp attached.

- You should contact the recipient via email or phone 2 days after you mail the packet. This serves as a reminder to sign it and get it back to you asap.
- Once you receive a completed signature page, get in the habit of entering it in as completed on your spreadsheet so that you can always know your totals and how close you are to your goal.

You can also get creative with your signature collection activities!

Depending on the comfort level of your group, you can try a few different things. In some cases, people have left signature pages on tables on their porches, along with sanitizer wipes and a packet of cheap pens. Other efforts have included people phone banking and generating interest, and then doing door to door delivery of the pages or setting up “appointments” to meet people outside their home so that they can sign.

Our organizing and pushing for Medicare for All does not have to stop because of COVID- we do have options. But, the main takeaways here- this is not going to be easy. You should have a dedicated team of people to help or it may not be possible. You and your group should be honest about what you can achieve given the capacity of those involved.

- 3. Validating the signatures.** Once you have collected 250 or so signatures, then a volunteer will need to take the signature pages to the local town or city hall and leave them with the Clerk. You will receive a receipt for them and you will be called once the signatures have been reviewed and validated. Then you go and pick them up and take them to the local Secretary of State’s offices. The signatures will be submitted and you will be given a receipt for them. You will be given instructions on how to find out if the signatures have been approved for the local ballot. Once the ballot question signatures are approved, you will be able to ask the ballot number. This is important for all your outreach materials (example- vote yes on Question 4!).
- 4. Now that you have completed the important task of getting the question on your local ballot, it is now time to get those voters on board!** See the outreach and canvassing plans included in this packet.



Ballot Initiative 2020

Signature Collection Script

Best locations to collect signatures:

- Grocery store entrances (typically no permission is needed)
- Local events like farmers markets
- At church gatherings
- Tabling at a local shopping mall

What to say...

Hi there! My name is _____ (wear a name tag- makes you less of a stranger if people know your name). Are you registered to vote in _____ (name of city or town for the signature page)?

(If yes)

Great! We are collecting signatures to get a question on this November's ballot supporting Medicare for All in MA. Will you sign to get it on the ballot?

(If no)

I can register you to vote today and I also want to talk to you about the ballot question in support of Medicare for All in MA.

Talking points for MA Medicare for All if you get questions:

- The ballot question is non binding. It instructs the representative for this district to vote yes on MA M4All legislation.
- It is part of a state wide campaign with multiple districts voting on this ballot question this year.
- The M4All legislation would provide universal access to health care for all MA residents regardless of ability to pay.
- This system would be funded by a payroll tax that would be implemented as a replacement to the "private tax" system where we are mandated to buy private insurance.
- This legislation will eliminate private insurance companies in Massachusetts.
- Most MA residents would see a decrease in their overall healthcare spending- no premiums, no copays, no deductibles, etc.
- The legislation includes funding and a plan for retraining for current employees in the private insurance sector.



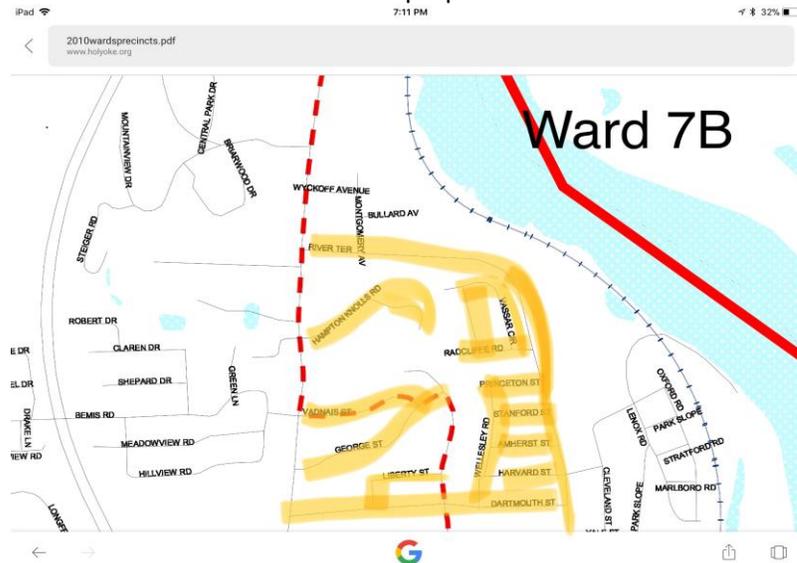
Ballot Initiative 2020

Canvass Guide

The best way to get the votes needed to win a decisive majority is to canvass, canvass, canvass. Medicare for All is such a buzz word that people have heard- but many of them still have questions or are confused. We know from experience that once people understand the proposed single payer system that they are enthusiastically in support of it. This guide is meant to help you plan and execute productive and inspiring canvass events.

1. **Recruit volunteers.** Canvassing is very time consuming so we need all the people we can get. Most people like to canvass in pairs but more experienced canvassers may feel comfortable enough to go solo. Also try to recruit multilingual people who can speak the predominant languages in your canvassing area.
2. **Cut your turf:** This is not set up like a candidate canvass. In a candidate canvass, you use voter data and you select groups of voters strategically based on who you think they will be voting for. We will be casting a wide net with our canvassing because our goal is not just to get a good turnout and a great result at the polls- our goal is to also make sure we are educating people on the single payer system and making sure they can make an informed vote. MOST PEOPLE WILL VOTE IN FAVOR ONCE THEY UNDERSTAND WHAT OUR BALLOT QUESTION IS.

We simply use google maps to “cut turf”. We zoom in on a google map of an area, then we print that map and simply highlight the streets we plan to assign for the canvass. Depending on density of neighborhood and distance between residences, this can be tricky to plan. You can probably estimate that a standard block of 2-3 family homes will take about 30 minutes of door knocking for each side of the street. You should prepare turf for 2-4 hour blocks of time.



3. **Schedule your canvassing.** The best times to catch people at home are typically in these windows: 6pm-8pm on weekdays and 10-6 on the weekends. People typically agree to canvass for 2-4 hours max, so plan accordingly.
4. **Gather at a designated location.** You will need a designated location to meet with your canvassers and give them the materials and then to have them drop them off after canvassing. In some areas, we used people’s front porches as gathering spots and left a box on the porch for canvassers to return their materials. But it could also be a meeting at a dunkin’ or other public place.

5. **Have all of your packets and materials ready ahead of time.** Here is the checklist of things you will likely need:
 - **Clipboards**
 - **Canvass packets for volunteers**
 - **Pens**
 - **Name tags and markers**
 - **“Leave behind” leaflet about the campaign**
 - **Water bottles**
 - **Snacks- granola bars, crackers, chips, fruit**
6. **Training your volunteers.** When your volunteers gather, you should make sure that someone does an overview of the activity. Start by reviewing their canvass packet and taking questions about the materials. Then do a quick practice of the script- emphasize that people should make it their own and in their own words as much as they can. Other tips can be found in the canvass packet.
7. **Collecting data after canvassing.** Once your volunteers come back with their sheets, you want to make sure and have someone enter the walk sheet data into a spread sheet. You have two asks of people- to vote yes and to sign up for updates. You will use this information in the canvassing leading up to election day for the Get Out The Vote (GOTV).
8. **Get Out The Vote.** You spent months running canvasses, had a bazillion conversations with your neighbors, and got your steps in! Now do not let all that effort go to waste! You gotta get people out to vote. The goal of this is to win the election with a giant majority and we will use our data from canvassing to help this happen. You can start by emailing everyone who signed up to get updates. Remind them 3 days before the election that they should vote yes on our question. You can also include a link for them to find their polling place. This email should be sent from a free service like mail chimp to avoid spam issues. Next, make a canvass plan to go back to every address that indicated they would vote yes and remind them about the election and the ballot question.
9. **Post election win:** what next? The day after the election, you can contact the clerks of towns and cities to get a report of how the voters voted on the question. This is interesting data- worth getting. You should also contact your state rep to find out if they are ready to sign on to the bill, if they have not already.

Optional Activities for your plan:

Voter Registration: Signers on the initial petition as well as people who are canvassed can register to vote up until October 14, 2020 (so it's helpful to have voter reg forms on hand). These forms **MUST** be turned in to the clerk within 5 days.

Early Voting: Oct 19, 2020 - Oct 30, 2020- groups can choose to make this part of their GOTV. This may be especially important in COVID times.



Ballot Initiative 2020

Canvass Packet

Canvassing Information Sheet

Hi Canvassers!

This is such an important effort and your participation is critical to getting the ballot question passed in name of town. Thank you!

The content presented in this guide is a product of the successful ballot question campaign in Holyoke, MA, led by Western Mass Medicare for All and the Holyoke Question 4 Campaign of the Pioneer Valley DSA's Health Justice Working Group. It has been adapted for Mass-Care. For more resources, please see wmmedicareforall.org and masscare.org.

A few important notes:

1. Please use the attached walk sheet to record your canvassing. If you cannot finish the “turf” that you have been given, please mark down where you ended your canvassing so that we do not duplicate efforts.
2. We are collecting specific household information for Get Out The Vote (GOTV) efforts leading up to election day. Please ask people if they want to keep updated and have them fill out the update form.
3. If you have a household that is super enthusiastic about Medicare for All- write down their address with a check mark next to it on the walk sheet. This way we know to go back there before election day and leave a reminder to vote Yes!.
4. If you have a household that is OPPOSED to Medicare for All, write down the address on the walk sheet with an X next to it. We do not want to waste time returning to houses that are not in favor.
5. When you finish your turf, (instructions for where to leave materials)
6. No need to debate people! We are talking to people about what a single payer system will look like and we will answer as many questions as we can, but we do not need to waste time trying to convert folks who are adamantly opposed to the cause.
7. Most importantly- Have fun! We are building a community of single payer activists and that is a great feeling! People want information about Medicare for All and we are getting great support from people we talk to about it.



Canvass Walk Sheet

Name of Canvasser(s):

Completed entire turf? Yes or No

Address of last house visited (if not completed)

Address

Enthusiastic!

Opposed

“Hello. We are out talking to voters today about a ballot question in support of a Medicare for All. This ballot question is specific to our state rep district and is in support of a Medicare for All system in Massachusetts. We want to pass legislation that guarantees every resident of MA will have insurance- regardless of age, income, or employment status. The plan is to replace private insurance companies with a state agency that pays for all health care. Your providers do not change- but you would no longer need your own insurance policy and you can go to the doctor or pharmacist without bringing any payment. This is a non-binding question - but it is an important step to getting the legislation moving in MA. This question, if passed, would instruct our **State Rep (name of rep)** to vote in favor of the bill. Do we have your support on this ballot question?”

Talking points for MA Medicare for All if you get questions:

- The ballot question is non-binding. It instructs the representative for this district to vote yes on MA M4All legislation.
- It is part of a statewide campaign with multiple districts voting on this ballot question this year.
- The M4All legislation would provide universal access to health care for all MA residents regardless of ability to pay.
- This system would be funded by a payroll tax that would be implemented as a replacement to the “private tax” system where we are forced to buy private insurance.
- This legislation will eliminate private insurance companies in Massachusetts.
- Most MA residents would see a decrease in their overall healthcare spending- no premiums, no copays, no deductibles, etc.
- The legislation includes funding and a plan for retraining for current employees in the private insurance sector.
- People always ask how we will pay for it. Simple answer- replace what we currently pay to insurance companies with a payroll tax- 7.5% for employers and 2.5% for workers. This number would be far less, in most cases, than what employers and families are already paying for private insurance.



**Massachusetts Campaign
for Single Payer**

Sign me up to receive updates on the campaign to win single payer in Massachusetts!

Name	Phone	Email	Home Address
------	-------	-------	--------------

