



**WITH**  
**US**  
**FOR US**

**BUILDING COMMUNITY POWER IN BALTIMORE**

We seek to build **power** in neighborhoods that have faced historic disinvestment by funding a community wealth building initiative.

We call for our property-tax exempt wealthy universities and hospitals to pay their fair share into the agreement with the city (PILOT).



Arabbers



Community Land Trust



Compost Collective



Worker Co-ops



Labor Unions



VOLAR - E. Baltimore

# What is Community Wealth Building?



**Community Wealth Building** is a systems approach to economic development that creates an inclusive, sustainable economy built on locally rooted and broadly held ownership. Unlike traditional economic development strategies, community wealth building puts residents and communities first, valuing equity, inclusion, and sustainability

# Ballot Initiative



## Charter Amendment:

Establishing a **continuing, non-lapsing Community Wealth Building Fund** to be used exclusively to provide broadly defined projects and programs related to expanding community ownership such as worker owned co-operative businesses, community owned land trusts, agriculture, investment funds, financial institutions and utilities.

## Revenue for Fund:

Revenue for the Fund will be non-lapsing and permanent through a mandatory annual appropriation in the Ordinance of Estimates of an amount equal to at least \$0.06 on every \$100 of assessed or assessable value of all property in the City of Baltimore or its equivalent in payment in lieu of taxes (PILOT) contributions by medical and educational nonprofits.

## Governance:

The Petition authorizes and directs oversight, governance, and administration of the Fund by a 15-member Commission appointed by the Mayor (or the City Council President if the Mayor fails to make timely appointments) to represent various constituencies with relevant expertise. The commission shall make recommendations to the City regarding the negotiation of future PILOT agreements, and shall use the fund to address structural racism and historic discrimination.

# The People's Commission

Mayor Brandon Scott



Department of Planning



Dept. of Housing & Community Development



Worker-owned Cooperatives (4)



Low Income Residents (4)



Lending Representative



Unionized Baltimore Residents (2)



Racial Equity and Reparations



## What you need on your clipboard

- Full text of the ballot initiative
- One pager explaining who With Us For Us coalition is, our goals, and what our ballot initiative is
- Ballot Petition (double sided) with summary of charter amendment on the back



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# How to fill out the petition:

- **Make sure the person signing is a Baltimore City registered voter!**
- **DOUBLE CHECK** every box on the ballot is signed including birthdate, address - even their zipcode, and date signed. Make sure all the information is in the correct order, as listed on the petition.
  - Say in the beginning AND check on the back end
- Sign the petitioner affidavit at the bottom of each page.
- Please return signed petitions to 1199 SEIU office **as soon as possible**. (611 N Eutaw Street)





# Canvassing Best Practices:

- The “ask” should be **specific, clear, and direct**
- Less is more – don’t overload people with information
- When appropriate, ask open ended questions to identify their self interest
  - Example: What do you think needs more funding in Baltimore?
- Don’t accept the first “no” – use an urgency statement and ask again



# Structured Conversation

## Introduction:

- **Greeting + Ask: Are you registered to vote in Baltimore City?**
- **“Hook” sentence**
  - *Example: We are collecting signatures to get a Community Wealth Building Fund on the ballot. Will you sign?*
  - *Example: Did you know wealthy institutions like Johns Hopkins don't pay property taxes? Do you want them to pay their fair share?*



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# Structured Conversation

## Middle:

- **Explanation**
  - *Example: The community wealth building fund can go to affordable land trusts, worker owned and operated businesses, community owned utilities - and anything else that brings wealth in neighborhoods that have been redlined and disinvested in*
- **Ask:** Will you sign the petition so we can vote to create the Fund?



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# Structured Conversation

## Conclusion:

- Thanks so much!
- Print your first name in the first box. Your signature goes in the second box. Address is all across the bottom of the page. Please add your birthday and today's date here



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# Urgency Statements

Answer the following questions to craft an effective urgency statement:

- What is the problem? (Explanation)
- What are we doing about it? (Resolution)
- Why is it important for them to act? (Responsibility)
- Why is it important right now? (Deadline)

Follow your urgency statement with your ask. Incorporate their self-interest that you learned during your 1:1.

# Street Canvassing Example:

“Hello! Are you a Baltimore city registered voter? Great! My name is X and I’m collecting signatures for a ballot initiative with the With Us for Us coalition.

I’m getting signatures to create a community wealth building fund to invest in our Black and brown neighborhoods so we can invest in affordable housing, small businesses, community farms and more.

I have a flier for you to learn more as well!

We need 10,000 signatures by July 29th. **Will you sign?** Signing lets this question be on the ballot this November. Thanks!”



## Street Canvassing Example 2:

“Hello! How’s it going? Are you a Baltimore city registered voter? Great! My name is X and I’m collecting signatures for a ballot initiative with the With Us for Us coalition.

Like our name, our coalition believes **that people most impacted know the solutions to what neighborhoods need**. This ballot question will create a community wealth building fund that would invest in affordable housing, small businesses, urban farms, and other community-led initiatives.

The Fund will be governed by a Commission of everyday people like you and me deciding where the funds should go.

We need 10,000 signatures by July 29th. **Will you sign?** Thanks!”



# Street Canvassing Example 3:

“Hello! How are you doing? Are you a Baltimore city registered voter? Great! My name is X and I’m collecting signatures for a ballot initiative with the With Us for Us coalition.

**Did you know that institutions like Hopkins and other hospitals and universities in Baltimore City do not pay property taxes?** Well, this ballot initiative pressures the city to make them pay their fair share so that communities can benefit. This ballot question will create a community wealth building fund that would invest in affordable housing, youth opportunities, small businesses, urban farms, and other community-led initiatives.

It’s time we hold wealthy hospitals and universities accountable to the needs of Black and brown neighborhoods! We need 10,000 signatures by July 29th.  
**Will you sign? Thanks!”**





While they are signing, say....

“Please print clearly on the first line. Sign on the second line. Then, your address on the third line. I messed that up the first time so I want to make sure you do it right!”

“We also need your birthdate and your zip code”



# Hesitations

1. “Why do you need all this information from me? My birthdate and address?”
  - a. This information is for the Board of Elections to verify that you are a registered voter. I want to make sure your signature is valid.
2. “I already signed a petition like this before. I don’t want to sign again”
  - a. There are a number of different ballot initiatives this year. We are excited about ours because we are focusing on community power, reparations, and building community wealth. Your signature helps Baltimoreans vote on this in November

# Hesitations

1. “How will this money actually go to Black neighborhoods? “How much money will I get?”

The funds will be distributed by a People’s commission, everyday people like you and me who will decide how the funds should be spent. Our coalition is called “With Us for Us” because we believe those who have been directly impacted by unfair policies should be at the table.

Would you be interested in joining our coalition?

Join our email list through our website: [www.wufubaltimore.com](http://www.wufubaltimore.com)



# Hesitations

1. “We have too many funds already. How is this different than the Affordable Housing Trust Fund or the Baltimore Children Youth Fund?”

It’s different because The Community Wealth Building Fund is about investing in initiatives that will build community wealth through worker owned businesses and cooperatives, community owned land for urban farming or affordable housing, and ensuring we put processes in place to hold wealthy tax exempt institutions accountable to community needs.

# Tips

1. Make eye contact and greet with a smile during your introduction
2. Decide whether to take their no or try one more time by...
  - a. letting them know that you will only take 2 minutes of their time
  - b. asking them a question like “Did you know institutions like Hopkins do not pay property taxes?” or “Would you want to be a part of deciding how funds are distributed in your neighborhood?”
3. If they are walking somewhere, talk and walk with them especially if they are nice when you ask, “Are you a Baltimore city registered voter?”



# Door Canvassing Example

Hi [their name] I'm [your name] from the With Us, For Us coalition.

**Are you registered to vote in Baltimore City?**



I'm getting signatures for a ballot measure to create a community wealth building fund for affordable housing, small businesses, and more. The Fund will be governed by a People's Commission made up of everyday people like you and me.

**What kinds of things do you think need more funding in our city?**

*(Listen) Thanks for sharing! (Connect whatever they said to WUFU)*

We need 10,000 signatures by July 29 to get on the ballot. **Will you sign the petition?** Thanks! *(If very supportive, ask if they will help get signatures too)*

Drop off signed petitions back at  
the 1199 SEIU office on Monday.  
(611 N Eutaw Street, Baltimore)

Text us how many signatures  
you got by 2pm:

Lorraine, 443-717-0904

