Civic Core Impact Example: American Legislative Exchange Council & Stand Your Ground

April 2012

Young Elected Official's

YP4 fellows co-found the

"Dream Defenders" in

Florida to mobilize 60

youth on 40 mile march

to Tallahassee

April 2012

PICO organizes Trayvon

"Hoodie Sunday" actions and

gun violence prevention

"Sabbaths" in hundreds of

congregations across 18

states

March 2012

Following Martin's shooting, CoC sends actions to its 900,000 online members re: ALEC's "Stand Your Ground" laws. Martin's parents create Change.org petition calling for Zimmerman's arrest which receives 2.2M signatures

December 2011

Color of Change (CoC) launches campaign and online boycott targeting ALEC's corporate members

February 2012

Trayvon Martin, a 17 year old in Florida, is fatally shot by George Zimmerman

U.S. Justice Department announces it will investigate the death of Travvon Martin

Between 2012-13

130,000 CoC members participate in online actions against ALEC's corporate members; 1,000s make calls to companies. CoC organizes demos at shareholder meetings and funds radio ads targeting ALEC members

February 2013

PICO launches "Lifelines

to Healing" initiative in

52 PICO federations to

promote community

policing and dialogue

among police officers,

faith leaders, and

service providers

July 2013

George Zimmerman is acquitted of murder. Three days later, Dream Defenders begin month-long occupation of Florida Governor Rick Scott's office to protest verdict

Fall 2013

Many corporations notify CoC of ALEC withdrawal. CVS Senior VP writes "we have heard from numerous stakeholders expressing their views. As a result, after careful consideration of the available information, CVS has discontinued its membership in ALEC"

December 2013

Bill Meierling, ALEC's Senior Director of Public Affairs: "No one disputes that ALEC lost public and private members during the past several years. Companies do not like controversy of any sort. It is also clear that - whether true or untrue - accusations made of ALEC cost members"

April 2013

League of Young Voters

launches #NoGunsAllowed campaign on violence faced by youth of color. 10,000 activists sign petitions and participate in actions to urge US Congressional action on gun reform

August 2013

CoC. Center for Media and Democracy, Common Cause, and ProgressNow organize series of protests at ALEC's 40th Annual Meeting in Chicago

August 2013

Report from Center for Media and Democracy finds 52 Voter ID and 10 Stand Your Ground bills were introduced in 2013, despite ALEC publicly distancing itself from these laws

December 2013

The Guardian reports ALEC "lost almost 400 state legislators from its membership over the past 2 years, as well as more than 60 corporations that form the core of its funding." Corporations include: Bank of America, General Motors, Wal-Mart, Amazon, McDonalds, Coca-Cola

March 2014

ALEC launches national network targeting city councils and municipalities. CoC and **Young Elected Officials** currently developing strategies to respond

March 2012

ALEC announces it is eliminating the **Public Safety and Elections** task force responsible for "Stand Your Ground" and Voter ID laws

April 2012