



# PROPOSAL KIT SAMPLE

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Jennifer Yves  
CEO  
New Energy Initiatives  
4561 Oakview Boulevard  
Monterrey, CA 93942

Dear Ms. Yves,

As you no doubt already realize, the future of renewable energy is at risk with the upcoming federal election. Two fossil-fuel titans are running for U.S. Senate seats, and we must defeat them if we want our industry to survive and be competitive in the next decade. There are also two anti-renewable energy bills pending in Congress that we must work to defeat.

Corporations and industry organizations have banded together to create a new political action committee to represent our interests. Sustainable Energy for a Healthy Planet PAC is up and running with energetic plans for the future, but we need your support.

Our efforts will directly benefit your company. We would welcome your participation on our board of directors, and volunteers from your staff or friends are needed, as well as your financial and political support.

Please review the following pages to see what we're all about. We know you'll want to contribute whatever you can to the joint effort.

Our representative will call you soon to enlist your help in making sustainable energy a reality throughout the United States.

Sincerely,

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Leadership Board  
Sustainable Energy for a Healthy Planet PAC  
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# PROPOSAL

**Join our PAC to Support the Renewable Energy Industry**

Prepared for: Jennifer Yves  
CEO

Prepared by: Allyson Whitehead  
Leadership Board



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# INTRODUCTION

The next federal election may very well determine the future of alternative energy in the United States.

Two candidates are particularly important in this election: incumbent Senator Harold Kent from Wyoming, who is up against newcomer Kaitlin Karston; and Richard Mayhew, who is challenging incumbent Senator Frank Warwick from Colorado.

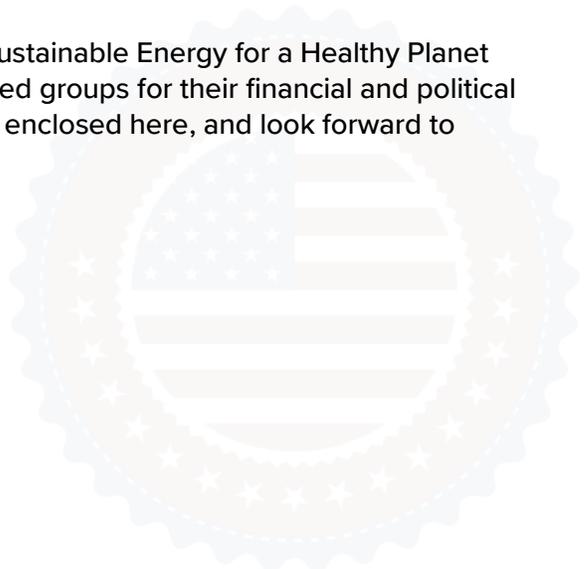
We must work hard to defeat Senator Harold Kent and challenger Richard Mayhew. Why?

Senator Harold Kent is a former oil company CEO, who has made millions from the oil and gas business. He has consistently opposed bills that would aid alternative energy development, and recently proposed a tax on any form of energy that is not oil or coal-based. If he remains in office, we can expect to see a continuation of threats to the alternative energy industry.

While Senator Frank Warwick has not always been a friend to alternative energy, he has been even-handed in his voting patterns, and has consistently supported nearly every form of energy development. His opponent, Richard Mayhew, is the current CEO of the Newcomb Coal Company, which owns more than twenty coal mines in the United States, and more than forty-five in other countries. While he has promised to step down from his position if he wins the Senate race, it's a sure bet that he will promote coal over alternative energies.

To protect our alternative energy companies and move in a progressive way toward a more sustainable national energy policy, we propose to create a political action committee (PAC) that will represent our interests and fight for our future.

We invite your organization to join us to create Sustainable Energy for a Healthy Planet PAC. We are also reaching out to other like-minded groups for their financial and political support. We welcome your feedback on the plan enclosed here, and look forward to working with you.





# GOALS AND OBJECTIVES

Sustainable Energy for a Healthy Planet PAC has outlined the following goals and objectives.

Our long-term goals are:

- ★ **Promote a national energy policy that is sustainable and includes a growing proportion of renewable energy sources**

We want to see national goals and financial incentives that will increase the development and usage of renewable energy sources every year.

- ★ **Even the playing field for alternative energy companies**

Currently, the fossil fuel industry receives major federal subsidies and tax credits, as well as subsidies in various states. We will push for equal treatment for all energy industries.

Our immediate objectives are:

- ★ **Defeat Incumbent Senator Harold Kent in Wyoming**

Senator Kent has consistently opposed fair treatment for alternative energy initiatives and has introduced a bill to tax our industry. His challenger, Wyoming state senator Kaitlin Karston, has consistently supported renewable energy policies in Wyoming.



★ **Re-elect Senator Frank Warwick in Colorado**

Senator Warwick's record shows a policy of voting for all energy initiatives, including those that support alternative energy development. His challenger, coal company CEO Richard Mayhew, clearly plans to continue his support for only carbon-based fuels and has expressed his open opposition to funding alternative energy projects.

★ **Defeat H.R. 5692 and S. 973**

These bills eliminate current subsidies and prevent future subsidies for alternative energy projects. We must defeat these bills.

**Summary**

Sustainable Energy for a Healthy Planet PAC will fight for our industry's interests and for the best energy policy for the future of the United States.





# POSITION STATEMENT

The PAC's position is this:

Scientific studies prove that traditional fossil fuels are major sources of pollution and human-caused global warming. Coal and petroleum are finite resources and cannot be relied upon to meet the future energy needs of a growing population. Nuclear power generation also poses substantial risks to human life and to the natural environment. To keep the United States energy-independent and protect the American people and our country's environment, we must support the development and use of alternative, renewable energy sources.





# LEADERSHIP

Two executives from the Sustainable Science Alliance have stepped forward to head up this new political action committee. These are Allyson Whitehead, President of ACD Technology and Rafael Martinez from Hi-Sky Solar Corporation. Both will retain their permanent jobs while leading the PAC and will hire staff as needed to accomplish the goals and objectives. We hope some of your organization's leaders will also join our leadership committee.

## Ethics

We will not distort the truth or engage in nasty political attacks on our opponents, but will highlight the facts of existing political records, and cite scientific studies that describe the drawbacks of fossil fuels and promote the benefits of alternative energies in today's environment.

## Core Values

### ★ Honesty

We want our arguments to remain fact-based.

### ★ Transparency

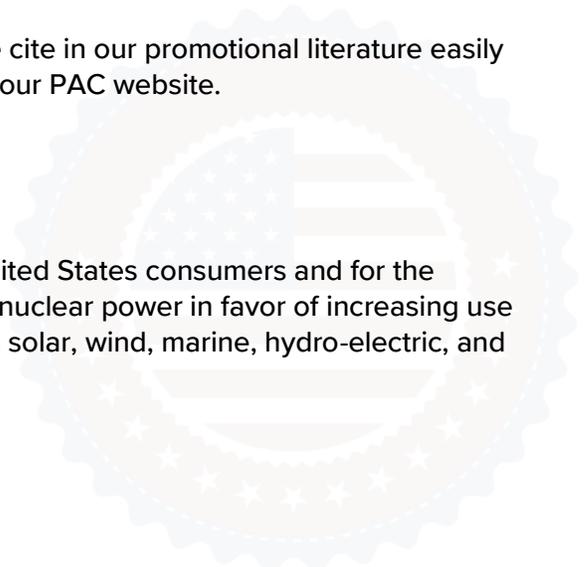
Companies and organizations in our PAC will be proudly listed by name.

### ★ Thoroughness

We will make studies and records that we cite in our promotional literature easily available in their entirety to the public on our PAC website.

## Vision

We believe that the best energy policy for United States consumers and for the planet is one that phases out fossil fuels and nuclear power in favor of increasing use of alternative and renewable sources such as solar, wind, marine, hydro-electric, and plant-based oils.





# ACTIVISM

Our PAC will engage in the following activities. Activities may be added or changed as needed to meet our goals and objectives.

## What We Will Do

Contribute funds and supply written endorsements and work on behalf of Senatorial Candidate Kaitlin Karston and incumbent Senator Frank Warwick to help them win their seats, and lobby all members of Congress to vote against the two anti-alternative energy bills introduced in Congress.

## Why We Will Do It

It is imperative that we have a majority of alternative-energy-friendly members in Congress, and it is imperative to pressure the U.S. Congress to promote policies that invest in alternative energies for the future.

## How You Can Get Involved

Our PAC needs financial contributions as well as organizational support. Your organization should contribute funding, your written endorsements, and your personnel time for our efforts, which will protect our mutual interests in the present and future.



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