

Gap Campaign 2001 – Phone Outreach Talking Points

Purpose: Use these talking points when asking for pledges from environmental and social justice groups at high schools, colleges, churches, etc., to leaflet the Gap, Banana Republic, and/or Old Navy in 2001. Ideally, we would like these groups to pledge to leaflet on three different afternoons. Time-frame: As soon as possible; during their Regional Month of Action, and on the International Day of Action (December 1, 2001)! Use the Pledge-to-Leaflet Form to record info about your call! Thank you for volunteering for this critical task!

-Introduction: Hi, my name is ---- of the Save the Redwoods/Boycott the Gap Campaign [or your org]. Is there someone I can talk to about the Gap Boycott? We are trying to obtain a living wage for Gap sweatshop workers and protection for 350 square miles of redwood forestland in northern California. We are very close to achieving these objectives. You can help make this happen this year by pledging to leaflet the Gap for just one afternoon!

Notes: 1.) Before they hang up, be sure to ask if they know of anyone else who might be interested in helping! 2.) If there is only an answering machine, please leave the message: This is _____ of the Save the Redwoods/Boycott the Gap Campaign. We would very much appreciate it if you would return our call at 415-731-7924.

-Of all the great causes out there, why should you spend some time on this one?

1.) This is a winnable campaign! Not only can we win this campaign, we can win it this year: With Gap Inc profits down 12%, due at least in part to this consumer pressure campaign, our goals for workers and for redwoods can be achieved this year—if we escalate the pressure *now!* There will be no better opportunity!!!

2.) Gap, Inc, and the Fisher family who controls it, are major exploiters of People and Planet: If we can hold them publicly accountable for their actions, and pressure them to change, it will be a wake-up call to all corporate exploiters. We are teaching Gap customers that they can use their consumer dollars as leverage to change corporate policy. This creates a powerful tool that can be effectively used on many kinds of issues.

Note: Provide the following information according to the group's major focus--social justice (Gap sweatshops), or the environment (Fisher logging).

3.) Fisher logging

3-a) The Fisher family, founders and major shareholders of Gap, Inc, are extinguishing endangered species and destroying the last of the redwood ecosystem on 350 square miles of ravaged redwood forestland, spanning 28 watersheds in Northern California (Mendocino and Sonoma Counties).

3-b) According to the public-interest, non-profit group the Redwood Coast Watersheds Alliance, 80% of the Fishers' logging plans contain all or partial clearcutting and most of their plans target the last of the old growth and mature second growth on their holdings. The Fishers are also using toxic herbicides in the forest—at great risk to people, domestic animals, endangered fish and wildlife. The Fishers intention in continuing to log these very overlogged forests may be real estate development. In any case, what is occurring right now is continued heavy logging, and destruction of endangered species, water quality and other public trust resources. For more info, check out < www.gapsucks.org >

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4.) Gap sweatshops

4-a) Gap Inc is the biggest clothing retailer in the US and the 2nd largest in the world (Walmart is first). All Gap Inc clothes are made in sweatshops by desperately poor people, who are paid a pittance for their work—as little as 11 cents an hour—have no right to organize and often no personal rights whatsoever. Gap Inc contracts to 300 sweatshops in 55 countries worldwide.

4-b) The human rights group, Global Exchange, recently visited a sweatshop in Tehuacan, Mexico, where they make Gap jeans; the workers there get paid 28 cents an hour. They say they need just one dollar an hour to meet their basic living costs: rent, food, clothes for their children. Their plea falls on deaf ears. For more info, check out < www.globalexchange.org >

5.) Gap Inc, the Fishers, and Privatization

5-a) Donald Fisher, Chairman of the Board of Gap Inc and head of the Fisher family, helped draft the global trade policy rules that paved the way for the proliferation of sweatshops world wide. At home in San Francisco, Donald Fisher is a leader in the campaign to "privatize" our public grammar schools, our national park, and our public television station. He is leading the fight against a living wage in SF, while taking advantage of sweetheart deals and corporate welfare; for example, the new Gap headquarters in SF was built with \$18 Million in public subsidies.

5-b) Donald's son, Robert Fisher, sits on the board of the Natural Resources Defense Council, a leader in efforts to "privatize" the regulation of timber companies. The Fishers' own logging company benefited from these "privatization" efforts when it obtained a "green label" for its wood products in a secret process, paid for by the logging company, conducted by the timber-friendly Forest Stewardship Council. (This phony "green label" permits clearcutting, toxic herbicide use and logging of old growth.)

How you can help!

a.) **About Gap Campaign 2001.** Our goal this year is to let every shopper-of-conscience know about the boycott! To do this, we are calling environmental and social justice organizations like you around the country and the world, and asking you to commit to at least one afternoon of leafleting—and ideally three afternoons: A date of your own choosing (as soon as possible); during your Regional Month of Action, and on the International Day of Action (December 1, 2001), when we plan to have a leafletter in front of every Gap, Banana Republic, and Old Navy store on the face of the earth!! Following are the Regional Months of Action:

Apr – California

May – East Coast

Jun – Mid-west

Jul – Canada & Alaska

Aug – Pacific Northwest

Sep – UK & Europe

Oct -- Southwest & Hawaii

Nov -- Southern States

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b.) **Contact Person/Other Leads?** Can you or somebody at your organization pledge to leaflet just one afternoon? Is there a member of your organization who would be particularly right for this campaign? Name? Number? Email? Do you know of any other person or group who might be interested in helping? Name? Number? Email? Can we send you more info, and call back later?

c.) **Action Packet.** You can download our Action Packet from our web site (www.gapsucks.org) or we can mail it to you!

d.) **Register your Action!** Be sure to register your action at our web site—to help inspire others to act, and to show the Fishers the scope of resistance to their unfair and destructive policies (we believe that the Fishers regularly peruse this web site).

Closing: Thank you so much for listening [and joining the Campaign]! [Even if you cannot help with a leafleting action, would you care to post some information or flyers? put information about this campaign in your newsletter, or at your web site? give us contact information for others who might want to join?] Spread the word! Boycott the Gap, Banana Republic, and Old Navy—for the redwoods and workers' rights!

Who we are: Save the Redwoods – Boycott the Gap Campaign (SRBG) is a project of the Greenwood Watershed Association, a member of the Redwood Coast Watersheds Alliance, a public-benefit, non-profit organization consisting of the 13 watershed groups and projects in Mendocino County, California. SRBG is an all-volunteer, un-funded campaign.

-Frequently Asked Questions and Pledge-to-Leaflet Form follow-

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Gap Campaign 2001 – Frequently Asked Questions

FAQ: Why a Boycott? Aren't there laws protecting forests and workers' rights?

Forests: The current political climate in the US and California is to ignore environmental laws and give corporations carte-blanche when it comes to turning a profit in our forests. (This has been documented by CalPEERs, the CA public employees group, among others.) Politicians direct our regulatory agencies to ignore the law in exchange for campaign contributions. The system is extremely corrupt on both the federal and state levels.

Workers: Gap sweatshops operate outside U.S. law. There are no protections for the workers who sew Gap clothes. On the trade policy level, powerful trade groups like the World Trade Organization and trade agreements like NAFTA (for which Donald Fisher helped draft the textile rules) put corporate profits before human needs and environmental integrity. These agreements undermine democratically enacted laws that protect the environment and people. That is their main purpose—to weaken and eliminate all regulation. Check out <www.stopftaa.org> for more info on global trade agreements.

That's why boycotts are necessary. These people have nothing to fear from our government, our politicians or our laws. The only thing they fear is loss of customers. Consumer dollars can therefore be a powerful force for change—if consumers can learn to use their dollars like a vote.

-FAQ: What is the connection between the Gap and redwood logging? The Fisher family founded the Gap and owns 1/3 of all Gap stock; they dominate the Board and control every major decision made at that company. The Fisher family are also the primary investors in the redwood forest venture and make every major decision at Mendocino Redwood Company, the company they created to manage their investment. The Fishers control both companies—they are the connection.

-FAQ: Won't a Boycott hurt workers? It is our conviction that exerting financial pressure on the Gap is the *only* way to convince them to change their exploitative labor practices. We believe that the corporation will change those practices before they allow themselves to be hurt financially by them, that is, before they curtail production.

-FAQ: Don't all big clothing retailers use sweatshops? Why single out Gap? Yes, all major retailers contract with sweatshops. Gap is the biggest clothing retailer in the US—if we can get them to change, the others will follow suit. Also, 19 retailers have settled the Saipan sweatshop lawsuit (filed Jan 1999 by Global Exchange and others on behalf of exploited workers)—Gap has not. See www.globalexchange.org for the list of retailers who have agreed to independent factory monitoring and to pay back-wages to workers. Finally, just because “everyone is doing it,” doesn't make it right!

-FAQ: Aren't workers better off with sweatshops than without them? It is our conviction, and that of the thousands of shoppers with conscience who are boycotting Gap, that corporations should not take advantage of desperately poor people to increase their profits. Corporations can still make a profit, while paying all their workers a living wage—we call this Fair Trade. *In 1999, Gap Inc earned \$1.1 billion in profits off \$11.6 billion in sales—it can afford to pay its workers a living wage!*

-FAQ: Where can people who want to shop fair trade and green shop? Download the Fair Trade & Green Shopping Guide from the Action Packet page at the gapsucks.org web site.

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Gap Campaign 2001 – Pledge-to-Leaflet Form

Purpose: Use this form to record information about the organization that you are asking to take action, and to record info about the action(s) they propose to take. Items preceded by an asterisk (*) should be filled in; otherwise, take the info, only if we need it to process the action! When completed, fax sheet to 415-731-7924. Thank you!!!

***Date of Contact:** _____ ***Status** (confirmed, pending, declined): _____

***Organization:** _____

***Telephone number:** _____ **Fax:** _____

***Email address:** _____ **Web site:** _____

Street, City, Zip: _____

***Contact person:** _____

***Telephone number (if different):** _____

***Email address (if different):** _____

Follow-up (e.g., send fact sheet): _____

Other leads: _____

Comments:

1.) Date of Action: _____ **Store** (check one): Gap ___ Banana ___ Old Navy ___ N/A ___
Store Address or Location (e.g., Fashion Fair Mall): _____

Type of Action: leafleting ___ demo ___ postering ___ running ad ___

Leaflet/demo Contact Info (email and/or phone): _____

May we post this contact info at our website (gapsucks)? Yes ___ No ___

2. Date of Action: _____ **Store** (check one): Gap ___ Banana ___ Old Navy ___ N/A ___
Store Address or Location (e.g., Fashion Fair Mall): _____

Type of Action: leafleting ___ demo ___ postering ___ running ad ___

Leaflet/demo Contact Info (email and/or phone): _____

May we post this contact info at our website (gapsucks)? Yes ___ No ___

3. Date of Action: _____ **Store** (check one): Gap ___ Banana ___ Old Navy ___ N/A ___
Store Address or Location (e.g., Fashion Fair Mall): _____

Type of Action: leafleting ___ demo ___ postering ___ running ad ___

Leaflet/demo Contact Info (email and/or phone): _____

May we post this contact info at our website (gapsucks)? Yes ___ No ___

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