

The BofA: BANKrupting AMERICA Campaign is a sustained, in-depth exposure of the the crimes and misconduct of the Bank of America, which

promotes and informs the public of their better banking options:

- a) credit unions
  - b) a State Bank
  - c) an Occupy National Credit Union
- i)

BofA: BANKrupting AMERICA will examine the banking practices of local credit unions, share that information, suggest policies more sensitive to the needs of low income folks, and urge customers to move their accounts accordingly.

BofA: BANKrupting AMERICA will enlist the community to investigate which public bodies and agencies keep their funds at Bank of America and lobby them to move their deposits to local credit unions.

BofA: BANKrupting AMERICA will collaborate with the OE Foreclosure group on research and actions regarding BofA foreclosure practices, including demonstrations, blockades and occupations.

BofA: BANKrupting AMERICA will seek commitments from all candidates for the 2013 State Legislature to support a referendum to the people to remove the prohibition of a State Bank from the Oregon State Constitution.

BofA: BANKrupting AMERICA will network with the national campaign for a Occupy National Credit Union.

BofA: BANKrupting AMERICA will conduct a similar effort against BofA owned payday loan operations.

BofA: BANKrupting AMERICA will work to establish a coalition

with student activists targeting BofA practices regarding student loans, and developing proposed solutions.

BofA: BANKrupting AMERICA will present a monthly movies series of popular films which deal with the corruption associated with the mortgage and financial crises.

This ambitious campaign will enable us to provide ways for hundreds or thousands of community members to join with OE in developing solutions to the problems with our out of control banking industry. There is a high energy OE core group to get this campaign rolling and we'll attract lots of support from other community groups, churches, schools and the general public. It will offer lots of opportunity for OE members to get involved and have fun.

Initially, we can contact the Occupy Unity inter-faith church coalition meeting this Sunday to ask for their support. Empowering the 99% is another ally, as is the Spring Action Campaign which is sponsoring the trainings this week. ESSN should also be on board, and labor in general.

This campaign is in line with the OWS BAC campaign and national Credit Union proposal. It addresses the needs of low income folks particularly and all other groups who might bank at BofA generally.

This campaign will lend substance to the ongoing BofA actions, create an easily understandable message, draw in much of the local activist community, attract new people to get involved, and strike fear in the cold heart of the Bank of America.

We can measure our success in several ways:

- 1) our influence on credit union policy toward low income people

- 2) the amount of deposits we send to credit unions; we can track this
- 3) support for our weekly protest and larger rallies and gatherings
- 4) success getting candidates to support a State Bank
- 5) our ability to locate institutional BofA deposits, and to move them
- 6) spread of the idea of a National Occupy Credit Union
- 7) our impact on PayDay Loan operations
- 8) our success building a coalition with students about BofA student loans

Our biggest threat, at this pivotal time in history, is setting our goals too low. BofA:BANKrupting AMERICA can grow to a huge size, yet we can still succeed even with our existing internal level of participation and support.