



## Countdown to Erdogan: Day 22 Connecting for the Armenian Cause Sunday, November 15th

This Sunday take a moment to ask family and friends to support the Armenian Cause by signing the attached letters (click here to download) to their U.S. Senators. It's quick and easy and makes a real difference.

Sunday represents a vitally important day for Armenian Americans, because, unlike any other day, it brings together a broad cross-section of our community at Church services, community events, sports programs, and family gatherings.

Sundays bring us closer, very often acting as a powerful bridge between those more engaged in Armenian American civic life and those less involved in the Armenian Cause.

The key avenue for communication on Sundays, as we all know, is word-of-mouth, far more so than publications or the internet, which lack the personal impact of one-on-one contacts.

Malcolm Gladwell, author of **The Tipping Point**, explains that word-of-mouth, particularly in social settings and movements, is driven by three special types: **Connectors, Mavens, and Salesmen**. Each of these three types, as we all can see from our own experiences, are easily identifiable in Armenian American family and community settings:

**Connectors** are the people who, through a combination of curiosity, self-confidence, sociability, and energy, link us up with the world. They have, in his words, a special gift, a truly extraordinary knack, for making friends and acquaintances and, very importantly, of spanning many different worlds.

**In the Armenian context, Connectors typically moving with little effort between ethnic-oriented and more mainstream American environments, acting as a middle-man and mediator among friends in both worlds.**

**Mavens** are information specialists who we rely upon to connect us with new information. They harvest knowledge and are adept at share it with others. Mavens are, he explains, vital to generating the word-of-mouth that sparks social movements by virtue of their knowledge, social skills, and ability to communicate.

**In the Armenian context, Mavens are the friends or relatives other Armenians regularly turn to for the latest information and insights on Armenian affairs.**

**Salesmen** are, according to Gladwell, charismatic people with powerful persuasive skills. They tend to have an indefinable trait that goes beyond what they say, which makes others open to their ideas and suggestions.

**In the Armenian context, Salesmen are those who act as shepherds, using their personality and persuasive abilities to bring Armenians closer to their common roots, their community, and their cause.**

This Sunday, be a Connector, a Maven, or a Salesman (or all three) by urging your family and friends to join with you in urging your two U.S. Senators to cosponsor the Armenian Genocide Resolution, S.Res.316.

We have included two versions of letters – one thanking the Senator for their cosponsorship and other urging them to support the measure.

The following Senators have already cosponsored the S.Res.316 and should receive a letter thanking them for their action: Sherrod Brown (D-OH), John Ensign (R-NV), Russell Feingold (D-WI), Dianne Feinstein (D-CA), Bob Menendez (D-NJ), Jack Reed (D-RI) and Sheldon Whitehouse (D-RI).

All other Senators are yet to cosponsor the Armenian Genocide resolution.

Please collect the letters and mail them to the ANCA office at 1711 N Street NW, Washington, DC 20036. We will disseminate them to the right offices.

Dear Senator \_\_\_\_\_:

**I am writing to thank you for cosponsoring the Armenian Genocide Resolution and to call upon you to speak publicly in support of this human rights measure prior to the planned December 7th visit to the White House by the genocide-denying Prime Minister of Turkey, Recep Tayyip Erdogan.**

Your vocal support for this measure will send a powerful message to Mr. Erdogan and the rest of the world that America's commitment to ending the cycle of genocide and denial is unconditional. The adoption of this legislation will, as you know, play a vital role in ensuring that the lessons of the brutal atrocity committed by Ottoman Turkey against the Armenian people are applied by our nation's leaders and diplomats in helping to prevent future crimes against humanity.

I join with my family and friends in thanking you for your support, and look forward to hearing of your efforts, in the days leading up to December 7th, to secure the adoption of the Armenian Genocide Resolution. Should you have any questions or concerns, please consider reaching out to the Armenian National Committee of America on this or any other matter of special concern to our nation's one and a half million citizens of Armenian heritage.

Sincerely,

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Signature

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Name

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Address

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City, State Zip

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Email

Dear Senator \_\_\_\_\_,

**I am writing to ask you to take a stand against genocide by cosponsoring the Armenian Genocide Resolution prior to the planned December 7th visit to the White House by the genocide-denying Prime Minister of Turkey, Recep Tayyip Erdogan.**

This human rights measure, which was introduced by Senators Menendez and Ensign, will help ensure that the lessons of the brutal atrocity committed by Ottoman Turkey against the Armenian people are applied by our nation's leaders and diplomats in helping to prevent future crimes against humanity. Your support for this measure will send a powerful message to Mr. Erdogan and the rest of the world that America's commitment to ending the cycle of genocide and denial is unconditional.

As you know, this genocide-prevention measure is the same as legislation that came before the Senate in the 110th Congress, and was publicly supported by then-Senator Obama, and cosponsored by then-Senators Joe Biden and Hillary Clinton.

I look forward to hearing from your office about whether you will cosponsor this legislation prior to December 7th. Should you have any questions or concerns, please consider reaching out to the Armenian National Committee of America on this or any other matter of special concern to our nation's one and a half million citizens of Armenian heritage.

Sincerely,

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Signature

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Name

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Address

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City, State Zip

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Email