

BE THE VOICE FOR FREEDOM ON YOUR CAMPUS

Learn How To Start Your YAF Chapter



YOUNG
AMERICANS
for FREEDOM

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"Remember your very title— you are Young Americans for Freedom. That is your mission above all others. You are most important in this particular moment of history, because so many of your peers have listened to false prophets and demagogues."

~ Ronald Reagan

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Contact Us!
1-800-USA-1776

Young Americans for Freedom is a project of

Young America's Foundation
11480 Commerce Park Drive
Reston VA 20191

Learn more and find resources at
www.yaf.org

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CONGRATULATIONS

On Taking Your First Step To Change Your Campus!

Obviously, you are already sharply aware of the importance of becoming an activist. By leading a Young Americans for Freedom (YAF) chapter at your school, not only will you promote **conservatism and challenge** the liberal status quo, but you will also receive a number of personal and professional benefits.

You will come into contact with business and community leaders, faculty members, and others who may help you for years to come because of your involvement with YAF.

Demonstrating a commitment to advancing conservatism is essential if you want a career in the **Conservative Movement**. In fact, former YAFers lead many **prominent organizations** within the Conservative Movement, including the Washington Times, Young America's Foundation, The Fund for American Studies, The Clare Boothe Luce Policy Institute, and others.

You will make life-long friendships and most importantly, help change the direction of this nation from heading towards socialism and more government control to restoring **individual freedom**.

You will likely have many questions as you start your chapter. As problems arise, **never hesitate to contact** the YAF National Office. We are in contact with other leaders of YAF chapters who are facing challenges similar to those that you will encounter. Our job is to assist you in any way that we can.

You will also receive a YAF starter kit that includes a number of flyers, posters, stickers, and additional resources to assist you with recruitment. We will also send you our Conservative Guide to Campus Activism.

Let's get started!



Make Sure You Are Following YAF!

-  { /YoungAmericansforFreedom
/YoungAmericasFoundation
/TheReaganRanch
-  { @Y_A_Freedom
@yaf
@TheReaganRanch
-  @YAF_
-  YAFoundation

Email Any Questions to:

Patrick X. Coyle, Jr.
Vice President
Young America's Foundation

Executive Director
Young Americans for Freedom

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800-USA-1776
11480 Commerce Park Drive
Reston, VA 20191





1. COMMITTEE-OF-ONE PROJECTS

As you start your chapter, there are many projects that you can organize alone. These so-called committee-of-one projects influence others and help you find others who will join you. Here are a few examples:

1. Official YAF Affiliation:

We will provide you with a chapter agreement form to complete. Please review the document and return the signed copy to us to be officially recognized. You will not be able to legally use the “Young Americans for Freedom” name until we receive this signed document.

3. Letters-To-The-Editor:

The school newspaper is a good tool for reaching out to other students about the formation of your club. You can do so by writing an op-ed on a pertinent topic.

5. Establishing Your Presence:

Do all you can to make your YAF club visible on campus. You should post fliers throughout the school grounds (where permissible) and create a group on Facebook and other social networking sites. One very effective way to gain exposure is to encourage the newspaper to write a story about your efforts to start a YAF chapter.

2. YAF Material Distribution:

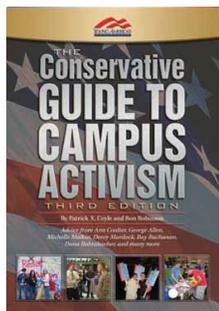
The National Office will provide you with a YAF starter kit which includes a number of materials that can be useful in helping you recruit new members. You can pass out literature in between classes, at the dining hall, at a campus event (speaker, film, etc.), or you can set up a recruitment table in a central location.

4. YAF T-Shirts:

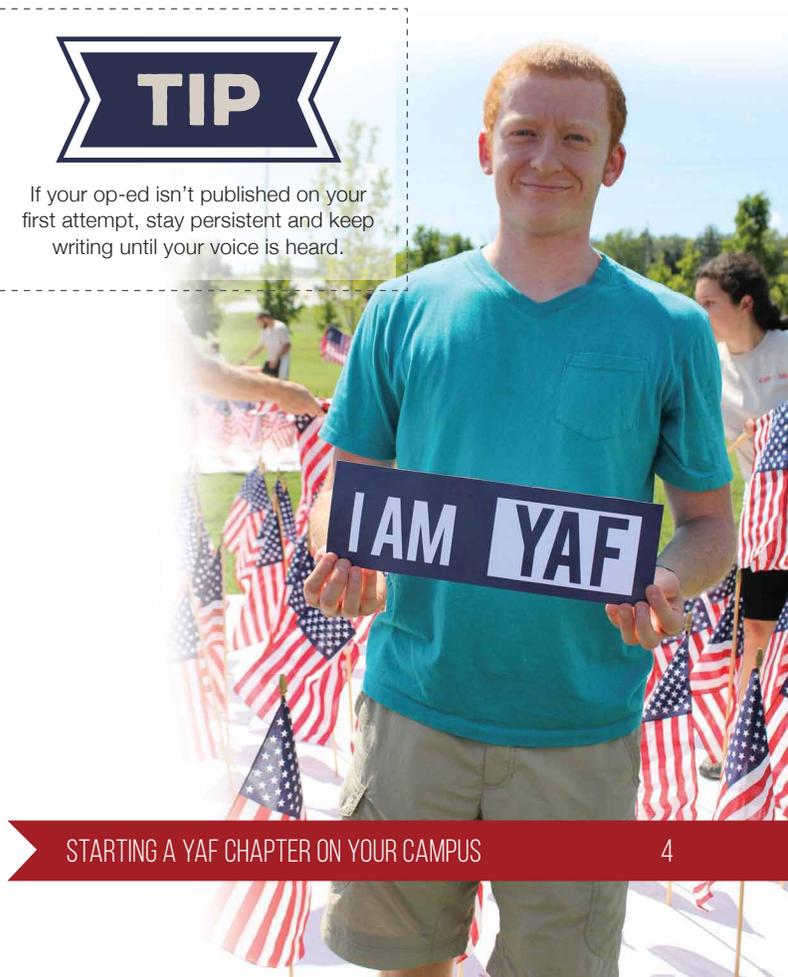
An easy way to establish your presence on campus is to wear a YAF t-shirt. The National Office can send some for you to wear and to give to your officers once they have been selected.



If your op-ed isn't published on your first attempt, stay persistent and keep writing until your voice is heard.



Take a look at *The Conservative Guide to Campus Activism* for additional ideas.





2. RECRUITING YOUR FIRST MEMBERS

Where should you go to recruit members for your new chapter?
The following are some possible first sources for locating interested students.

1. Friends

Your friends, classmates, and other acquaintances are the first people you should ask to join.

2. Teachers or Administrators

If you can find conservative teachers or professors, they may know of other students who may wish to join YAF.

3. YAF National Office

Contact the National Office for names of other conservative students on your campus.

4. Student Activities Fairs

The beginning of the fall and spring semesters are an ideal time to recruit new members. Your school will normally hold a student activities fair where clubs and other organizations are able to recruit new members. Many new students, especially freshmen, are not involved in extracurricular activities, and they will be looking for ways to meet new people and have fun.

5. Other Conservative Groups

Don't overlook contacting existing conservative clubs on campus. Also attend local rallies, sporting events, and other organizational meetings to reach out to other young conservatives.

There are many conservatives at your school. Once you begin advertising your club, they will be drawn to you.



3. THE YAF RECRUITMENT TABLE



A recruitment table is arguably **the single most valuable tool** for increasing your chapter's membership.

You should take advantage of every opportunity to have a table, including before, during, and after YAF events; during activities fairs; at events sponsored by other community-based conservative groups; and at busy locations on campus.

The following are some other key points to remember about tabling:

1. Location

The table should be stationed in a busy area on your campus or in an area easily accessible to those students attending the event you are covering (e.g., near the venue featuring a major speaker). If possible, the table should be positioned so that students must walk by it to enter the event.

2. Personnel

Find members who are **enthusiastic** about presenting YAF to those who stop by the table. It is always desirable to have at least two people, one male and one female, if possible. Those who man the table should never sit behind the table (with the possible exception being tables to gather signatures on a petition). YAF leaders should approach passers-by, make the YAF pitch, and invite them to review (and take) the literature on the table. It is crucial that those manning the table are **familiar with all literature** on the table. Don't display any literature that you or your representatives have not read!

3. Literature

You should attractively arrange the materials on the table. Consider offering those who sign up at the table a **free poster** for doing so. Make sure you have a good supply of brochures, stickers, calendars, buttons, and other items to provide to prospective members. **We can supply you with more materials if needed.**

If your recruitment table is properly organized, it can yield outstanding results. The table itself can usually be reserved through your campus activities director, dean of student affairs, or student union director. However, if you need to provide your own table (at an outdoor rally, for example), a simple foldable table will do. You can purchase a sturdy table for a relatively low cost.

4. Your Table

The table should include a YAF banner or poster on display. Contact the YAF National Office to request a **banner** for your club. It is especially important to have a **sign-up sheet** so those who wish to obtain more information can leave their names, telephone numbers, email addresses, and mailing addresses. (Make sure that you list some names on the sheet before you display it; nobody ever wants to be the first to sign a list.) Be sure to have posters or fliers advertising the next open YAF event (meeting, film screening, speaker, etc.).





4. MEMBERSHIP FOLLOW-UP

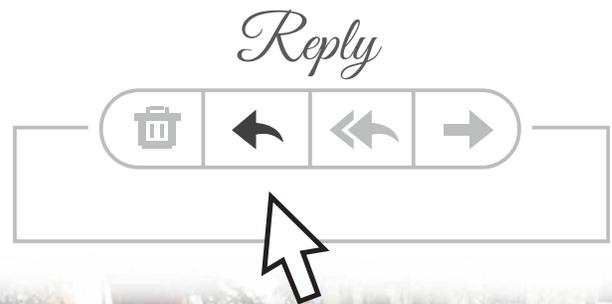
When you identify potential new members, be sure to offer them a number of opportunities to stay involved.

Immediate follow-ups will often turn a high number of these potential members into actual YAFers.



Call all new members within a day or two after they sign up. Thank them for their interest; encourage them to join YAF; and remind them of an activity that is coming up in the near future, such as a weekly meeting, speaking event, or debate.

Answer any questions that they have about YAF and offer to meet personally with them if needed. You can also send them a Facebook reminder or email about an upcoming YAF event so that they have the information in writing.



TIP

Don't be shy to ask people about their interests: Are they well connected? Could they invite someone new to a meeting or event? If they are artistic, could they design fliers? Making people feel needed right away is a great way to ensure that they will continue to be involved club members!





5. ESTABLISHING YOUR CHAPTER

If you have followed the suggestions outlined, you should now be ready to launch your chapter. This is the time to form a launch committee and begin to organize your first YAF events

The launch committee consists of you, a select number of students who signed up at your YAF recruitment table, and a faculty member (if needed). You should visit your student activities office so you understand the school's requirements for official club recognition on campus. The initial meeting of the launch committee should be used to plot the future steps of the chapter, such as its first major activity, future membership recruitment, and other plans.



OTHER ITEMS THAT MAY BE DISCUSSED INCLUDE:

1. Chapter's Name:

Your club's name should be taken from the name of your school. An example is the Penn State Young Americans for Freedom (PS-YAF). Again, check your school's regulations regarding the naming of student organizations.

2. Chapter's Address:

Schools will sometimes make campus mailboxes available for student clubs. An on-campus address is much more desirable than an off-campus address. (If you have the funds, however, you can also purchase a P.O. Box.)

3. Contact Info:

You need a way for people to contact you, especially on your fliers and advertising materials. Create an email address with your group's name. Do not use a personal email address. You should also start Facebook and Twitter accounts for your club.

4. Appointment of Initial Officers:

As you establish your club, be sure to elect or assign temporary officers, which should include a chairman, vice-chairman, secretary, and treasurer. These officers will make up your executive board. Additionally, you can assign other officers to handle items such as recruitment, public relations, event planning, etc. Most likely, you will be the temporary chairman, and the initial selection for this position can be done by election or mutual consent.

5. Your Club's Constitution and Receiving Campus Recognition:

A draft constitution for your chapter will be emailed to you. Your club's leadership should be familiar with your organization's constitution. You should seek to gain recognition from your school as soon as possible. If you need any advice or assistance with this process, don't hesitate to contact the National Office.

6. First Official Membership Meeting:

Now is the time to start holding regular club meetings. An ideal time to hold your weekly membership meetings is in the evening on weekdays. However, if you go to a commuter school, holding general meetings earlier in the day may be advantageous.

Ask your executive board to help you in the planning and execution of the first meeting. Discuss the proposed agenda, promotion, and review your goals (See the next section for further details.)



6. YOUR FIRST CLUB MEETING

There are two types of chapter meetings.

Executive

The executive meetings are the meetings of your officers. These closed meetings will be the place where any future projects are initially discussed.

The Following Ideas Can Help Boost Attendance For Your First Meeting:

Official

The official chapter meetings are where projects are announced and goals and objectives are discussed. Be sure to ask the general membership for ideas. Weekly general meetings are essential for keeping members involved and interested in your club, so you may want to feature guest speakers, films, and discussions of important issues.



Publicity: Write a press release announcing the formation of your YAF chapter. Be sure to include the details of the first meeting. Some additional means of publicity include:

- Campus Newspaper:** You can ask the student newspaper to write a story on your newly formed club or you can submit an op-ed to the newspaper about your club and its first meeting. Additionally, some newspapers will allow you to submit general announcements about upcoming meetings.
- Newspaper Ads:** The National Office can pay for a full page ad announcing the formation of your club and promoting your first meeting. Be sure to contact the National Office far enough in advance to allow for proper planning.
- TV & Radio:** Don't overlook your local television and radio stations. They will sometimes offer spots for free public service announcements regarding upcoming meetings.
- Fliers:** Post and hand out fliers announcing the meeting on campus. Send them to faculty members (especially in government, economics, and history departments, as well as other social science departments) and ask them to announce the meeting to their classes. You and your officers should announce the meetings in your classes as well.
- Membership Table:** Schedule additional time for tabling in the student union or other high trafficked areas on campus.
- Social Networking:** You should create a Facebook fan page/group as soon as possible. Once you do, have your current members join. Then create an event for the first meeting on your page and have all your members invite their friends.





6. YOUR FIRST CLUB MEETING (Continued)...

B.

The Agenda: You should prepare a concise agenda in advance of your meeting. Potential members will not want to sit through unorganized discussions. (Try to keep your meetings to less than an hour.) You may also want to practice your presentations in advance.

Here Is A Sample Agenda:



1. Short Statement:

The chairman should explain the purpose of your chapter.

2. Background on YAF:

One of the officers should provide a short history of YAF and read the Sharon Statement. The National Office can also provide you with a PowerPoint presentation that you can use to showcase what your club will accomplish. Keep your presentation as brief as possible. Involve each of your officers, if possible, so new members can be introduced to the club's leadership.

3. Projects:

A member of your executive board should review a list of upcoming activism opportunities to encourage your new members to get involved. Suggested activities can include posting flyers, manning a recruitment table, and distributing issue fliers.

4. Post-Meeting Activity:

It is vital to involve your new members quickly so they feel that their time with your club will be well spent. Remember, there are a lot of demands on students' time, so you have to convince them that getting involved with YAF will be worthwhile.

After your meeting, your members can split up into groups and post fliers around campus.

POST-MEETING

Activism Serves Several Purposes:

- » Asking new members to post fliers is an easy activity to help them feel involved.
- » It gives you and your officers a chance to get to know your new members.
- » It is important to have an officer lead each group because the officer should know the posting policies of your school. You don't want your newer members getting your club in trouble for violating school regulations.

After posting fliers, you can ask everyone to gather for an informal social event at a member's apartment or a local restaurant.

*You can use the above agenda for every meeting.

The general membership meetings will allow you to show potential members why they should join YAF. Your meetings also provide an outlet for those members who do not have the time or inclination to participate in other ways.

TIP

Hold your membership meetings at the same time, on the same day each week, and in the same place.



7. CHAPTER STRUCTURE AND EXPANSION



As your chapter grows and takes on more projects and activities, you may find it necessary to add more officers. You may want to appoint officers (or even committees) to handle the following areas:

1. Publicity
2. Fundraising
3. Programs and Event Planning
4. Membership Recruitment

Many YAF chapters also seek **office space** in the student union building or another building on campus. Your own office can provide the chapter with a meeting place at a moment's notice, a permanent address and/or telephone number, a storage area for materials, and a work area. YAF members may even congregate there during their free time; in fact, they should be encouraged to do so.

You should apply for your fair share of funding through the student government, student activities committee, and any other **funding** board on campus. Every campus works differently, so you will need to learn your school's system.

Leaders of liberal groups will have typically taken the time to understand your school's bureaucracy and how to receive funding. You will do your club a disservice by not applying for general operational funds as well as any funds to host conservative speakers. You will not be able to effectively compete against the horde of liberal groups if they have budgets of tens of thousands of dollars while your club is trying to scrape by with a few hundred. The Left will host prominent liberal leaders who draw thousands and you will lack the funds to bring in big-name conservative speakers of your own. Don't let your fair share of funding go to waste!

You should encourage your members to join the campus funding committee. Your school will often have a committee that allocates funds to recognized clubs on campus. Having a conservative activist on the funding committee will be extremely helpful to your cause. When your club submits budget requests, this individual can look out for your group's interests and help steer the committee towards funding all student activities—not just leftwing programs.

In addition, consider joining, or having someone from your group join, the distinguished lecture board, or a similarly named committee, at your school. These committees have large budgets, are often comprised of liberal students, and usually only invite high-profile speakers who embrace leftist ideas. You can work to change that! As your chapter grows, you should organize additional projects that expand your club's presence. (Please see the next section).

As a final note in this area, remember to send regular reports of your projects to the National Office. This will help you gain publicity.



8. CHAPTER CHAIRMEN AND KEYS TO EFFECTIVE LEADERSHIP

You, as the chapter chair, are the person most responsible for the growth of your YAF chapter.

You will plan and coordinate all of the chapter's activities, from the necessary administrative details to the successful campus events. You will represent YAF to the student body. A chapter often prospers when its chairman is highly active and falters when the chairman fails to provide leadership and direction to the members.

Keys to effective leadership are:

A. Recognition:

Do not take your members for granted. Formally thank them in meetings and thank them again personally. This will encourage those who are not involved to become more active.

B. Avoid Elitism:

It is obvious that your members are ideologically astute and intelligent because they realize the importance of being involved. Always make the time to talk with new people. It is your responsibility to inform them on the importance of being active and promoting conservatism. Also, avoid discussions of any internal club squabbles, as this will not be of interest to potential members.

C. Motivation:

It can sometimes be difficult to motivate your members. Keep in mind that people are best motivated when you keep in contact with them personally and work with them, not above them. You should also maintain a positive attitude. Give all new members opportunities to be involved in your club's projects.

D. Building Future Leaders:

The future of your chapter will be in jeopardy if you graduate without leaving a strong leader to replace you. Be sure to continually attract new members. Always look for members to fill your position as well as other leadership positions.





9. DEVELOPING YOUR ACTIVISM STRATEGY

Your chapter should be dedicated to advancing conservatism at your school.

Keep in mind that the National Office can provide you with a number of free resources at yaf.org.

You will receive a free copy of our Conservative Guide to Campus Activism.

No chapter is required to work on any of your suggested projects. However, to maintain your club's presence on campus and your members' interest in staying involved, it is important that you constantly plan activities for your club.

Proposed activities should be reviewed by your club's executive board before moving forward. You are also encouraged to get feedback from the National Office on your proposed activities.

Before Choosing An Issue-based Activity

You and your leadership should ask, *"Do other students care about this issue?"*

Evaluating whether students at your school care about the issue is extremely important. For instance, many campus conservatives want to rightfully attack high taxes and the negative impact they have on the average American. However, most students don't work to the extent that they are burdened by heavy taxes, so this is an issue that often falls flat on most campuses.

Always think through what issues matter most to students on your campus. They can vary from school to school, but some relevant issues include racial preferences, feminism, the economy, and the environment. Don't overlook speaking out on controversial proposals offered by the campus Left, the student government, or the school administration.

You will often receive the greatest response by focusing on campus-based issues and controversies rather than national ones.

It is also important that you don't give the Left's activities undeserved attention.

Whenever you contemplate directly challenging a leftist activity or initiative, first review whether or not it has significant support among

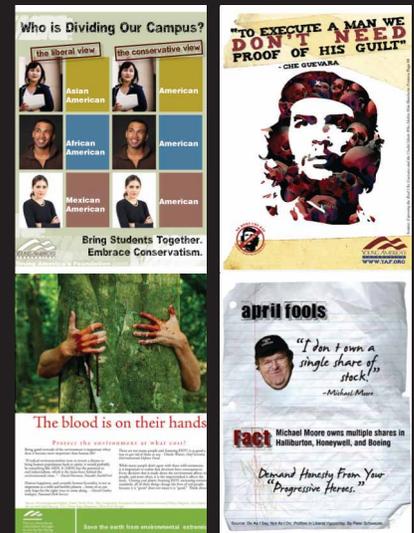
the administration or other decision-makers at your school. If the initiative lacks momentum and support, it may be more effective to allow the program to fail because of its own inadequacies. Attacking it may lead to unintended press coverage for the Left and its proposed program. Also, administrators who are beholden to left-wing interests may notice the commotion you have created and become encouraged to further review the proposal.

President Ronald Reagan was one of the Conservative Movement's most effective leaders. However, he didn't attack every leftist program. He went on offense when the end results benefited the conservative policies he was trying to advance. In the following pages are a number of general projects that your chapter can tackle. Again, www.yaf.org has a number of

programs you can organize, including the 9/11: Never Forget Project, "No More Che Day," and Freedom Week.

DOWNLOAD:

These and many more fliers can be downloaded and customized for your school. Go to yaf.org





9. DEVELOPING YOUR ACTIVISM STRATEGY Continued...



Possible Activism Initiatives:

- 1. Speakers and Debates:** Hosting a prominent conservative speaker can draw hundreds, if not thousands, of students to an event and will enhance your club's presence on campus. Be sure to call the National Office to learn how we can help you schedule an event at your school. We can provide both logistical and financial assistance.
- 2. Films:** As previously mentioned, the National office can supply you with a number of films, including *The Conservatives*, *Still Point in a Turning World: Ronald Reagan and His Ranch*, and *In the Face of Evil*.
- 3. Campus Issues:** Your club should speak out on areas of concern to all students and ensure that the conservative viewpoint is included. Since your school's faculty and administration are likely beholden to left-wing special interests, you should see your role as representing the rest of the student body.
- 4. School Newspaper:** School newspapers can be notorious for being nothing more than mouthpieces for leftwing propaganda. Regardless, you should send the newspaper press releases on your projects and programs. You may also seek to obtain a YAF column or a personal by-line in the paper. Many campus papers have a lack of commentary on public policy and a lack of regular columnists. You can fill that void. You should also seek to place a YAF member on the staff of the paper if possible.
- 5. School Radio Station:** If your school has a radio station, your members should seek publicity as guests on the station. You may also seek to provide regular commentary or appearances on a program.
- 6. Conservative Books and Publications:** You should make sure that conservative books are included in the school's library. Yaf.org includes a conservative reading list to which you can refer. You should urge the library to include these books. In addition, you should suggest that conservative textbooks or reading materials be used in all issue-related courses in order to provide balance.



Possible Activism Initiatives Continued...

7. Classroom Indoctrination: Your members should always be listening for bias in the classroom. You'll want to report these instances in your newspaper or on your Facebook group. You should take the most egregious offenses to the administration. If warranted, you should also write a press release and distribute it to local media. Make sure you have your facts straight and that your information isn't just hearsay. Additionally, you can contact the National Office for advice on how to proceed.

8. Balanced Education: Your club can also advocate that your school should offer intellectual diversity. You can urge the school to provide balanced curricula in political science, history, sociology and other relevant departments. Some YAF chapters have succeeded in persuading their universities to add courses on modern American conservatism.

9. Petition Drives: A petition can be one of the most popular ways of influencing school policy. You can coordinate petition drives with national YAF programs, statewide referenda, or campus issues. If the petition drive concerns a campus issue, you should consider going door-to-door in the dormitories, if allowed. **Petitions** should include a box that can be checked if the signatory wants more information on the subject. **You can use** that opportunity to send more information on your club as well.

10. Community Involvement: Don't hesitate to reach out to local Tea Party groups and other conservatives in your community. You may feel isolated on your liberal campus, but by reaching out to those in your town, county, and state, you can connect with a number of potential allies.

ACTIVISTS IN ACTION



BE A VOICE ON YOUR CAMPUS!

Many chapters find it useful to prepare and distribute a semester-long outline of their projects. An outline can be particularly helpful when new or potential members ask what you are planning as a group. Such an outline can be prepared by your executive board and distributed at a general membership meeting early in the semester. Encourage them to come up with more activism initiatives on their own.



10. CALENDAR OF ACTIVITIES

As you grow your chapter, you will achieve memorable successes.

You will also face some challenges along the way and learn a great deal. To get yourself started off on the right foot, you should review the schedule of activities below to determine what projects you will plan for your chapter.

You should keep in mind that each school is different, so some of these activities may work very well on your campus and some may not be as effective.

Of course, you should always feel free to contact the **Executive Director of Young Americans for Freedom, Patrick X. Coyle** at **800.USA.1776** or **pcoyale@yaf.org**.

Summer

Most student groups become inactive during the summer months. It is your responsibility as the chapter chair to make sure that you and the others in your chapter spend the summer planning for strong academic year.

Even though you and your members may have full summer schedules with jobs, summer courses, or other obligations, you should still communicate with each other through email, phone, and video chat, if you are unable to meet in person.

There are a few important projects on which you can work during the summer:

Activity 1: Develop A Recruitment Strategy

The start of the school year will arrive before you know it, and you do not want to be caught off guard! You should speak with the members of your chapter's executive board to develop a few methods—such as tabling on campus during orientation, exhibiting at your club fair, and posting flyers in campus buildings—that you will use to draw new members to your chapter.

You should sign up as early as possible for a booth at your school's fall semester club fair. Often, schools will allow students to reserve a booth for the fall semester club fair at the end of the previous spring semester or during the summer. You should stay on top of this opportunity. Having a physical presence at your school's main introduction of campus groups to new students is likely the best way to recruit new members at the start of the school year. This is where a significant number of students will come to learn about the various student groups with which they can get involved. You will want to speak with as many students as possible and follow up with them after the event ends.





10. CALENDAR OF ACTIVITIES Continued...

Activity 2: Develop A Fundraising Strategy

As a good conservative, you recognize that money well spent is a resource that is crucial to helping you accomplish your goals. It is critical that you do not overlook the importance of fundraising. Your ability to compete with the Left to raise funds and then spend those resources effectively is just as important as your ability to present your philosophy. You cannot be an effective advocate of conservative ideas without addressing your group's funding needs.

First, you should research the process for applying for funds from your student government or school. You will want to get this application in on time so that you receive what is rightly your share of student funding.

Second, you should research all other sources of funding on campus. This includes academic departments and offices of administrators.

Third, you should use your chapter's own network of contacts. For example, it is possible that there is someone in your family or in the families of your other chapter members who may be willing to financially assist your chapter. Do not shy away from asking people for help! The worst answer you will receive is, "Sorry, no." You should also take a look at *The Conservative Guide to Campus Activism* for more advice on effective fundraising.

Activity 3: Plan For Fall Semester Events

Even though it may seem as though you have plenty of time before October and November—the meat of the fall semester—roll around, you should begin to plan a general schedule of events that you would like to host during the semester. None of these have to be set in stone, but planning early will allow you to have a general idea of the direction that you want to take your chapter.

* * The following are suggested activities that your club can organize during the academic year. * *

September { You can create a dramatic statement on campus by organizing Young America's Foundation's 9/11: Never Forget Project.

Activity 1: American Flag Memorial

You can establish a flag memorial on campus consisting of 2,977 American flags representing each person tragically murdered on the 9/11 attacks.

Activity 2: American Flag Memorial Fundraiser

You can also establish a fundraiser in coordination with the flag memorial. You should consider using the week leading up to 9/11 to encourage individuals to donate to your chapter, with the proceeds going to the benefit America's troops. You should also research groups to which you could donate, such as the local Veterans for Foreign Wars chapter or the Wounded Warrior Project.





10. CALENDAR OF ACTIVITIES Continued...

Activity 3: Campus-Wide Moment Of Prayer

You can speak with your school administration to schedule a campus-wide moment of silence or prayer on September 11th beginning at 8:46 a.m.

Consider a fundraiser as part of your flag memorial. You could donate to the VFW or the Wounded Warrior Project

Activity 4: Host A Speaker

You can also host a conservative speaker in conjunction with the activities above. The speaker may address topics such as national security, foreign policy, and American exceptionalism, among others.

October

October is a great month to celebrate America and advance intellectual diversity.

Activity 1: Free Speech Campaign

After researching your school's speech codes, you can organize a free speech campaign to uphold students' constitutional rights.

Challenge your school's speech codes by:

- Taking a survey of your peers' awareness of campus restrictions on free speech;
- Circulating a petition to remove speech restrictions, such as free speech zones and burdensome requirements for distributing or posting flyers;
- Requesting your student government to endorse the removal of campus speech codes; and
- Distributing pocket Constitutions and flyers to educate your peers about their rights.

Activity 2: Advane Intellectual Diversity

You can expose the Left's skewed version of diversity and argue for more ideological balance on your campus. You may consider achieving this by:

1. Using creative flyers to highlight left-wing hypocrisy;
2. Researching and releasing school or student government funding allocations for campus groups;
3. Reviewing whether liberal books are assigned in class curricula and then doing the same for conservative books;
4. Researching and releasing statistics on faculty voter registrations;
5. Hosting a speaker to challenge political correctness and the school's limitations on students' free speech rights.

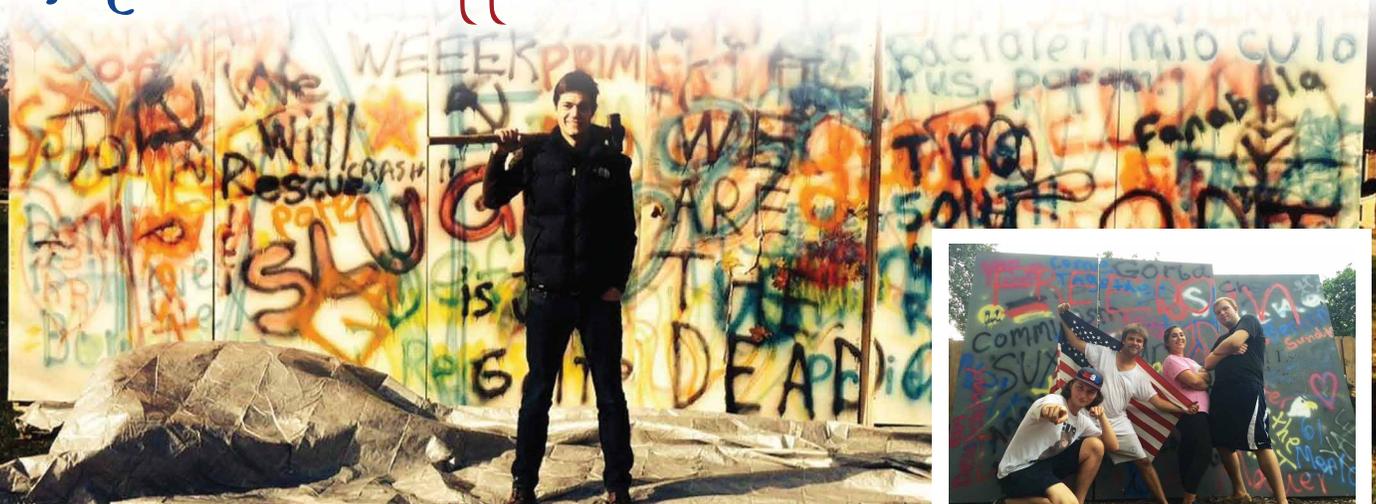




10. CALENDAR OF ACTIVITIES Continued...

November

You can participate in Freedom Week by organizing a variety of initiatives.



Activity 1: Build A Berlin Wall On November 9th

You can create a mock Berlin Wall to compare the free-speech stifling atmosphere on campus to that of the Soviet Union. Organizing a physical project such as this one will allow you to bring together your chapter members for a common cause.

Activity 2: Support ROTC And The Military

You can create projects such as the following to support ROTC on campus and America's military:

- A. Host pro-military speakers through Young America's Foundation;
- B. Ensure that your school offers credit for ROTC courses;
- C. Encourage your school to erect a veterans memorial; and
- D. Ask your school to release a public statement in support of students who participate in ROTC and/or go on to serve in the military.

December

While some chapters stay active in December, most students focus on finals and head home for the Christmas break. As such, you probably want to avoid announcing any major initiatives or activities during this time. However, if appropriate, you can organize the following activities:

Activity 1: Balance The Winter Commencement Ceremony

You can host a conservative speaker through Young America's Foundation to make sure graduates are not sent off with just another leftist lecture.

Activity 2: Reward Chapter Members

You can hold a social event to thank chapter members for their hard work during the first half of the school year. Successful activism is not easy, so you want to make sure that you recognize the time and effort that your peers contributed to your group!





10. CALENDAR OF ACTIVITIES Continued...

January

You should spend this month preparing for the coming semester. Effective planning is crucial to making sure that you are able to successfully promote conservative ideas on campus.

Activity 1: Research MLK Day At Your School

Your school most likely celebrates Martin Luther King, Jr. Day one way or another. Chances are, administrators will choose to highlight the importance of racial differences rather than focus on the message of individual freedom, personal responsibility, and moral values that Dr. King espoused.

You can showcase your school's bias by creating flyers or other materials that list Dr. King's traditional beliefs.

Activity 2: Table at Club Fair

Your school may host a spring semester club fair in addition to a fall semester one. If this is the case, you should make every effort to secure a booth at this event. Even though students may have learned about the various student organizations at your school in the fall, they may still be looking for organizations with which they can get involved.

If your school does not offer a club fair for the spring semester, you can still organize a tabling campaign. You should consider gathering your members and creating a tabling schedule that will allow you to advertise your chapter consistently and gain exposure. For example, you may table inside the student union building or in front of a popular campus dining hall for two or three hours every day of a week. You can set up a rotation in which each of your members can sign up for tabling at a particular time of the day.



February

February is recognized as Black History Month. Most schools plan events that reinforce the same tired liberal message of big government and racial division, so you can organize programs that can reach across racial lines and truly provide intellectual diversity. Ronald Reagan's birthday falls in February as well, so you can use this opportunity to celebrate one of America's greatest leaders.

Activity 1: Celebrate Ronald Reagan's Birthday

On February 6th, President Reagan's birthday, you can remind students of how Ronald Reagan strengthened America and made it a better place to live. You may consider setting up a table on campus and offering Reagan paraphernalia and hosting a social event with your chapter.





10. CALENDAR OF ACTIVITIES Continued...

Activity 2: Host A Black Conservative Speaker

Young America's Foundation can provide you with powerful speakers who will provide an alternative to the Left's race hustlers. Hosting a black conservative speaker through Young America's Foundation will provide alternate viewpoints to those of the liberal speakers that schools typically host to celebrate Black History Month.



Activity 3: Investigate And Expose Your School's Diversity Center

Does the school's diversity center truly promote all ideas, including the diversity of thought? Or is it just a well-funded front to advocate for left-wing causes.

March



You can provide fresh alternatives to the feminist agenda during Women's History Month.

Activity 1: "Strong Women Shoot Back!"

Help educate and train young women to protect themselves by organizing a trip to the local firing range.

Activity 2: Host A Conservative Woman Speaker

Disrupt the Left's parade of liberal feminist speakers by introducing students to strong conservative women including Michelle Malkin, Ann Coulter, Bay Buchanan, and others.

Activity 3: March Liberal Madness

Showcase left-wing leaders' craziest statements, gaffes, and pronouncements. Have students in your chapter vote on 16 leftists in head-to-head match-ups throughout a one week period until you determine the craziest leftist in America.





10. CALENDAR OF ACTIVITIES Continued...

April

Use key dates this month to promote conservative ideas.

Activity 1: GPA Redistribution Video Contest

Your liberal classmates believe it is moral to confiscate money from hard-working Americans and entrepreneurs and give it to those who didn't earn it, yet what will they say when you ask them to apply that same philosophy to their grade point averages? Young America's Foundation invites you to film your fellow students' reactions when you ask them to pledge their support to grant your school's administration the power to redistribute grade point averages to those who are not high academic achievers. Film students' reactions while you ask them if they would voluntarily redistribute their grade points to a failing student and turn their A to a B or B to a C in the name of "fairness." The hypocrisy is obvious. Liberals embrace socialist policies when their own property is unaffected, but when socialism affects them personally, they become advocates of free enterprise instantaneously.



Activity 2: Save The Earth From Environmental Extremism

Expose how environmental extremists use questionable and often inaccurate data to scare Americans into embracing their radical agenda. You can distribute flyers that can be printed from Young America's Foundation at yaf.org or even participate in a debate with an environmentalist student organization.

May

Now you can celebrate your success during the school year!

How does it feel to have successfully advocated for the Conservative Movement at your school? How does it feel to have aggressively offered an alternative viewpoint and forced the Left to respond to different ideas?

Here Are Some Of The Results Of Your Activism:

- You spread conservative ideas such as limited government and individual freedom, generating discussion among students and university administrators.
- Your organization built credibility among administrators, faculty, and students. The campus Left will not like your ideas, but it now knows that your chapter is not intimidated.
- You provided a genuine service to your peers by balancing the education that they receive. You may not always hear about it, but be reassured that there are students and faculty members who truly appreciate what you are doing.
- Your success energized your current chapter members, motivating them to organize similar activities next year and continuing to grow the Conservative Movement on campus.
- Your success attracted new members. Students want to be associated with success, and conservative students who have not been active will have seen that your group has made an impact on campus.
- You discovered allies on campus and in your community who will help you and your organization for years to come.



LEGAL INFORMATION CONCERNING POLITICAL ACTIVITIES

Young America's Foundation is a 501(C)(3) tax-exempt educational organization. Young Americans for Freedom (YAF) is the Foundation's chapter affiliate. Due to this tax status, your YAF chapter (whether at a high school or college) can engage in activism but not in political activities. Below is a brief clarification of the allowed and prohibited activities of your YAF chapter. Should you have any questions about this topic, please feel free to contact [Executive Director Patrick Coyle](mailto:pcoyl@yaf.org) at pcoyl@yaf.org or (800) 872-1776.

Allowed activities:

- Promoting conservative principles such as limited government, individual freedom, free enterprise, and others
- Criticizing liberal principles such as government regulation, social welfare, racial preferences, and others
- Supporting or criticizing policy positions of individual public officeholders; for example, supporting Senator Ted Cruz's opposition to the minimum wage or opposing President Obama's support for the progressive tax system
- Educating students about particular issues, such as U.S. foreign policy or immigration
- Generally, not participating in overt Republican, Democratic, or Libertarian Party (that is, not favoring one political party or another) activities
- Organizing activism initiatives, such as the Foundation's 9/11: Never Forget Project, No More Che Day, Freedom Week, and others
- Hosting conservative speakers for lectures on public policy topics
- Debating other student organizations
- Organizing public displays relating to any of these themes
- Writing op-eds
- Creating, distributing, and posting flyers
- Creating and posting on social media accounts
- Creating your own website and blog
- Tabling
- Conducting interviews
- Fundraising
- Cosponsoring an event with other student organizations recognized by your college or university
- Screening films for your chapter
- Hosting social events, such as end-of-the-semester parties or retreats for your chapter

Prohibited activities:

- According to the Internal Revenue Service (IRS): Directly or indirectly participating in, or intervening in, any political campaign on behalf of (or in opposition to) any candidate for elective public office
- Fundraising for candidates for elective public office
- Endorsing or opposing a political party, such as the Republican Party or the Democratic Party
- Hosting on behalf of your YAF chapter a candidate for elective public office, unless all candidates are equally invited for comparable events
- Using social media to engage in the aforementioned prohibited activities
- Allowing another third party to use the name of Young Americans for Freedom without permission from the national office

Young America's Foundation regrets that there are oppressive and discriminating officials at the IRS and in the country's educational institutions who have put in place these regulations. Should you have any doubts about the implementation of these guidelines, please do not hesitate to contact us to gain clarification.



Your chapter can visit Ronald Reagan's beloved Ranch in Santa Barbara, California. It will be an experience you will never forget!



Young America's Foundation is committed to ensuring that increasing numbers of young Americans understand and are inspired by the ideas of individual freedom, a strong national defense, free enterprise, and traditional values.

As the principal outreach organization of the Conservative Movement, the Foundation introduces thousands of young people to these ideas.

We accomplish our mission through campus lectures, campus initiatives, student conferences

and seminars, The Reagan Ranch, The Reagan Ranch Center, The National Journalism Center, and media and publications.

Young America's Foundation saved President Reagan's Western White House, Rancho del Cielo to preserve it as a living monument to Ronald Reagan and to pass on the President's lasting accomplishments to future generations.



Young Americans for Freedom is a project of Young America's Foundation

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