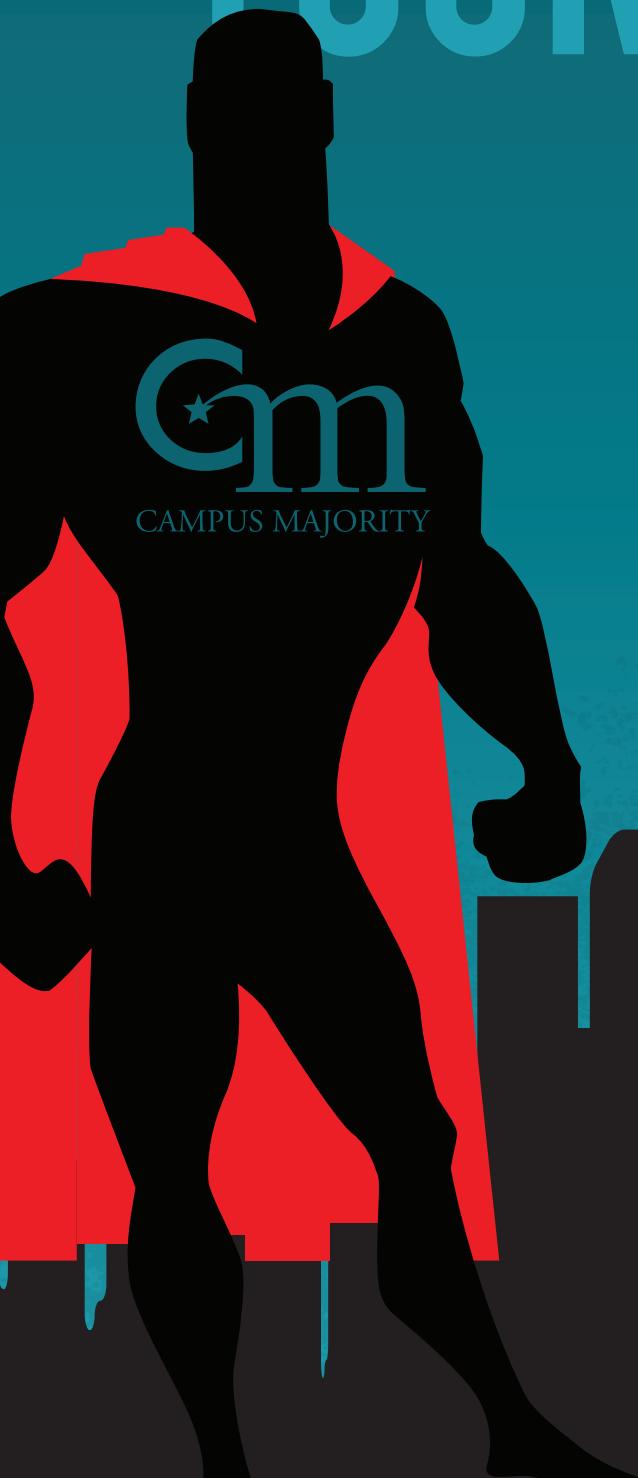


ACTIVATE YOUR CAMPUS



AMERICAN MAJORITY

As a new student, it can be a thrill to set foot on your college campus for the first time. You have everything ahead of you—an education, independence, new friends, career prospects. You're ready to change the world. But for the conservative student, changing the world means changing your campus first. And that's a tall order.

It's no secret that American colleges are the strongest—and least opposed—bastions of radical liberalism in the nation. Traditional, conservative values are not just challenged by both students and faculty, but often openly mocked, ridiculed, and dismissed without debate inside and out of the classroom. As a conservative, you've got your work cut out for you. But in few contexts is standing up for liberty more exhilarating.

Engaging college campuses with the message of freedom requires preparation, conviction, and just plain guts. But our country is waiting for young people with courage to stand up, be leaders, and speak out for liberty. America's student demographic can't be ignored in this fight. After all, college students are the future—our future congressmen, judges, governors, civic leaders, journalists, teachers, and next-door neighbors.

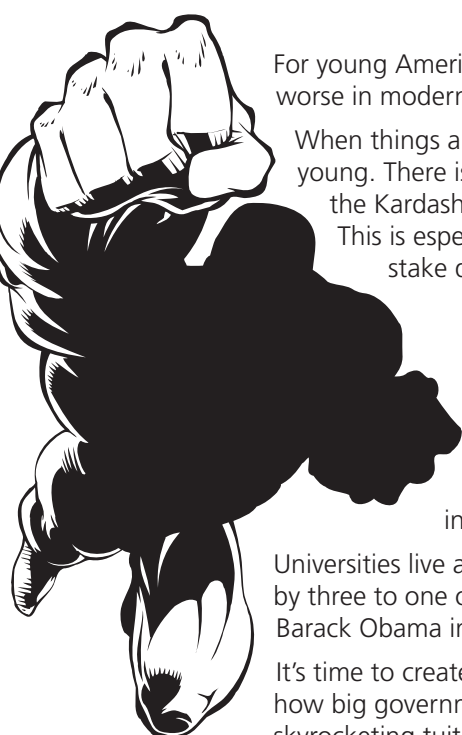
We hope this manual not only gives you some great ideas but also inspires you to stand up for liberty in whatever campus capacity you find yourself in. May the guidance here also serve as a reminder that there are many students out there already fighting this battle—and that many in the broader community are willing to support you as you do the same.

Keep America Free,



Ned Ryun
President
American Majority





For young Americans, the combined economic hardship of debt and unemployment has never been worse in modern history than now.

When things are going well it is easy to just sit back and enjoy the ride, especially when you're young. There is a general sentiment among young people today that it's cooler to keep up with the Kardashians than with what is happening on the national and international political stage. This is especially true when teens, college students, and recent graduates feel that the issues at stake don't directly affect them.

OUR MESSAGE TO YOU: IT'S TIME TO WAKE STUDENTS UP!

If young people want to preserve their future, it's important that they have a voice in this country now.

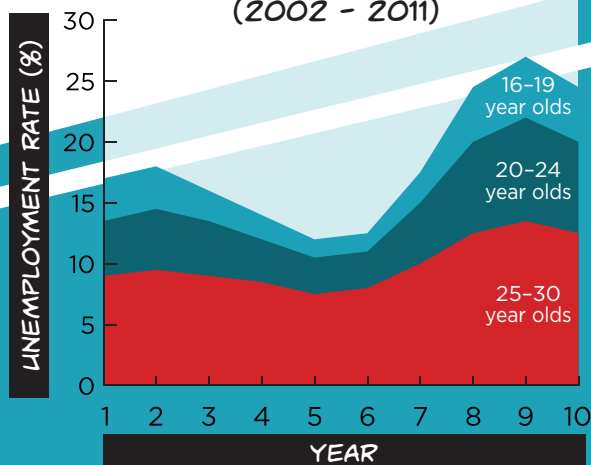
Universities live and breathe liberalism. Liberal professors outnumber their conservative counterparts by three to one on college campuses. A whopping 9 out of 10 university faculty members supported Barack Obama in the 2008 election, and 96 percent donated to the Obama campaign in 2012.

It's time to create a strong conservative force on campuses nationwide who will educate students on how big government is affecting their demographic the most—be it through steep unemployment, skyrocketing tuition, or loads of debt. The solution is clear. Students must rally behind truly conservative, free-market leaders if they wish to see real change. They must take ownership of their own futures.

Conservatives need to start cultivating a grassroots effort on college campuses. The Left maintains a presence on campuses year round, recruiting students and inculcating them with their political propaganda. By the time an election rolls around, the Left already has a robust political infrastructure through which it can set up campus offices and hold events for students. On Election Day, the Left easily turns out the student vote. And the student vote is becoming more and more significant. In the 2012 presidential election, voters from ages 18 to 29 made up 19 percent of the electorate, according to one poll.

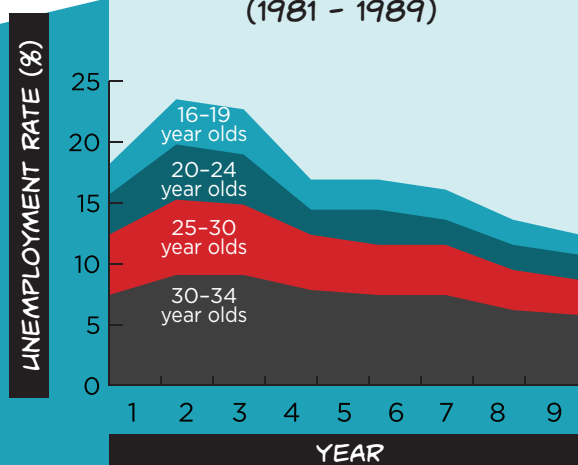
If conservatives wish to see victory, we must learn how to reach this young demographic. This manual will explain how conservatives can make a difference on campuses across the nation.

YOUTH UNEMPLOYMENT:
BUSH/OBAMA
(2002 - 2011)



Calculated from U.S. Bureau of Labor Statistics data.

YOUTH UNEMPLOYMENT:
THE REAGAN PRESIDENCY
(1981 - 1989)



Calculated from U.S. Bureau of Labor Statistics data.



HOW



VOTER GRAVITY

1. **YEAR-ROUND VOTER REGISTRATION.** College campuses are a great venue for signing up new voters. The Left, aware of this, holds voter registration drives throughout the year, recruiting thousands of new voters who will faithfully turn out for their candidates in election season. Beyond simply registering students to vote, the Left gathers students' contact information so they can stay in touch and mobilize them as needed in the future.
2. **SURVEYING/CANVASSING.** The Left is consistent about surveying various populations to see which issues are most important to people. They record responses and tailor their messaging to fit what people want to hear. President Obama's campaign utilized this method to great success—especially on college campuses. He won the battle on campuses by speaking to interests such as student loans, birth control, and health care.

Unfortunately, conservatives largely avoided college campuses in the 2012 presidential election and thus missed the opportunity to combat this message. If conservatives hope to get their message out and speak to voters' concerns, we must start building teams of volunteers to survey and canvass student populations.

Utilize social media and voter databases such as Voter Gravity. This will be the fastest way up the ladder in most political fields. Visit www.votergravity.com for more information.

3. **ISSUE CAMPAIGNS.** The Left is brilliant when it comes to formulating a message to fit a particular demographic. While conservatives may have an uphill battle winning young Americans on certain social issues, we can definitely attract their attention with an issue that hits close to home—their wallets. For example, we can focus on three main topics in this area: youth unemployment, national debt, and increased expenses. Youth unemployment over the last four years has averaged 17.5 percent—the highest in recorded history. Washington has successfully racked up over \$16 trillion of national debt and is not serious about reigning in spending. Young Americans are experiencing a decrease in average salaries while basic expenses—gas, food, and rent—are skyrocketing, forcing young Americans to postpone building savings, buying a car or house, and starting a family. It may take hard work, but with careful planning conservatives can successfully challenge the Left's propaganda on college campuses.

Over the last four years,
youth unemployment
has averaged **17.5%**

the highest in recorded history.

THINGS TO KNOW BEFORE LAUNCHING A VOTER REGISTRATION DRIVE ON YOUR CAMPUS:

WHEN IS THE NEXT ELECTION? WHEN IS THE DEADLINE FOR VOTER REGISTRATION? WHAT ARE YOUR COLLEGE'S RULES FOR VOTER REGISTRATION DRIVES? WHERE CAN YOU SET UP? WHAT TIME OF DAY CAN YOU SET UP? WHAT ARE THE STATE LAWS FOR REGISTERING NEW VOTERS?



4. **SPEAKER EVENTS.** The Left is notorious for sponsoring various influential speakers on college campuses. Throughout the 2012 campaign, President Obama funded events that featured celebrities such as Scarlett Johansson, Jessica Alba, and the Foo Fighters. Having influential people articulating your message can go a long way. Conservatives can also tap into pop culture. There are many conservative celebrities and public figures who could help rally young Americans. Examples include 50 Cent, Chuck Norris, Kid Rock, Bruce Willis, Gary Sinise, Trace Adkins, Lorne Michaels, Kelly Clarkson, and Angie Harmon.



More likely than not, conservatives won't be given a voice on campus unless they fight for it. In Wisconsin, conservatives exposed how a University of Wisconsin-Whitewater lecture series was funding only liberal speakers, though the school claimed to have no bias. This is not an isolated incident to be sure. We need to get involved to ensure that conservative and liberty-minded speakers are reaching our students.

5. **CAMPAIGN OFFICES ON CAMPUS.** The Left strategically places campaign offices right in the heart of college campuses. This allows staffers to organize students during elections, hold events, conduct surveys, and distribute materials. Having a visible presence on campus also helps the Left personally engage students and recruit volunteers. Students can easily attend events held at the campaign office.
6. **SOCIAL MEDIA.** The Left has mastered the use of social media to advance their cause. In 2012, President Obama outspent Mitt Romney on social media by 10 to 1. On Election Day, President Obama used his Facebook page to remind his fans to vote—and told them to remind two of their own Facebook friends to vote as well. Romney's social media strategy didn't even come close to this. Conservatives must stay up to date on current technology and use it to their advantage in order to experience the success we see in our liberal counterparts.
7. **PLEDGE TO VOTE.** "Pledging" to vote signals you have made a commitment you are willing to stick to. The Left floods college campuses during campaign season to encourage students to pledge to vote for their candidate. Students then become emotionally invested in their candidates and are more likely to actually turn out for them on Election Day.
8. **CANDIDATE FORUMS AND INTERVIEWS.** Inviting politicians to campus for interviews and forums is a great way to press candidates on important youth issues. This is also a way to separate the cowards from the lions. Those who are strong in their convictions and principles won't be afraid to speak in front of a crowd and answer the questions prepared for them. Side note: Recording these interviews is a great way to hold candidates accountable in the future!



TIPS FOR SUCCESS:

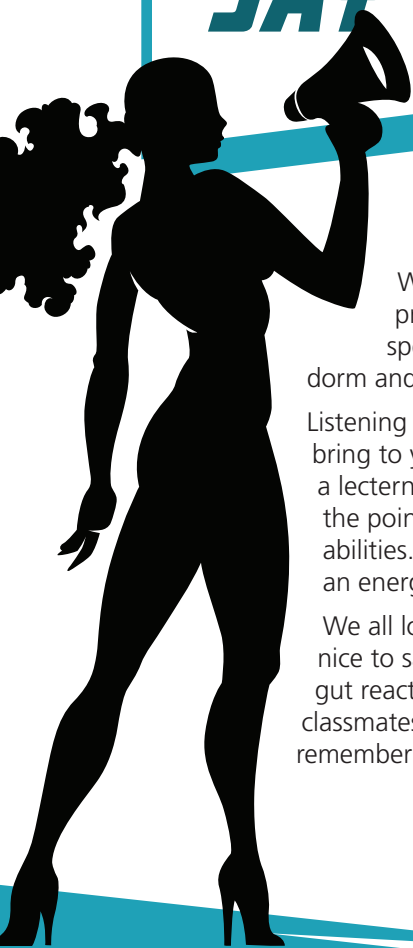
RECRUITING VOLUNTEERS: Look for volunteers who are excited and mobilized—they are an integral part of a campaign. They are needed for GOTV efforts, canvassing voters, making phone calls, putting up signs, etc. Volunteers should be loyal, willing to work hard, and able to successfully perform the tasks assigned to them.

Working with Volunteers: Understand their strengths and weaknesses. If you know your volunteers and what they are capable of accomplishing, you can assign them specific responsibilities and they will produce better results. For example, assign some people to voter canvassing, others to phone banking, others to helping with events.

9. **CAMPAIGN ACTIVISM.** You must have a solid understanding of the candidates you are supporting. When campaigning for a candidate, be ready to overcome negative attacks, discuss the issues, and connect with voters effectively.
10. **PARTNERING WITH OUTSIDE ORGANIZATIONS.** Building coalitions with outside organizations, such as Liberty Groups, can have a powerful effect on getting true conservatives elected and in holding them accountable. Liberty Groups have long been trying to reach out to young people and are excited about opportunities to join forces with young groups. The end goal is the multiplication of your efforts, not a division of forces.

BLAM!

SAY WHAT?! HOW TO SUCCESSFULLY COMMUNICATE YOUR MESSAGE



We've all been there—waiting for a speaker to step on stage, anticipating a solid, energizing presentation. Then the speech begins and we cringe inwardly, avoiding eye contact with the speaker. The longer it runs, the more strongly we feel that we should have stayed back in the dorm and asked a friend to give us the SparkNotes version the next morning.

Listening to a poor communicator can be a painful experience. And now that you have a message to bring to your campus and community, you're on the other side. Whether or not you stand behind a lectern, you're the person with something to say. You've done your homework and understand the points you want to get across. Don't allow your cause to crumble around your public speaking abilities. What you say and how you say it matters. Public speaking is one vital factor that can cause an energetic, efficient campaign to gain momentum or grind to a painful halt.

We all love a great speech. It can make us laugh or cry, or move us to action. Though it would be nice to say that members of an audience base opinions of a speaker on content and pure logic, gut reactions and general impressions play the most important role. At the end of the day, your classmates don't recognize how much sense your point makes—although that's a vital part. They remember what you say and the impression you make as you say it.

3 TIPS TO SUCCESS

1 MAKE IT PERSONAL

For too long, the Left has been better at appealing to the heart and emotions to motivate college students to action. Conservatives often appeal only to the head by using facts, but facts rarely cause people to act. How many times have you seen someone stand up and start rattling off statistics, only to have their audience tune them out? We can connect to the heart and emotions of our audience by telling our story, our individual stories that show how we connect as a whole. We can't emphasize enough how important it is that you share your unique personal experiences and let people in on your life. This gives insight into who you are and not just what you want to do or want them to do.

2 FOCUS ON WHAT YOU HAVE IN COMMON

Talk about why you and your classmates are similar. Let's face it: students care about what is real to them and what impacts them close to home. Your personal story, right in front of them, is real and far more compelling than statistics. Let your story show them how you are alike, how you are together, and let your story tell them how together you can make a change right now.

3 SMILE AND THE WORLD SMILES WITH YOU

To successfully communicate your message, it's important to keep it genuine. Care, and show that you care. But don't assume that your audience automatically understands you. Make sure you practice your main points and delivery with your friends and advisers. Know yourself. Understand your nonverbal and verbal strengths and weaknesses. Always remember: direct conflict is the least effective approach to convincing students to act. Your classmates don't want to feel like they're being coerced into something or backed into a corner. They often tune out government majors or politically active students in the same way they do salespeople—because they don't communicate in a genuine way that truly connects with them. Take the time to think about the best way to connect with your classmates. The extra homework will be well worth the results.



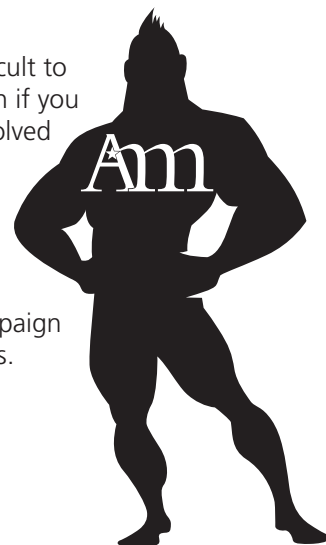
TAKING OVER YOUR STUDENT GOVERNMENT

WHY IT'S IMPORTANT: Strong, conservative leadership is needed on campus. Leaders in student government do influence activity on their campuses. For example, they are involved in allocating fees to student clubs, making improvements to campus life, and setting regulations for student organizations and activities. A conservative in such a position of leadership can also have the added task of keeping a university accountable and ensuring policies are fair and unbiased.



Student Government Association (SGA) is a vehicle through which college students can voice opinions and allocate funds for student organizations. If you want to see changes made on campus, you should run for a student government position.

HOW: It may be difficult to know where to begin if you have never been involved in a campaign. American Majority is here to help. This guide will give you the tools for how to run a successful campaign right on your campus.



STRUCTURE OF STUDENT GOVERNMENT

Legislative: The powers of the student senate include enacting laws, approving or disapproving appointments, and increasing fees for financing construction or renovations of buildings.

Executive: The duties of the executive branch and its staff include administering student laws, signing or vetoing senate acts, and creating new programs.

Judicial: Judicial oversight includes disposition of non-academic disciplinary complaints, SGA Constitution violations, the Conduct Code, housing and dining contracts, students rights and freedoms, and appeals of parking citations.



GENERAL GUIDELINES: STUDENT ELECTIONS ARE TYPICALLY HELD IN THE SPRING. MAKE SURE YOU OBTAIN THE DEADLINES FOR THE STEPS AND PAPERWORK THAT MUST BE COMPLETED BEFOREHAND.

1. **WHY ARE YOU RUNNING?** This is an important question, not just because people may ask you, but also because it will be the foundation of your plan to win the race. An authentic answer to this question should communicate your goals, your personal story, and a grasp of what is happening on campus.

List of Reasons to Run:

1. Combat liberal bias and activity
2. Promote conservative principles
3. Improve campus life
4. Leadership experience
5. Combat a bureaucratic and biased administration
6. Improve your resume



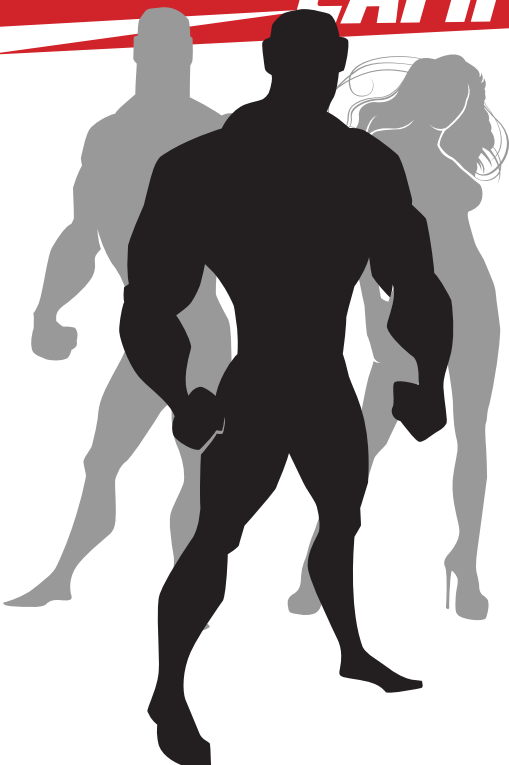
QUICK TIP: A candidate should always create a good “comparison piece” to contrast themselves with their opponent. Comparison pieces do not have to be nasty, but they should be compelling and convincing. The Right cannot simply “play nice” and avoid making the contrasts needed to win elections. It is particularly important to communicate the contrast between you and your opponent before the first day of early voting in order to help likely voters make an informed decision.

2. **KNOW THE ISSUES:** It is important to be aware of the “buzz” around campus. What changes do students want to see? What are they dissatisfied with? What do they like? Knowing the issues that are important to your fellow students will allow you to tailor your message to the student body. Even taking notice of smaller issues—for example, dissatisfaction with cafeteria food—and solidifying appropriate solutions for them will help you build support for the bigger, more controversial issues.

3. **SELF-PROMOTION:** People must know who you are in order to vote for you. It is important for you to stand out as a leader from the beginning.

- **Market yourself as a “go-to” person.** Knowing the issues and shedding light on them in a positive, clear-cut manner will help market you as the “go-to” person for answers. Show that your solutions will positively benefit everyone. This will advance your political presence and help you build an army of support. Stay up to date on what is happening on campus and prove yourself reliable. This will motivate and persuade others to join your force.
- **Never turn your cheek to the uninformed.** There will always be people who hold different opinions—especially

CAMPUS GROUPS



CATO ON CAMPUS



The Cato Institute was founded in 1977 to advocate the principles of limited government, free markets, individual liberty, and peace. Cato on Campus, the college-outreach arm of the institute, seeks to cultivate students who have the skill and passion to take the message of liberty into the 21st century. The organization also offers contests to motivate students to study libertarian thought. One of these is the Cato on Campus YouTube Contest, in which students create short videos promoting liberty (www.catooncampus.org.)

INTERCOLLEGIATE STUDIES INSTITUTE



The goal of the Intercollegiate Studies Institute (ISI) is “to educate for liberty.” ISI accomplishes this goal by educating about limited government, individual liberty, rule of law, market economy, and morality. ISI offers lectures, conferences, publications, fellowships, and opportunities to undergraduate, graduate, high school, and homeschooled students. More information about the organization is available at www.isi.org.

if you are a conservative. It's important to listen to others and arm yourself with facts, facts, and more facts. Explain your position calmly and effectively. However, a good rule of thumb is to never argue with anyone. If someone is set in his or her ways, thank them for listening and move on. Those "sitting on the fence" on issues will be willing to listen and ask questions. Always be ready to give great answers—"wow" them. You can and will gain credibility and make an impact.

- **Always deliver the right message to students.** Figure out what students care about and tailor your message to fit it. There is never a need for you to alter your core beliefs to align yourself with a certain group. However, tailoring and accentuating certain things for different groups can gain you a wider hearing. We do this in our everyday lives, and campaigns are no different.
- **Answer every negative attack.** Ignoring an attack will NOT make it go away. Voters believe the attack is true if the attacked candidate never responds. Always respond through the medium used to attack—Facebook to Facebook, Twitter to Twitter, or blog to blog.

4. REACH OUT TO LIKE-MINDED PEOPLE:

There are many different conservative groups on campus, even if they don't always have high profiles—reach out!

5. FUNDRAISE FOR A CAMPAIGN OR STUDENT ORGANIZATION:

Networks: Use connections on and off campus to help fund different initiatives and projects. Fundraising is essential to building a premier student organization on campus or running a top-tier campaign.

Events: Appeal to your market while promoting your message. College alumni and local businesses can be significant funding sources. It's important to be creative but also smart—do not spend more than the minimum profit you project. Partner with other groups or chapters for support. You must have a plan for the money you hope to bring in, as this gives people a reason for getting involved and donating funds to your cause. Outline a budget and your goals and develop a fundraising plan based on what you or other groups have been able to accomplish in the past. If something has worked before, try it again! Make a list of previous fundraising activities and their levels of success. Update and improve these approaches; take advantage of good ideas.

YOUNG AMERICA'S FOUNDATION



Young America's Foundation (YAF) is committed to increasing understanding about individual freedom, free enterprise, traditional values, and a strong national defense. YAF offers conferences and a campus lecture program, helping students bring in campus speakers that include politicians, journalists, and celebrities.

To guide students in legally participating in campus activism, YAF has developed the Conservative Guide to Campus Activism. Another YAF publication is the Campus Conservative Battle Plan with activism ideas, including Freedom Week and 9/11: Never Forget.

Students who host lectures, attend conferences, and make a difference on their campuses are rewarded through the YAF's Club 100 Activist Rewards Program (www.yaf.org).

THE COLLEGIATE NETWORK



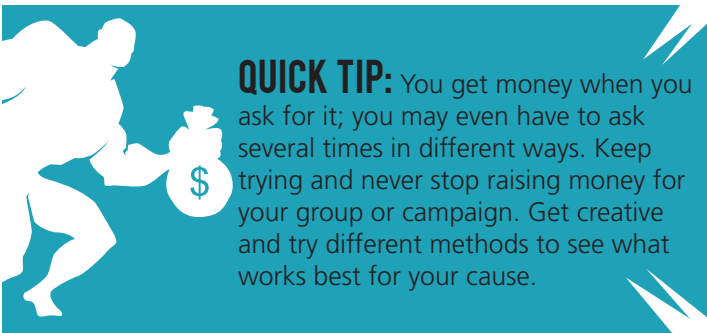
This foundation supports independent college newspapers and magazines, helping to respond to the politicization of American colleges and the resulting decline of educational standards. Publications supported by the Collegiate Network serve to raise the level of discourse on campuses and provide a way for students to keep faculty and administrators honest. Becoming a member of the Collegiate Network is free and offers great opportunities. You can find out more about the organization by visiting their website at www.collegiatenetwork.org.

YOUNG AMERICANS FOR LIBERTY (YAL)



YAL is the largest, most active, and fastest-growing pro-liberty organization on America's college campuses. With more than 380 chapters and 125,000 student activists nationwide, YAL seeks to identify, educate, train, and mobilize young people for liberty and the Constitution (www.yaliberty.org).

TAKING OVER YOUR STUDENT GOVERNMENT (cont.)



QUICK TIP: You get money when you ask for it; you may even have to ask several times in different ways. Keep trying and never stop raising money for your group or campaign. Get creative and try different methods to see what works best for your cause.

6. FIND VOLUNTEERS TO HELP YOU WITH YOUR CAMPAIGN:

When running for a student government position, it is good to put together a team of volunteers who want to get you elected. These people might be some of your closest friends or fellow students who share your principles. Mobilizing a team will ensure that you gain name recognition across campus. Remember: personal contact with students will ensure that people remember your name on Election Day.

- **Door-to-door dorm style.** Making rounds through the dorms to talk to people and hand out literature is just one way to help spread name recognition. Developing relationships with people will help turn them out to vote for you on Election Day. Studies done at Harvard and Yale show that in door-to-door canvassing, for every 12 voters you speak with face to face, one will vote for you—even if they have never heard of you before.
- **Literature.** Take advantage of your school's resources! You can often inexpensively print cards, flyers, and letters at the university library. BE CREATIVE! Seek out your school's art majors—you must stand out from the rest. Make sure your posters and flyers are bold, original, and eye-catching. Think of new ways in which you can leave your message and name with others. For example, students love food. Buy some suckers and tie a small campaign message to each one. Hand them out in your student union or cafeteria.
- **GOTV.** Make sure students are getting out to vote! Last minute door-to-door visits, in-person solicitations, phone calls, and Facebook and Twitter posts are key—use your resources!

7. ONCE ELECTED:

- Once you have been elected, “thank yous” are in order. Make sure you thank people who worked hard to get you elected. Acts of kindness go a long way.
- It's time to take effective action—you were elected for a reason. Stand out as the strong conservative on board. Conservative politicians in the past have earned poor reputations by eventually folding on their principles and voting in favor of liberal legislation. This reputation haunts them for the rest of their careers, so don't let this happen to you.
- Make sure the allocation of funding for student organizations is fair and balanced—not biased.
- Make sure appropriate events are being held on campus. Liberal messaging has become extremely vulgar on college campuses. Stand up for messaging that is both conservative and appropriate, while still strong. Liberal messages that are vulgar or shocking appeal to students because they evoke strong emotions. Be strong in the message sent to students.
- Make sure funding is being provided for projects on campus that will truly benefit student life.
- Take a stand for accountability and transparency. University policies determine everything from the schedule of classes to the cost of textbooks. It is important that the process of making these decisions is open and transparent. This is especially important for public universities because they handle taxpayer money on a regular basis. Make sure your campus is transparent and accountable for the money it receives and spends.

TRAPS

KNOW YOUR SCHOOL'S RULES. SCHOOLS TEND TO HAVE LONG LISTS OF BUREAUCRATIC LAWS AND REGULATIONS FOR EVERY ACTIVITY. MAKE SURE YOU KNOW THEM SO YOU CAN EFFECTIVELY SUCCEED. IF THERE IS A GRAY AREA, MASTER IT! ASK QUESTIONS. THE FACULTY IS THERE FOR A REASON. YOUR LIFE WILL BE MUCH EASIER IF YOU FOLLOW THE PLAYBOOK.

DON'T GET STUCK NOT KNOWING WHAT IS HAPPENING ON CAMPUS. STUDENTS MAY APPROACH YOU ABOUT SOMETHING OF MAJOR CONCERN, SO MAKE SURE YOU ARE ARMED WITH FACTS AND ANSWERS.



ESTABLISHING A CONSERVATIVE PRESENCE ON YOUR SCHOOL NEWSPAPER EDITORIAL BOARD



WHY IT'S IMPORTANT: School newspapers have a powerful influence on student opinion. They provide an outlet for information on campus life and local and national news. Most significantly, they run opinion pieces and editorials. Young people tend to be driven by societal norms and the opinions of others, and thus opinion pieces can be very powerful. However, many opinion and editorial writers tend to skew facts to make a point. Liberals have mastered this, especially in the mainstream media. It is important for conservatives to combat this problem from the bottom up. What better place to start than your school newspaper?

Editorial Board: The editorial board of a newspaper decides what direction the paper is going to take: what news will be reported, what tone the paper will take, what pieces will be included, etc. School newspapers need conservatives on their editorial boards to prevent slanted reporting.

Fact checking can make or break a piece. Many liberals have mastered the art of taking facts and tailoring them to fit their political agenda. Editors have the ability to correct this and prevent false or slanted information from being published. Conservative board members can also blaze a trail for more conservative writers to participate in reporting.

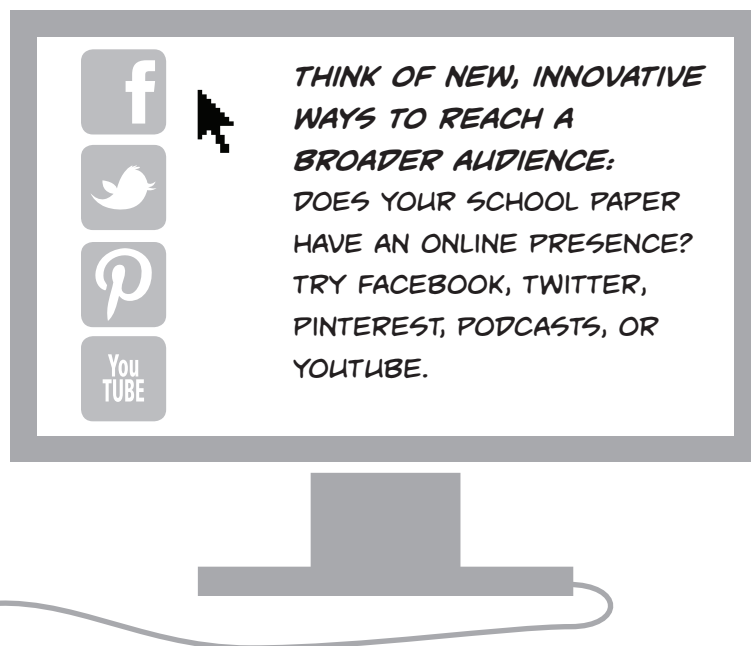
FACT

As you pursue a position of leadership, you should encourage at least two more of your friends to join the board with you. However, remember that to sit on the editorial board you must be able to write well. Journalism classes and programs are a great way to master this trade.

1. UNIVERSITY ACCOUNTABILITY AND TRANSPARENCY: Your presence on the editorial board will allow you to dig deep into the decisions made by school administrators and expose possible corruption. For example, take a look at how your university allocates taxpayer and student money. What is it being used for? If it is not being used properly, expose it.

2. CONSERVATIVE COLUMNS: Having a conservative column in your school newspaper is a great way to combat liberal hypocrisy. You want to dominate the message mediums: if your school newspaper doesn't have a conservative column, start one! The column should include the following:

- a. A bold, eye-catching, clearly conservative title
- b. Controversial topics
- c. Coverage that will leave people wanting and asking for more



3. **CONSERVATIVE BLOGS:** Voices of liberty are few on college campuses. Facebook. Tumblr. Blogger. Wordpress. There are many different mediums for venting your frustrations with university policies or political scandals, or for expressing your support for a solution or an idea.

Blogging offers significant opportunities for you to lead others down a liberty-minded path. A well-run blog can spread information on key issues, build interest for a project, help you connect with other like-minded individuals, and give power to your message.

A former American Majority intern started a blog when he was chosen to be a delegate for a major party during the 2008 presidential election. He blogged live from the floor of the convention with photos, behind-the-scenes stories, and commentary. It gained him a following of both new and old activists and provided a place for him to record the experience.



Just remember, whatever you put on the Internet will be there forever, for anyone to see, so use common sense.

4. **WRITING LETTERS TO THE EDITOR IN THE LOCAL NEWSPAPER:**

Writing letters to the editor can be a great way to counter bias, voice support for candidates or legislators, and influence public perception on topics or issues. There are probably few places where you are needed more than in the opinion section of your local paper. The tips below are intended to help you craft a high-quality submission that gets published:

- When submitting your letter, include your full name, city and state, and a daytime phone number, as newspaper editors will want to call you to confirm your submission. Also, if you have any professional titles or experiences that particularly qualify you to write about an issue, be sure to include that information as well.
- If you are referencing a previously published item, be sure to include the title of the piece and the date it ran so the editor and readers will understand where you're coming from.
- Be concise. The shorter your letter is while still encapsulating your points, the greater the likelihood it has of getting published.
- Be direct and clear, and keep your words simple. Keep your sentences and paragraphs short and easy to follow. Don't use long, flowery words that require the average reader to grab a dictionary.
- Have fun. Make your letter stand out by playing with words and using irony—you can even use sarcasm, but be careful not to be mean.
- Be creative—steer away from clichés and overused puns.
- Be respectful and carefully avoid personally attacking another person.
- Be the voice of reason. Once published, your writing can reappear later in life at the worst time.

TIPS FOR BLOGGERS

- **PURPOSE:** WHAT IS IT THAT YOU WANT TO ACHIEVE THROUGH THIS FORM OF COMMUNICATION?
- **AUDIENCE:** WHO ARE YOU TRYING TO REACH? ARE YOU TARGETING VOTERS OR STUDENT SENATORS?
- **MEDIUM:** WHICH BLOG-BASED MEDIUM WILL BEST REACH YOUR AUDIENCE TO ACCOMPLISH YOUR PURPOSE? EXPLORE THE STRENGTHS OF THE MEDIUM YOU CHOOSE: FOR EXAMPLE, IN AN OPINION EDITORIAL YOU CAN EXPLORE COMPLEX ISSUES, WHEREAS A VIDEO OR PODCAST CAN INCLUDE SOME HUMOR.



- Be personal. Use your own personal experiences to strengthen your argument. This makes your letter more interesting to read and freshens the debate.
- Double-check your facts and support them in ways for readers to find out more.
- Do it! Do not just put it on your to-do list. As soon as you know what you want to say, write your letter and submit it before the readers forget about the issue.

GETTING THE WORD OUT: CREATING A WIKI PROJECT

Build your online reputation as a credible source of information. This will simultaneously build your Google reputation. Google loves wikis (also known as wiki projects).

We are all familiar with Wikipedia, but there is a whole world of wiki projects waiting for contributors. Wikis are essentially websites with content that is created and edited by visitors.

Wiki projects are quickly becoming one of the most effective tools in the battle for liberty. But despite their great potential, not everyone takes advantage of them. You can play an important part by taking a leadership role in the wiki community.

The four most influential wikis in the liberty movement today are:

- SunshineReview.org: Holds the government's feet to the fire by advocating transparency and accountability.
- Judgepedia.org: Serves as a clearinghouse of all information judicial, from Supreme Court deliberations to local justices.
- Ballotpedia.org: Contains information on ballot initiatives and referendums, school board bond elections, and everything else related to electoral issues.
- WikiFoia.org: Provides state-by-state information on the Freedom of Information Act.

Wiki projects can help increase your group or organization's power on search engines. They allow you to define yourself, the leaders you believe in, or movements you belong to. You can also use wiki projects to draw attention to issues you feel are important or events you want to promote.



Facebook and Twitter are a must. Be sure to visit American Majority's resource webpage and check out the Twittivism manual (Twitter + Activism), which teaches you how to effectively use social media to bring change to your campus! American Majority believes that liberty-minded candidates and activists ought to fully engage cutting-edge social media platforms as a powerful means of advancing freedom. Please check out www.americanmajority.org to download your Twittivism guide. Also follow @am_national and @nedryun to stay up to date on what we are doing in your state.

WHY IT IS IMPORTANT TO GET INVOLVED ON CAMPUS?

College is a great place to network. Chances are that your fellow students (particularly the like-minded ones) have many of the same interests and career goals you do. These qualities make them good contacts for brainstorming and providing insight into potential post-college jobs.

Speaking of potential jobs, being involved in clubs and organizations can help students gain valuable experience and build their skills outside the classroom. Joining a club or organization allows you to meet new people. These friends and acquaintances not only enrich your time at college and make it more fun, but may also help you land a job in the future.

In addition to building lasting friendships, student organizations provide many other benefits, including serving as a venue for academic discourse, personal growth, leadership development, intercultural understanding, and community service. Moreover, research suggests that students who are involved in campus organizations tend to perform better academically and are more likely to graduate than their uninvolved peers.

GET CONNECTED NOW DURING COLLEGE AND TAKE THE NECESSARY STEPS TO "STICK OUT" FROM THE REST!

REALITY

During the 2008 elections, California was facing Proposition 8, a controversial ballot item on whether to recognize same-sex marriage in the state. The Internet quickly became a hot spot of name-calling and political spin from both sides of the debate. However, Ballotpedia.org posted an article about the ballot question that included the full text of the initiative, the arguments both for and against it, and places to go to find out more information. That article quickly shot up to the NUMBER ONE Google result for "Proposition 8" as more and more people were able to benefit from the factual representation it offered.



AMERICAN MAJORITY OVERVIEW

Our mission is to provide the training and resources necessary for conservative candidates, activists, and college students to be effective.

Manuals

In addition to this Campus Majority manual, check out our other training manuals including the Campaign Manual, Effectivism Manual, Public Speaking Manual, and Blogging for Freedom Manual. We also provide state-specific manuals on running for county commission, city council, and school board. To download, visit AmericanMajority.org/resources.

Vote Goal Worksheets

American Majority also provides supplemental guides on specific subject areas. The Vote Goal worksheet is designed to make it easy to break down your precinct using previous election data to determine your targeted precincts.

Pamphlets

In tribute to the pamphleteers of the American Revolution, we are reviving this art form to educate and inspire a new generation. Topics in the first seven pamphlets have included America's rich heritage, rule of law, an appeal to justice, and self-government. Pamphlets are also available in Spanish.

Podcasts

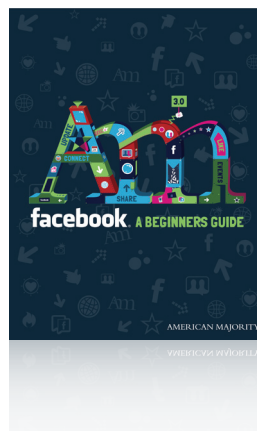
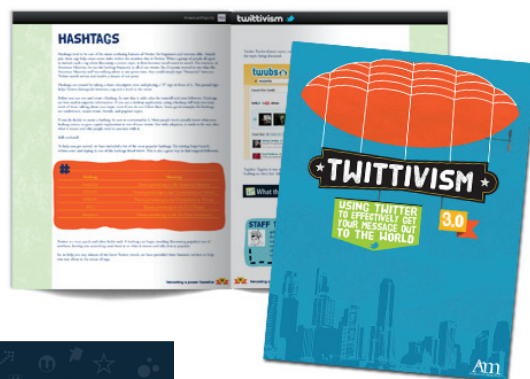
Our podcast series is available at AmericanMajority.org and on iTunes.com. Podcasts include a 21-part series on running for office, a 31-part series on the history of the Constitutional Convention, and "Days of Revolution," which chronicles the days leading up to the American Revolution.

Facebook and Twitter Guides

We have developed comprehensive guides to Facebook and Twitter, as well as created an archive of online resources geared toward ensuring American Majority trained candidates and activists are the most effective online. Everything is available via link and download from American Majority's website under social media resources.

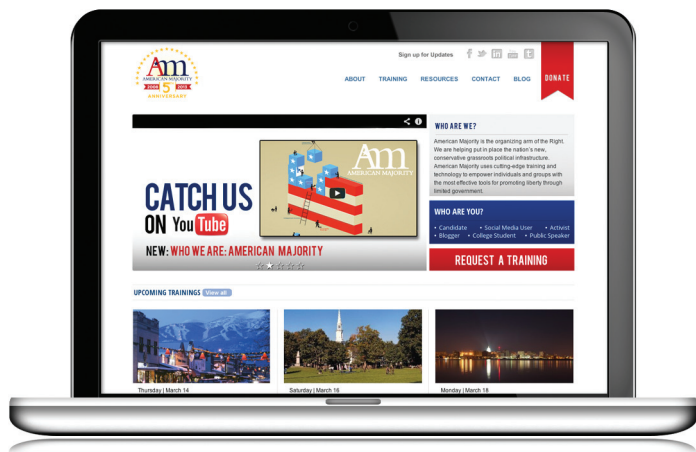
Video Tutorials

Our video tutorials serve to complement our social media training courses. Online activism can be a daunting new world for many, so these 20-minute videos are an easy, quick way to access information about Facebook, Twitter, online video editing, YouTube, blogging, and much more.



CONNECTING WITH AMERICAN MAJORITY

American Majority has several means of connecting with you. Utilize the American Majority website as a tool for getting started and as a resource for impacting your campus.



www.AmericanMajority.org

Check out the rest of American Majority's guides, podcasts, and pamphlets by clicking the Resources tab on the homepage.



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