

Recruitment Event/Activity

What is the Recruitment Meeting?

The goal of a general program meeting is to introduce the Feminist Majority Leadership Alliance and *Choices* Campus Campaign and provide students with the opportunity to participate.

Preparation for the Meeting

- ✓ Contact a National Campus Organizer for materials and suggestions.
- ✓ Choose a hot or relevant topic, issue or campaign to feature at the meeting.
- ✓ Make sure the location and time are convenient and comfortable for a diverse group of students. The room should be large enough to be comfortable, but small enough to look filled.
- ✓ Begin a publicity and outreach campaign for the meeting. Post bright flyers that include the date, time and location of the meeting, along with contact information in case anyone has questions.
- ✓ Make announcements about the general program meeting in classes. Ask supportive faculty members to help publicize the meeting in their classes. Circulate a sign-up sheet at all classroom announcements
- ✓ Divide sign-up sheets and phone lists among members to place reminder calls to interested students about the meeting. Make calls the night before the meeting. Send a reminder e-mail as well.
- ✓ Develop an agenda ahead of time with the help of your Campus Organizer (see Sample Agenda). Divide the agenda among all Executive Committee/Launching members to give everyone a chance to present a part of the program, and practice the presentation.

The Day of the Meeting!

The Executive Committee/Launching Members should arrive at least 45 minutes early. Post signs to help students find the room. Allow approximately one hour for the meeting.

Make sure you're prepared! Bring...

- Chalk and markers
- Sign-up sheets and clipboard
- FMLA materials, including Membership Forms
- Signs to decorate the room
- Snacks!

Sample Agenda for a Recruitment Event/Activity

Welcome

- Thanks for coming!! Make people comfortable and happy that they are attending!
- Introduction of the Executive Committee/Launching Members.
- Brief introduction of all others present with icebreaker activity or game.
- Send around a sign-up sheet.

Introduction to the Feminist Majority Leadership Alliance (FMLA)

Explain the vision behind the Feminist Majority Leadership Alliance: Young feminists are the leaders of today! The FMF launched the Campus Program to:

- Inform young feminists of the very real threats to abortion access, women's rights, affirmative action, and LGBT rights posed by right-wing extremists.
- Provide students with skills and resources to organize effectively around feminist and pro-choice issues.
- Empower students to affect change at the grassroots, state, national, and global levels.
- Join a nationwide network of pro-choice feminist activists.

Make sure to share information about your own FMLA. If your group is just beginning, how was it conceived? If your group is established, share the story and your major successes. Is there a strong need for a feminist presence on campus? What are some of the unique challenges and successes you have had on campus? Get people excited about the way they can be part of a local *and* national movement through this group.

Introduction to the Feminist Majority Foundation (FMF)

- Review FMF's principles, mission, and definition of feminism. Including the importance of calling the group and oneself feminist.
- Discuss some of FMF's major programs: Ms. Magazine, Ending Violence Against Women Initiative, Reproductive Health Campaigns such as National Clinic Access Project and its Adopt-a-Clinic campaign, Campaign for Mifepristone and Women's Health, Campaign to Help Afghan Women, Get Out Her Vote 2013-2014.
- Explain FMF's commitment to campuses and training the next generation of feminist leaders.
 - FMF provides student activists with the tools and resources necessary to engage in feminist activism.
 - FMF provides students with support and resources to be effective activists, access to a full time staff of experienced Campus Organizers, and national and regional training conferences.

Introduction to the FMF Choices Campus Program

- A national program that all Leadership Alliances work on together. Defines "choices" broadly to include a range of feminist and pro-choice issues.
- Explain the role of faculty advisors.
- Review the Constitution (Name, Purpose, Principles, Executive Committee, and Meetings and Procedures).