



FEMINIST MAJORITY FOUNDATION

FEMINIST CAMPUS

WORLD'S LARGEST FEMINIST STUDENT NETWORK

CAMPUS ORGANIZING GUIDE

2018-2019

Choices Campus Leadership Program

Table of Contents

Overview of the Feminist Majority Foundation.....	3
Programs	4
Innovative FMF Programs for Women and Girls.....	8
Mission and Principles.....	15
Feminists Are the Majority.....	16
Feminist Majority Foundation Campus Team	17
Membership Growth and Retention	19
Recruitment	20
Recruitment Events and Activities	23
Sample Agenda for a Recruitment Event/Activity.....	24
Faculty and Staff Team.....	25
Effective Activism: How to Structure Productive Meetings	26
Holding Elections.....	28
2018-2019 Program Planning: A Guide for Successful & Engaging Meetings	29
Visibility Events	33
Event Planning Tips & Tricks	34
Event Planning: Sample Timeline.....	35
Public Speaking	36
Take Action: Feminism 101.....	37
Connect with Feminists on Campus and in the Community	38
Publicity and Outreach	39
Media Strategy	41
Tools for A Media Strategy.....	42
Media: Working with Reporters	43
Sample Past Press Release #1	44
Sample Past Press Release #2.....	45
What If You Don't Get Media Coverage?.....	46
Social Media + Digital Organizing	47
Developing a Budget.....	48
Sample FMLA Budget: 2018-2019.....	49
Fundraising.....	50
Fundraising Ideas	51
Feminist Calendar	52

Overview of the Feminist Majority Foundation

As a national organizer for the Feminist Majority Foundation, you are a part of history in the making. In our reproductive rights work alone, our National Clinic Access Project developed the strategy and tactics for defending and securing abortion clinics. In 1994, the Feminist Majority Foundation initiated, pursued, and won a Supreme Court case establishing the constitutionality of safety buffer zones around clinics.

The Feminist Majority Foundation worked for 11 years to win approval of the early abortion pill, mifepristone (formerly known as RU 486). FMF won approval for mifepristone as an early abortion option in 2000. Finally, in 2007, the Feminist Majority Foundation sponsored and began mifepristone clinical trials as a possible treatment for progesterone-dependent ovarian cancer.

In 2002, the Feminist Majority Foundation was nominated for a Nobel Peace Prize because of its work on behalf of Afghan women and girls. With the support of tens of thousands, FMF's work was key in stopping U.S. and U.N. recognition of the Taliban in 1998 and, in 2003 and 2005, in winning extensive funding for Afghan women's programs, for the Afghanistan Independent Human Rights Commission (AIHRC) and the Ministry of Women's Affairs (MOWA). In 1996, the Feminist Majority Foundation (FMF) launched its Choices Campus Leadership Program. FMF was the first reproductive rights and first women's rights organization to invest a substantial budget in campus activist organizing. Today, the FMF campus program is the largest of its kind and the largest reproductive rights network on campus.

The Feminist Majority Foundation was founded in 1987 as a 501(c)(3) tax exempt, non-profit organization. FMF is the nation's largest feminist research and action organization dedicated to women's equality, reproductive rights and health, and non-violence. To carry out these aims, FMF engages in research and public policy development, public education programs, grassroots organizing projects, leadership training and development programs. Its sister 501(c)(4) organization, the Feminist Majority, focuses on empowering women in public policy-making as well as gender balance in elective and appointative offices. FMF is organized on a project basis. Currently, FMF has many active projects, or programs, each trailblazing and making history in their own right.

Programs

Reproductive Health Programs

Choices Campus Leadership Program
National Clinic Access Project
Women's Health and Research
National Abortion Rights and Reproductive Health Coalition Core Group
International Sexual and Reproductive Health and Rights Coalition

Global Women's Empowerment Programs

Global Reproductive Health Program
Campaign for Afghan Women and Girls
Global Womens Empowerment
Girls Learn International

Stop Violence Against Women Initiative

Stop Campus Sexual Assault
Stop Military Sexual Assault

Feminist Leadership Program

National Council of Women's Organizations—Executive Committee
Leadership Conference on Civil and Human Rights
National Equal Rights Amendment Coalition—Lead Organization

Education Equity Project

Research on single sex education
Title IX Coordinators Project
Feminist Majority Foundation & Feminists United Title IX Lawsuit
The National Coalition for Women and Girls in Education

Women and Media

Liberty Media for Women/*Ms.* Magazine
Documentaries/Videos/CDs
Publications

Online Organizing, Social Media, and Education Program

Websites: feminist.org; feministcampus.org; msmagazine.com; girlslearn.net;
feministmajority.org (sister organization) and the microsite: feminist.org/anti-abortion-violence
Facebook, Twitter, tumblr, Instagram
Feminist Action Alerts

Reproductive Rights and Health Campaigns, Programs, and Projects of FMF

FMF Reproductive Rights campaigns and programs are extensive. Our reproductive health programs are organized into three main projects:

- **Choices Campus Leadership Program**: The largest pro-choice network on college campuses includes chartered, affiliated, working, underground, and outreach campus groups in 45 states and the District of Columbia on a wide range of public and private, two- and four-year colleges and universities. The program provides young women and men with organizing tools to counter threats to reproductive rights and increase access to reproductive health services. In total by field and online organizing the program reaches some nearly 2000 campuses. After a successful fight to win FDA approval of over-the-counter Emergency Contraception, our campus program conducts four reproductive advocacy and activism campaigns: (1) Birth Control Access Campaign; (2) Stop the War on Women and TRAP Laws; (3) Adopt-a-Clinic and Counter Fake Clinics, (4) Global Reproductive Health, and two civic engagement campaigns (5) Vote Feminist and (6) Capital Cities Campaign with a focus on Southern Capitals including Richmond, VA, Raleigh, NC, Columbia, SC, Atlanta, GA, Louisville, KY, Nashville, TN, Jackson, MS, Baton Rouge, LA, and Montgomery, AL.
- **National Clinic Access Project**: Our project, now 28 years old, is the largest clinic defense program in the nation and works to keep women's health clinics open in the face of violence and intimidation. It conducts nationwide research and monitoring of violent extremists; provides legal assistance, security briefings, analysis and limited security grants to targeted independent clinics; and conducts community organizing to recruit and train escorts, and legal observers; and works to bring anti-abortion extremists to justice. NCAP works in coalition with Planned Parenthood and the National Abortion Federation.
- **Campaign for Mifepristone and Women's Health**: After leading a successful twelve-year fight to make mifepristone available to American women, our *Campaign for Mifepristone and Women's Health* is now working to expand public awareness of and research funding for mifepristone's potential uses for serious illnesses affecting primarily women. FMF conducts the only program in the nation to provide Mifepristone for compassionate use to seriously ill patients.

Each of the Feminist Majority Foundation's reproductive rights and health programs builds upon the knowledge, research, and action of one another as well as the work of other reproductive rights organizations. Together the programs work as a whole – each made stronger because of the others. Our programs have been able to identify and respond to critically needed unmet services, mobilize direct action on behalf of reproductive rights, counter attacks from the anti-abortion movement to restrict reproductive rights and services, and train the next generation of leaders in the reproductive rights movement.

Current Political Climate for Reproductive Rights, Health, and Justice

Since *Roe v. Wade* in 1973, reproductive rights have faced attacks. Following the 2016 election, reproductive healthcare and rights are under full scale attack by state legislatures, governors, the United States Congress and – with unprecedented hostility – the President and Vice President of the United States. With the appointments of two justices during the Bush Administration to the Supreme Court hostile to abortion, reproductive rights have been narrowed. In its first major decision on reproductive rights, the Roberts Court upheld in 2007 a federal abortion procedure ban, despite the fact that it lacked an exception to protect women's health. The decision was an invitation to states to pass more restrictive legislation.

During the Obama years, the President appointed and won Senate confirmation of two justices that are pro-women's rights but his third appointment was blocked by a Republican majority in the Senate. In February of 2017, President Trump has appointed Tenth Circuit Court of Appeals Judge Neil Gorsuch to fill the seat vacated by the death of Supreme Court Justice Antonin Scalia who was opposed to *Roe v. Wade*. Gorsuch's judicial philosophy of original intent is viewed as similar to or even stricter than Justice Scalia's. As a judge on the Tenth Circuit Court of Appeals, Judge Gorsuch signed onto the Hobby Lobby decision finding that a profit-making corporation had religious rights that took precedence over a woman employee's rights to access insurance coverage for birth control. Gorsuch also joined an opinion stating that requiring a religious-based non-profit to simply fill out an opt-out form that would exempt it from paying for birth control coverage but still allow women employees or spouses of employees to access the coverage would be too much of a burden on the religious non-profit. In short, Judge Gorsuch put religious non-profit and corporate interests above women's health. The Gorsuch appointment should, however, still leave a razor thin margin of 5-4 in favor of not completely overturning *Roe.v.Wade*.

After the 2010 elections, the state and Congressional attacks became more numerous and radical. The 2010 mid-term election resulted in an anti-reproductive rights leadership and majority in the U.S. House and in many state legislatures as well as in governors's mansions. The new right-wing leadership declared open season on women's rights, especially women's reproductive rights. Even though the nation re-elected a pro-choice president in 2012, the attacks on reproductive rights continued largely unabated in many states and the U.S. House. According to the Guttmacher Institute in 2011, state legislators hostile to reproductive rights introduced over 1,100 bills in 36 states, over 200 of which were passed, including 98 in 24 states to further restrict access to abortion. In nine states, including FL and GA, family planning was cut. In 2013, 22 states passed some 70 abortion restrictions, making it second only to 2011 in the most restrictions passed in one year.

In 2014 mid-term election an anti-women's rights majority and leadership was elected to the U.S. Senate as well the U.S. House and to many state legislatures. In the fall of 2015 and now in 2017, Congress is discussing whether or not to completely defund Planned Parenthood. In AL, AR, GA, FL, KY, LA, MS, TN, and many others states, reproductive rights are under full legislative assault. Fortunately, pro-choice forces had major wins in the 2013 Virginia statewide elections and as a result, TRAP regulations threatening to close all but four clinics were reversed. In November 2016, pro-reproductive rights forces suffered a catastrophic blow by losing the Presidency, both the House and the Senate (although narrowing the anti-majorities), many state legislatures and governorships to anti-abortion proponents. Today pro-reproductive rights political leaders control only 16 out of 50 governorships and only 29 of 99 state legislatures.

Access to birth control itself is now being threatened and dramatically restricted. At the expense of proven and effective comprehensive sex education programs, the federal government directed hundreds of millions of federal dollars to abstinence-only programs from 1996 - 2008. Funding for abstinence-only programs were significantly reduced under the Obama Administration in favor of medically effective programs. But federal funding of abstinence-only programs still persists. In addition, millions of federal and state family planning program dollars have been diverted to fund so-called "Crisis Pregnancy Centers" that use free pregnancy tests, misleading ads, and other gimmicks to draw in young women, frequently providing false information.

Previously, the price of birth control on college campuses had increased dramatically – in some cases doubling, tripling, or even quintrupling – since January 1, 2007 because of changes in Medicaid pricing rules under the federal Deficit Reduction Act of 2005. But with the Affordable Care Act (Obamacare) contraceptive mandate that requires birth control be made available to women without co-pays or deductibles, and students being able to stay on their parent's health insurance plans until the age of 26, students have more resources to access birth control. FMF seeks to increase understanding of the benefits of the ACA for students in increasing access to birth control under its well woman package, increasing eligibility to Medicaid and eliminating sex discriminatory pricing and benefits in all health insurance coverage.

Innovative FMF Programs for Women and Girls

National Reproductive Health Programs

1. **Choices Campus Leadership Program**

Launched in 1997 to train the next generation of feminist leaders, our *Choices* Campus Leadership Program has reached nearly 2000 two- and four-year colleges and universities in 45 states and the District of Columbia and an additional 409 campuses in 149 countries worldwide. Our program provides feminist students with the opportunity to learn about cutting-edge feminist issues, to develop their leadership and organizing skills, and to be connected with the larger reproductive rights/justice and feminist movements. Our national network of over 600 groups participate in FMF's *Choices* Campus Program, which broadly defines "choices" to include reproductive choices, leadership choices, career choices, as well as saving these choices - fighting the backlash. Through the *Choices* Campus Campaign, FMLAs educate their campuses and organize to effect change at both local and national levels. Current Choices campaigns include the *Birth Control Access Campaign*, *Stop the War on Women and TRAP Laws*; *Adopt-a-Clinic and Expose Fake Clinics*; *Campaign to End Campus Sexual Assault*; *Global Reproductive Rights*, *Vote Feminist*, and *Capital Cities Campaign*.

2. **National Clinic Access Project**

The FMF National Clinic Access Project engages in public education, advocacy work, and grassroots organizing to increase public awareness of anti-choice extremist violence. As the oldest and largest clinic defense project in the nation, the FMF provides assistance to some 587 independent or non-affiliated clinics that provide the majority of abortions in the U.S. Our project team researches and monitors anti-abortion extremists and works with law enforcement to improve responsiveness to clinic violence. When necessary, we provide direct assistance to abortion and family planning clinics in the form of legal, security, and support services as well as financial aid to independent abortion providers. Since the inception of NCAP in 1989, we have provided community-organizing support to clinics besieged by anti-abortion violence, training over 60,000 clinic defenders in 26 states in non-violent clinic defense techniques. For more information visit:

3. **Campaign for Women's Health Mifepristone Compassionate Use Program**

Following a 12-year nationwide public education campaign led by the Feminist Majority Foundation, in September 2000 the U.S. Food and Drug Administration (FDA) finally approved mifepristone (formerly known as RU 486) for early abortion. The FMF is currently working to ensure that anti-choice forces do not succeed in having mifepristone removed from the market as a safe early abortion option. Our campaign has also worked to raise public awareness of and research funding for mifepristone's potential use as a treatment for serious, life-threatening illnesses that predominantly affect women. In an historic breakthrough, the Feminist Majority Foundation has sponsored clinical trials for patients with progesterone-receptor positive ovarian cancer. This type of cancer makes up some 77-85% of uterine cancer and 26-45% of ovarian cancer. We assembled a team of prestigious clinical researchers, attorneys, and FDA specialists for the Phase II clinical trials. Since December 1998, FMF has been the sole provider of mifepristone for compassionate use. To date, FMF has provided mifepristone to more than 150 patients with serious illnesses.

Making Health Care Available for All

FMF will be working in 2017 to provide information on the implementation of the Affordable Care Act and expansion of Medicaid, and how it benefits everyone.

Global Feminism

4. UN Participation

The FMF global programs are dedicated to the principle that women's rights are human rights, and the FMF has participated in numerous United Nations conferences and meetings for the empowerment of women and girls. The Feminist Majority Foundation supports the International Criminal Court, the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), and ending trafficking of and violence against women and girls. FMF has consultative status with the Economic and Social Council of the United Nations, which includes Committees on the Status of Women and Population and Development.

5. Global Reproductive Health Campaign

FMF is active in the International Sexual Rights and Reproductive Health Coalition. We promote universal access to reproductive health and family planning. We advocate for the need to increase the funding of international family planning programs; make abortion safe, legal, and accessible; repeal the Helms Amendment which prevents the U.S. from funding abortion services "as a method of family planning;" and to provide comprehensive reproductive health services, including abortion. We work with Global Justice Center to have the United States provide abortion services in conflict zones under the Geneva Conventions and international laws so that women and girls victims of rape and sexual assault are not discriminated against and are offered the full range of reproductive health services. Currently the United States is violating the Geneva Conventions by denying women survivors of rape the full range of reproductive health services.

6. Campaign for Afghan Women and Girls

FMF's Campaign for Afghan Women and Girls (formerly the Campaign to Stop Gender Apartheid in Afghanistan), and its chair, FMF Board Member Mavis Leno, were nominated for a Nobel Peace Prize in 2002. The campaign was the first of its kind to build a U.S. women's grassroots foreign policy constituency around the rights of women and girls and successfully brought the Taliban's violence against women and girls in Afghanistan to the attention of the U.S. and the world. FMF built a co-sponsoring network of some 250 organizations for the Campaign, and over 100 film, television, and musical artists and celebrities endorsed the Campaign. FMF's work was key in stopping U.S. and U.N. formal recognition of the Taliban in 1998 and in winning hundreds of millions in USAID funding for Afghan women's programs, \$5 million earmarked for the Afghan Independent Human Rights Commission, and \$10 million for the Afghan Ministry of Women's Affairs. The Afghan Women's Scholarship Program has helped over 90 Afghan women pursue educational goals in the U.S. by helping them secure more than \$3 million in scholarships, room and board, and fee waivers since the program began. Each year, FMF helps about 30 Afghan women scholars pursue higher education. In 2016-17, FMF provided help to some 39 Afghan women pursue higher education. The Campaign is continuing its work to urge the U.S. to do everything in its power to restore the rights of Afghan women and girls, to provide sufficient funding for the reconstruction of Afghanistan; to ensure leadership of Afghan women and women's organizations in rebuilding Afghanistan; and to provide humanitarian assistance to Afghan women and children who are internally displaced or are refugees.

7. Girls Learn International

Girls Learn International (GLI) educates and incorporates U.S. middle and high school students in the global movement for human rights and access to education. Using a human rights framework, GLI students learn about the obstacles girls face to attaining education, and how educating and empowering girls is key to breaking the cycles of injustice. GLI students share what they learn with other students at their schools and with community members by presenting at school-wide assemblies and at community forums, events, and conferences.

There are over 200 GLI Chapters in 32 states and Canada. GLI middle and high school-based chapters in the U.S. are paired with partner schools in countries where girls still lag behind boys in access to education. Through exchanges and communications, American students deepen their understanding of girls' lives in the partner school countries and provide social and financial support to their partner schools.

Media and Communications Programs

8. *Ms. Magazine* – More than a Magazine, A Movement

On December 31, 2001, the Feminist Majority Foundation became the sole owner of Liberty Media for Women, LLC, the publisher of *Ms.* magazine. Founded by Gloria Steinem and other feminist thought leaders in 1972, *Ms.* is the voice of the movement for women's rights, nationally and globally. By promoting feminist viewpoints, research, education, and organizations as well as fearlessly investigating and reporting on critical issues in the struggle for equal rights, *Ms.* aims to inform, inspire, and empower feminists to take action to achieve justice and equality. In addition to both print and digital issues of the magazine, *Ms.* auxiliary products include the *Ms.* app, the *Ms.* Blog, and *Ms.* in the Classroom.

9. Feminist Majority Foundation Online

In 1995, FMF launched the award winning Feminist Majority Foundation website: feminist.org. The Feminist Newswire features domestic and global feminist news and a "Take Action" center to connect activists from across the nation to decision-makers. The website also offers a Feminist Career Center, a Feminist Research Center, a Breast Cancer Center, and much more. The site is the single largest multi-issue feminist website. The website promotes feminist digital engagement through the Action Alert and Update networks which generate hundreds of thousands of emails each year to decision-makers in support of women's rights.

10. Media Archival Program

This program tapes daily the discussion of feminism and women's rights issues and events as shown on the news and various major programs on television and print media from 1967 to the present.

11. Violence Against Women Initiatives

The Choices Campus Program works to combat campus sexual assault and the enforcement of Title IX of the Education Amendments Act of 1972, Title IX regulations, state Title IXs, the federal Clery Act, and the Violence Against Women Act of 2013. We work with our campus groups to develop university programs and policies to combat campus sexual assault.

12. Education Equity Program

FMF's Education Equity Program works to protect Title IX, the landmark federal law prohibiting sex discrimination in federally funded educational programs, including athletic programs. In addition, the Program produced a *Handbook for Achieving Gender Equity in Education*, bringing together some of the leading experts in education across the country as contributors.

13. Feminist Leadership Program

FMF participates actively in many coalition efforts to advance women's rights, civil rights, and social justice including the Leadership Conference on Civil and Human Rights, International and National Sexual Rights and Reproductive Health Coalitions, Marriage Equality Coalition, Equal Rights Amendment Education Coalition, Anti-violence such Military Sexual Assault Coalitions, All Above All*, and the Women's Economic Agenda Project. FMF also co-sponsors many events of allied groups and coalition members.

14. Internship in Feminism and Public Policy

The Feminist Majority Foundation internship is listed as one of the nation's leading internship programs by the Princeton Review's *America's Top 109 Internships*. Interns benefit from a challenging atmosphere and substantive projects, and gain experience working on the most pressing women's rights issues of our time. Internships are available at both national offices in Washington, DC and Los Angeles, CA.

Past Significant Projects and Programs of FMF

The Feminist Majority Foundation has organized campaigns around ballot initiatives for many years. FMF organized massive support among college students to defeat two anti-choice ballot initiatives in Oregon in 1990, including a parental consent initiative. In 1992, FMF led, but lost, a campaign in support of a referendum to approve an Equal Rights Amendment to the Iowa state constitution. In 1996, FMF led a massive campaign to defeat an anti-affirmative action ballot measure in California. FMF lost narrowly the California anti-affirmative action in public employment, education, and contracting, but in losing by a slim margin, still stopped a nationwide effort to defeat affirmative action by referenda in state after state.

FMF worked successfully to defeat a parental notification state ballot initiative in California in 2005, 2006, and 2008. In 2006 and 2008, FMF organized successfully on all state college campuses in South Dakota to defeat a ballot measure to ban abortion. In 2006, FMF organized to defeat the anti-affirmative action ballot measure in Michigan. Unfortunately, it passed. FMF campus campaigns worked successfully to defeat very extreme, anti-abortion proposals and measures on were placed on ballots in Colorado and South Dakota in November 2008.

In 2011, FMF successfully organized on campuses throughout Mississippi to defeat a personhood amendment. In June 2012, FMF organized in North Dakota to defeat a religious liberties amendment on the primary ballot that would have restricted birth control access. In November 2012, FMF organized successfully to defeat an anti-abortion amendment in Florida. In November 2014, FMF organized across the country to defeat ballot measures. In Colorado and North Dakota, FMF successfully defeated personhood state constitutional amendments which would have banned abortion and some forms of birth control. In Tennessee, FMF failed to defeat a state constitutional amendment that deleted a right to privacy provision and gave the power to the state legislator to restrict abortion and birth control. There were no anti-abortion ballot measures in 2015 or 2016.

In 1996 and 2000, the Feminist Majority Foundation held national **Feminist Expos**, drawing thousands of feminists to Washington, DC (1996) and Baltimore (2000) to learn from and speak with feminist leaders from all sectors of society. Feminist Expo '96 was attended by some 3,000 feminists, despite a blizzard. In 2000, over 7,000 feminists of all ages from throughout the United States and the world took part in Feminist Expo 2000 for Women's Empowerment, to ignite the feminist movement for the 21st century, including delegations from 45 countries and 170 colleges and universities. Both Expos featured major leaders in the feminist movement, such as FMF President Eleanor Smeal, Ms. co-founder Gloria Steinem, author bell hooks, *Roe v. Wade* Attorney Sarah Weddington, FMF Board Member and United Farm Workers co-founder Dolores Huerta, and former Senator and Ambassador Carol Moseley Braun.

In 2004, FMF and FM were on the coordinating committee for **March for Women's Lives**, which brought to the Washington, DC over 1.2 million marchers protesting the attacks on women's reproductive rights. FMF national programs director and FM political director Alice Cohan was the march director, and Ellie Smeal and Kathy Spillar were on the executive committee coordinating and leading the march. It was the single largest event in the United States for women's rights. On January 21, 2017, FMF was a partner organization for the Women's March on Women in Washington, D.C. This historic event brought more than one million marchers to D.C. and inspired and spearheaded over 900 marches across the world. Five and a half million marchers, on all seven continents, joined together for the largest number of simultaneous events globally on a single day for the same purpose in recorded history.

The Feminist Majority Foundation has produced award-winning educational videos on topics ranging from gender apartheid under the Taliban in Afghanistan to reproductive rights, both domestic and global. "Abortion for Survival," which featured an actual abortion at 6 weeks, was awarded the prestigious Cine Golden Eagle award in 1989. "Abortion Denied: Shattering Young Lives" also won the Cine Golden Eagle Award in 1990. The video showed the impact of parental consent and notification laws on young women, featuring the story of Becky Bell, a 17-year-old victim of an Indiana parental notification law. Becky died in 1988 after undergoing an illegal abortion rather than tell her parents and risk disappointing them.

FMF Board Member Lorraine Sheinberg produced and directed for FMF 20 educational videos including "Danger Personhood 2012" on state personhood amendments, "No More Excuses: TEST rape evidence! (Part 1)" and "No More Excuses" on the lack of testing of rape kits and an out-dated definition of rape used by the federal government, "Shroud of Silence" on Gender Apartheid in Afghanistan, "Killing in the Name of Life" on anti-abortion violence, "Never Go Back: The Threat to Legalized Abortion," "Revelation: Exposing the Radical Right," and "The Global Majority... Again," on the intersection of global abortion restrictions, environmental degradation, sweatshops, and human rights abuses.

The Feminist Majority joined with the music group L7 to launch Rock for Choice in 1991, a series of concerts organized in dozens of cities over the 15 years across the United States and Canada featuring popular artists such as Pearl Jam, Red Hot Chili Peppers, Salt-N-Pepa, No Doubt, the Offspring, Fugazi, Liz Phair, Bikini Kill, Joan Osborne, Rage Against the Machine, the Foo Fighters, Sarah McLachlan, Rancid, Melissa Etheridge, the Bangles, Joan Jett, Stone Temple Pilots, Paula Cole, Iggy Pop and many others. Rock for Choice raises critical resources to help fund the Feminist Majority's vigilant Campaign to Save *Roe* and to raise public awareness about the threats to abortion rights in the United States.

FMF Works in Coalition

FMF maintains a close working relationship with other feminist organizations and the progressive community. FMF President Eleanor Smeal is on the executive committee of the National Council of Women's Organizations (NCWO), which brings together over 200 of the major groups in the U.S. working for the rights of women and girls, representing over ten million women; and served on the national board for over a decade, of the National Council on Research on Women, a consortium of the leading academic and independent feminist research centers in the U.S. NCRW was renamed Re:Gender and in 2016 merged with the International Center for Research on Women. Smeal is also co-chair of the National Organization's for Women's Advisory Committee and serves on NOW's national board. FMF is represented on national coalitions working on issues including domestic and international reproductive rights and health, grassroots organizing, judicial nominations, the ratification of the United Nations Convention to Eliminate All Forms of Discrimination Against Women (CEDAW). FMF works in partnership with Planned Parenthood and the National Abortion Federation for the National Clinic Access Project. FMF encourages the network of campus groups to work in coalition on campus, statewide, regionally, and nationwide with other groups mobilized around feminism, civil rights, human rights, racial justice, Latinx rights, multi-culturalism, voting rights, economic justice, environmental justice, and other progressive causes on campus.

Mission and Principles

Feminism *n.* is the policy, practice, and advocacy of political, economic, and social equality for women.

Feminist *adj. or n.* is a person who advocates feminism.

Mission

The Feminist Majority Foundation (FMF), is an IRS 501(c)3 tax deductible, non-profit organization. FMF was created to develop bold, new strategies and programs to advance women's equality, reproductive health, non-violence, economic development, and, most importantly, empowerment of women and girls in all sectors of society. All FMF programs attempt to include a global perspective and activities to promote leadership development, especially among young women.

Its sister organization, the Feminist Majority is an IRS 501(c)4 non-profit organization, focused on empowering women in public policy-making as well as gender balance in elective and appointive offices.

The Principles of the FMF and Its Campus Affiliates:

- The FMF supports equality for all genders and supports constitutional and statutory measures to gain full equality for women and girls locally, statewide, nationally, and globally
- The FMF supports safe, legal and accessible abortion, contraception, and reproductive and sexual healthcare, including Medicaid funding and access for minors, poor women and girls, and people regardless of immigration status.
- The FMF is dedicated to achieving civil rights for all people through affirmative action programs for people of color and women, securing fair housing, ending the school to prison pipeline, establishing full voting rights, and enforcing civil rights laws including Title IX and Title VI.
- The FMF supports dismantling the gender and racial inequities within the criminal justice system.
- The FMF supports achieving equal rights for lesbian, gay, bisexual, transgender, intersex, queer and gender-nonconforming people.
- The FMF promotes non-violence and works to eliminate all violence against women.
- The FMF supports immigrant and refugee rights regardless of legal status or country of origin.
- The FMF supports programs directed at combatting climate change, preserving the environment, securing clean air and water, and eliminating smog, hazardous waste, and chemical and nuclear weaponry.
- The FMF supports creating inclusive spaces and eliminating social and institutional barriers to access faced by people with disabilities.
- The FMF supports workers' collective bargaining, pay equity, healthcare for all, free college, and the end of sweatshops.
- The FMF promotes increasing access to voting and voter participation for young people, women, and people of color, and opposes gerrymandering and all methods of voter suppression.
- The FMF does not permit and actively opposes discrimination on the basis of sex, gender, race, sexual orientation, sexual identity, socio-economic status, religion, ethnicity, age, marital status, national origin, size, or disability.

Feminists Are the Majority

Many public opinion polls show that the majority of women self-identify as feminists. In fact, the name “Feminist Majority” was inspired by a 1986 Gallup/Newsweek poll registering that 56% of all women in the United States considered themselves feminists.

An overwhelming majority of both women and men feel favorably toward the movement to strengthen women’s rights – and again, the highest support comes from young women. Overall, 83% of women and 75% of men feel favorable toward the women’s movement, according to the Ms. 2003 poll – and a whopping 92% of women aged 18-24 feel the same. In the same study, young women aged 18-29 were even more likely to call themselves feminists in a 2003 Ms. poll (61%). After being read the dictionary definition of feminism, the number of women self-identifying as feminists skyrockets to 77%, and 70% of men self-identify as feminists (2003 Ms. poll).

In 2012, Ms. Magazine/Communications Consortium Media Center exit poll by Lake Research Partners, found 55% of women voters self-identified as feminists, up by 9% among a sample of voters asked the same question in 2008. Among male voters, 30% self-identified as feminists. When poll respondents were provided a follow-up question that defined feminism, the percentage of those declaring they were a feminist or strong feminist rose to 68%. A majority of Latina, African Americans, and white women self-identified as feminists with 58% of young women (18-29 years) 54% of older women (over 65 years), 72% of Democratic women and 38% of Republican and a majority of Independent women.

In 2016, a national survey by the Washington Post and Kaiser Family Foundation found 60% of women and 33% of men self-identified as feminists. Among women ages 18 to 34 years, 63% self-identified as feminists. Perhaps most exciting of all the data of this poll is that 70% of the respondents described feminism in the United States as “empowering.” Feminists are the majority in America. The name “Feminist Majority” is a consciousness-raiser, reminding us all that those who believe in gender equality in all spheres of life are among the majority, not the minority, of the public.

In a 2014 poll by Ipsos – a global research company headquartered in Paris and the world’s third largest research business – found the “just over half (53%--very much 17% and 36% somewhat) of those [interviewed] in 15 developed countries [Sweden, Italy, Argentina, Great Britain, Spain, United States, Australia, Belgium, France, Canada, Poland, Hungary, Japan, Germany, South Korea] self-identify as a “feminist”—someone who advocates and supports equal opportunities for women.” This total included both women and men respondents. The total 53% is comprised of 57% of women respondents in the poll and 48% of men respondents. This poll was conducted online with an international sample of 12,047 in 15 countries with about 1000 sample in 8 of these countries and 500 in 7 of the countries and a margin of error of 3.5% plus or minus for the 1000 samples and 5% plus or minus for the 500 samples.

The Feminist Majority Foundation’s popular “This Is What a Feminist Looks Like” slogan on t-shirts and tote bags is also a consciousness-raiser, making it clear that feminism cuts across racial, ethnic, class, age, and gender lines. The word “feminist” itself is a modern word, invented in the 20th Century. Unlike the word for “woman,” which is different in almost every language, most languages have adopted the word “feminist” or a slight variation to identify women’s rights supporters. So, proudly call yourself a feminist, and know that you are part of a huge global movement with the support of the majority.

Feminist Majority Foundation Campus Team

The *CHOICES* program involves FMF's officers, National program staff with policy, research, public education experts, and a full-time staff of five and several part-time campus staff. The Campus Team is available to help support and advise campus groups. Each campus group is assigned a National Campus Organizer to work closely with students and faculty to launch and grow Feminist Majority Leadership Alliances (FMLAs) and affiliates on college campuses. They work closely with established FMLAs and affiliates to recruit participants and organize successful events, to help student activists enhance their campus feminist organizing and leadership skills, to provide students and faculty with access to cutting-edge news and information, resources, and materials, and to facilitate campus participation in national campaigns.

National Campus Organizers can be contacted via email campusteam@feminist.org and telephone 1-866-444-FMLA (DC/East Coast office) or 1-866-471-FMLA (Los Angeles/West Coast office).

National Campus Organizers are a valuable resource for campus organizing

1. Connect FMLAs/affiliates to nationwide, regional, statewide, and local networks of feminist, pro-choice activists
2. Launch FMLAs/affiliates by helping to identify and recruit members and faculty advisors
3. Assist/Advise FMLAs/affiliates in developing the following activities:
 - Goal Setting
 - Action Plans
 - Annual Budgets and Fundraising Plans
 - Press Strategies
 - Recruiting and Retaining Members
 - Successful Actions and Events
 - Problem Solving
 - Maximizing Leadership Skills of FMLA/affiliate activists
4. Travel to campuses to help launch campus groups; assist existing groups; strengthen national or local campaigns; conduct workshops on leadership and organizing skills, as well as feminist issues; and participating in campus events and conferences.
5. Execute national campus campaigns
6. Develop materials, actions, and strategies for *Choices* Campus Program Campaigns
7. Plan, organize, conduct, and host national, regional, and campus conferences
8. Participate in other organizations' conferences by attending or creating workshops or planning presentations on our *Choices* campaigns or work actively right away! FMF can answer questions about the program and send materials to distribute.

9. Fill out Membership Forms. Either during or at the end of recruitment meeting, every member should fill out a membership form for activists. This form serves as a formal commitment by the student to the campus groups, states the rights and benefits of membership including the right to vote, run for leadership positions, and to attend meetings, conferences, and/or events. Members are also eligible to receive the Feminist Majority Foundation's email alerts. You will also be added to the FMF feminist campus student activist network and your campus group's listserv where you will receive email updates on campaign and actions.
10. Hold Elections. Speak with a member of the Campus Team to determine an appropriate time frame for your first election based upon the needs of your group. Future elections should occur yearly during March (Women's History Month). Be sure that you have at least a President, Vice President or Co-Presidents, Secretary, Treasurer, and Publicity Chair. Make sure all official members have the opportunity to run for office, if they wish, and to vote. Vote even if a board position is uncontested. Submit the new officers' contact information to the Campus Team.
11. Implement the Choices Campaign. Brainstorm action ideas and vote to determine which ones the group will carry out during the semester. Plan on organizing one to two major actions each semester. Check your school calendar to find the best dates. Develop a timeline for planning each action. Work with the Campus Team to learn about current National Choices Campus Program Campaign initiatives, Vote Feminist, and the Reproductive Health Campaigns. Your Organizers' Binder also includes sample local programs and ideas for the calendar year.
12. Continue to recruit. Strive to double your membership by the end of your first semester, double it again by the end of the year, and then set ongoing goals for the group growth and diversity. To ensure strong outreach, use multiple recruitment strategies, including a combination of campaigns, events, tabling, flyering, class announcements, personal follow-up contact, email updates, etc.
13. Keep in Contact with FMF. Set goals with the Campus Team and keep us updated on the group's progress. Let us know how things are going, your activities, successes, and if you are having any challenges. National Campus Organizers travel to campuses throughout the school year, and can plan to visit your campus. They can stay engaged with your group via emails, texting, and phone calls.

Membership Growth and Retention

Membership retention is an ongoing process that ensures the survival of your campus group and increases the groups effectiveness in raising awareness about feminist issues on campus and in your community. This section will help your group retain your membership base while adding to it!

Involving Members

After recruitment, the next task is keeping new and current members involved: our movement is only as strong as our members! Retaining members allows the FMLA to be proactive, and a growing membership contributes to the success of valuable projects and events.

Welcome All New and Current Members to all Meetings and Events

Introduce new and current FMLA members and give new members a brief history of the group, especially if they join the group late in the semester. Distribute swag and let them know what the group is working on and the group's goals for the semester. Make sure they know how they can become active in the FMLA right away, but don't forget to involve current members, too!

During general meetings and events, current FMLA members should be encouraged to talk to each other, but also talk to and involve new members. Create a mentor or friendship system where current FMLA members are each responsible for one or more new members. Established members should connect with new members to remind them about meetings, make sure they have swag, and help engage them with fun projects or campaigns.

Use Membership Forms

Membership forms collect folks' contact information and activist interests. Use these forms to learn about members' interests, strengths, and skills; look for ways they can get involved.

Constantly Inform Members about Feminist Issues

Keep members informed of key feminist issues and campaigns. Don't assume that everyone is aware of the same issues/events, and take time to explain things. Avoid using jargon or initials.

Get Members Active Early and Often!

Always make sure to have pre-planned activities for meetings (from email campaigns to "Did You Know?" visibility events to skill shares). Members are attracted by activity, visibility, and success of events and campaigns. Getting new members involved immediately shows them that their help is needed.

When Members Miss a Meeting...

Have alternative forms of communication set in place for members who miss an occasional meeting. Create a listserv or post meeting minutes to the FMLA Facebook or Twitter accounts.

Have Fun!

Take time out to have fun and get to know each other. Plan pizza nights, have a movie night, organize a potluck, etc. Food at meetings is always helpful.

Abide by the decision-making process

Establish a process by which keys decisions are made as a group. Meeting facilitators should make a conscious effort to let members and attendees participate fully in the meetings. Encourage people to volunteer.

Recruitment

What is Recruitment?

Recruitment is the ongoing process of inviting new people to join and participate as members of the Feminist Majority Leadership Alliance on campus.

Why Recruit?

Recruitment helps build a movement of committed young feminist activists. Recruiting activists generates large numbers of new participants, enabling the FMLA to become a large and more influential group on campus. With more members, the FMLA can take on **more** and **bigger actions**, generate **more publicity, access more funding, and get results!** Recruitment builds **diversity** in the group and encourages participation from enthusiastic and dedicated students, bringing **fresh ideas** and **energy** to the FMLA.

Who Should the Feminist Majority Leadership Alliance Recruit?

- Students who are feminists who feel comfortable advocating for *all* of FMF's principles (as laid out in the constitution).
- Students who are new to feminism or feminist activism and wish to enhance their knowledge of the issues, and want to gain organizing and leadership experience.
- Students who represent a diversity of backgrounds, interests, experiences, and academic pursuits.
- Students from all academic years including undergraduate and graduate students.
- Students with progressive organizing and leadership experience.
- Students who are willing to invest their time in the FMLA as an extracurricular priority.

Recruitment/Chair Coordinator

- Every member of the FMLA is responsible for recruiting new members to the group. In addition, electing a Recruitment Chair to the Executive Committee ensures that recruitment is an ongoing process in the group, increasing participation in the Leadership Alliance.
- The Recruitment Chair is responsible for consistent recruitment, planning events to increase membership throughout the year, tabling at campus fairs and events, working with faculty, staff, and Campus Organizers on strategies to improve recruitment, and setting ongoing recruitment goals. The Recruitment Chair plans events with the Equality Chair to ensure inclusive membership.
- The Recruitment Chair is also responsible for collecting the Membership Forms and maintaining copies for group use, and sending them to your National Campus Organizer so that members receive alerts, information, have an opportunity to get *Ms. Magazine* at half price, and to go to conferences at a reduced rate.
- The Recruitment Chair should contact their Campus Organizer for materials, suggestions, and to create a plan of action for the recruitment drive.

Timeline for Recruitment

- The major recruitment process should be conducted within the first 4 weeks of the semester so that new participants can become active almost immediately.
- Begin the first semester recruitment drive during the first two weeks of school. This should include active involvement in the first-year orientation, registration, and dorm move-in. Each of these activities requires advanced planning. The Recruitment Chair should begin to organize fall recruitment at the end of the preceding spring semester.

- The second recruitment phase should coincide with the beginning of the second semester. If your campus is on the quarter or trimester system, plan shorter recruitment phases at the beginning of each term.

Each recruitment period will include:

- **Visibility and Publicity:** FMLA participants will table, put up flyers, make classroom announcements, and use any other strategies to raise awareness about the FMLA on campus.
- **General Membership Meeting:** During this open meeting, the Executive Committee or the Launching Members present the Feminist Majority Leadership Alliance program and the *Choices* Campus Campaigns and distribute the Membership Forms.
- **Membership Enrollment:** New FMLA members should be given the opportunity to fill out the FMF Campus Program Membership Forms. New members return them to the Recruitment Chair before a pre-determined deadline. The Recruitment Chair sends the Membership Forms to the Campus Team who then contacts the new member to welcome them to the program.

Recruitment Strategies and Tips

- **Student Activities Fair/Orientation:** First-year orientation is key! Group involvement requires advanced planning--find out as early in the year as possible how the FMLA can participate.
- **Faculty and Staff Outreach:** Utilize faculty to help you recruit students and spread the word! Speak with faculty senates and committees, flyer all faculty mailboxes, and ask professors to make an announcement about the FMLA general interest meeting in classes and over departmental listservs.
- **Classroom Announcements:** Ask professors for five minutes of class time to announce the meeting, pass around a sign-up sheet, and hand out flyers. Approach your own professors, as well as professors in women's studies, anthropology, history, social studies or psychology departments. However, we also encourage you not to forget reaching out to feminists in math, science, and business departments as well - add diversity to your group by incorporating feminists from multiple academic disciplines. Every member should approach their individual professors about making announcements.
- **Follow-up Phone Calls and E-mails:** Phone calls don't count unless you've spoken with a live person—not a machine. E-mails only count if the person has replied back to you. Remember to collect contact information at every FMLA event or table, and follow-up with interested people during the recruitment drive and before events.
- **Newspaper Ads, Interviews, and Editorials:** Campus media coverage is an excellent form of publicity and it is often free! Ask your high school paper to do an advance story on the FMLA, an interview with the FMLA spokesperson, or to cover one of your major visibility events.
- **Posting/ Flyering/ Chalking:** Great flyering locations include bathroom stalls, women's locker rooms, public phones, library cubicles and departmental bulletin boards. Chalk general meeting announcements in high-traffic areas around campus.

Resources

Explain the benefits FMF's support for your campus Feminist Majority Leadership Alliance:

- **National Campus Organizers:** Your connection to the FMF, FMLAs have access to an entire team of trained Campus Organizers, all of whom are recent college graduates with extensive feminist organizing experience.
- **Information and alert and campaign materials.** Helps the group to be in the know and connected to the statewide and national feminist movement.

- Social Media Communities
- Study and Action Manual: each FMLA receives a copy of this innovative organizing tool to help students learn about the issues and get action ideas, as well as aiding with research papers
- Opportunities to network with other FMLAs and feminist students nationwide
- Alumni Network
- Skills building workshops and materials

Becoming a Member

- Describe the benefits and responsibilities of membership. The greatest responsibility is to support the purpose and principles of the FMLA and the FMF. The greatest benefit is the feeling you are making a difference in winning equality, reducing violence, and ensuring reproductive health and rights. Benefits also include a discount on membership in the *Ms. Community* (\$7 for a year-long subscription!), leadership opportunities, access to updates and alerts from the FMF, and participation in the FMF community.
- Introduce and distribute Membership Forms for Activists.
- Explain reason and purpose of Membership Form: connection to national organization; enables executive board to learn about skills and interests of new members. Explain the commitment and requirements of participation.
 - Must support and feel comfortable advocating all of the FMF principles.
 - In order for the group to affect change and make a significant impact on campus it is important that members attend meetings regularly and actively participate.
 - Ask that the Membership Forms be collected at the end of the meeting by the Recruitment Chair or other designated officer. Give contact information and set a deadline if you decide to accept Membership Forms after the meeting.

Involve New Members Immediately

- Announce the date, time, and location of the next meeting. Describe the difference between executive committee meetings and program meetings, and encourage everyone to become involved!
- Make sure students sign in with their name, email, and phone number before they leave.
- Let them know that they will be receiving a reminder text from an FMLA member before the next meeting.
- **Have a way for new members to get involved right away!** (i.e., flyers advertising the next meeting to post on campus, petition drive, etc).

Recruitment Events and Activities

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, Vote Feminist 2018-2019.
- 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).

Faculty and Staff Team

Why Do You Need a Faculty and Staff Team?

To strengthen the national feminist network, to assist local campus Feminist Majority Leadership Alliances and affiliates, and to bolster recruitment and outreach to feminist activists on college campuses, the Feminist Majority Foundation (FMF) and FMLA participants work closely with faculty members and staff nationwide. Faculty members and staff represent one of our most valuable organizing resources and have shown strong support for the program through participation in the Feminist Campus Faculty and Staff Team. The Faculty and Staff Team should include several faculty and staff members who are committed to supporting the FMLA.

Responsibilities of the Faculty and Staff Team

- Serve as faculty advisor to campus FMLA or affiliate
- Serve as a mentor for the student activists; share past activist experience and knowledge
- Identify students for participation in the program and encourage an inclusive membership
- Work to establish course credit for engaging with the FMLA and *Choices* Campus campaign
- Attend weekly meetings and major events as often as possible
- Advise student leaders on events, actions, and meetings
- Help students work in coalition with various campus groups and departments
- Help strengthen the long term effectiveness of the FMLA on campus
- Help increase visibility for the feminist agenda on campus
- Sign off on constitution, budget proposals, and other necessary documents

Benefits of being part of the Faculty and Staff Team

- Participation in a nationwide network of feminist faculty members and students
- Access to FMF's cutting-edge research on a variety of issues including reproductive health and rights, clinic violence, the right wing, local and national feminist politics, and global women's issues
- Help getting speakers to campus
- National support from the FMF and FMLA for Women's and Gender Studies, Queer Studies, Africana Studies, Latinx Studies, and Multicultural Studies programs and centers
- Invitation to feminist events nationwide.
- Input to *Ms. Magazine*
- Participation in the *Ms. Magazine* in the Classroom project.

How to Recruit a Faculty Team!

- Approach feminist faculty and staff you know with the opportunity to participate – these should be faculty and staff from a variety of disciplines
- Work with these faculty members to help identify additional feminist faculty and staff that may want to be involved
- Make appointments with potential faculty and staff supporters as soon as possible to discuss the FMLA and *Choices* Campus Campaign and to familiarize them with the program, its vision, and the Faculty and Staff Team role
- Offer potential faculty and staff supporters the opportunity to speak with a member of the Campus Team at FMF

Effective Activism: How to Structure Productive Meetings

Once you have recruited a general membership, your campus FMLA should meet once every week or two depending on how many actions the FMLA chooses to take, alternating between two kinds of meetings: *executive committee meetings* and *program meetings*. For example, you might advertise executive committee meetings on the first and/or third Thursday of every month and program meetings on the second and/or fourth.

What is an executive committee meeting?

Executive committee meetings are primarily organizational. During this time, executive committee members should be present and prepared to talk about ideas for upcoming programs, tasks that need to be assigned, the budget, etc. All members are welcome and should be encouraged to attend these sessions. Even if an individual is not an elected chair, he or she can undertake responsibilities and vote on decisions.

What is a program meeting?

Program meetings are based around an event, action, or issue and should attract your entire general membership and new people. The more the better! While you can address business, the focus of these meetings should be centered on deepening members' understanding of and experiences with feminism. Biweekly programs could be on anything: a forum on international reproductive rights, a lecture by a feminist professor, a speak-out in the student center, a letter-writing session, or a visit with a famous feminist. Be creative and think big!

Getting Started

Start with an executive committee meeting to brainstorm program ideas. Allow for lots of ideas with different issues and types of programming (action, lecture, forum, etc...) Decide how you will use program meetings throughout the semester, noting which ones might require more planning than others. Try to adhere to this schedule, but stay flexible! Campus, local, national, and international policies may change or events may occur that change the direction of your year's plan.

Next, vote on actions to take on during the year. Plan on 1-2 major actions each semester. Choose working dates for the actions, keeping in mind your school's calendar, already scheduled events, and midterms and finals scheduling. Ideally, you would have a timeline for planning each major action, including deadlines for publicity, confirming speakers and guests, etc. Try to maintain some flexibility. If a major issue surfaces on campus, in the state legislature, or nationally, you should be able to mobilize your group to respond.

Using Committees

- Committees are key to getting tasks accomplished and involving more members. Using committees allows more people to take leadership roles in the group and distributes the work more evenly, enabling your group to accomplish more.
- Committees can be in charge of specific tasks, such as media, fundraising, events, or programs. Committees can also be event-specific, such as an International Women's Day committee.
- Chairs of committees can be active members of the group or executive committee officers, however executive committee members should give non-executive committee members a chance at leadership by encouraging them to be committee chairs. Committee chairs are ultimately responsible for ensuring that the committee's work is completed.

Using an Agenda

- Develop and work from an agenda at each meeting. To ensure that everyone can contribute to planning the meeting, make sure that the first agenda item is “additions, corrections, or reordering the agenda.”
- During the executive committee meeting, officers should put together the agenda and program for the next general body meeting. Be sure to involve all executive committee members in the process of developing the agenda.
- Develop a method by which members can add business to the agenda prior to the meeting, for example, by using an organizational Facebook group or GroupMe. Be sure to inform new members!

Facilitating Your Meetings

- Agree on a protocol for meetings. Allow suggestions for how meetings may run. You may want to use an appropriately adapted version of “Robert’s Rules” (see attachment) as a basic guideline.
- Use your agenda to keep the meeting moving smoothly.
- Allocate time for each officer’s report, committee chair reports, general business, and/or discussion of timely feminist issues.
- Finalize plans for your next program or upcoming event. Make it interesting, informative, and appealing to your members. Use programs to attract new members and engage and involve your general membership.
- Ensure that group members have time to ask questions and make announcements and contributions during the meeting.
- Aim to have the executive committee meet outside of the general body meeting each week. Try meeting directly before or after the general body meeting. This will help keep your group organized and effective!
- Remember to plan social events periodically throughout the semester and to debrief as a group at the end of every semester. Celebrate your accomplishments and set goals for the next semester!

Logistics for Meetings

- Hold them in a public, accessible space on campus. Ensure that there is enough space for everyone to sit comfortably, but still fill the room. Consider whether you will need access to a chalkboard, a computer, the internet, etc.
- Always invite your faculty advisors. They may not always be able to attend, but seek out their insight and advice.
- Provide food or refreshments.

Holding Elections

Holding elections ensures that Feminist Majority Leadership Alliances utilize the democratic process. Elected executive committees spread out responsibility among group members. Elections also help to transfer leadership from one year to the next, ensuring group continuity over time. Serving on the executive committee enables members to find a niche for themselves in the group. It will also strengthen their connection with the Feminist Majority Foundation.

Who should run for a position?

When you talk about elections with FMLA members, be sure to encourage everyone who is interested to run for a position! When you have multiple people running for positions, the group is more likely to elect committed, qualified officers, which improves the overall strength of the group. Be sure to let your members know that they will have the opportunity to work with Campus Organizers to develop relevant skills and improve leadership abilities.

How will you structure your group?

Consider what offices your group needs and would like to create. It is highly recommended that there be at least a president or co-presidents, a recorder (or secretary), a treasurer, and a communications chair. On top of that, your group should consider whether it would prefer leadership with fewer officer positions, or whether more positions would be preferable. Keep in mind that more offices allow more students to gain leadership and career building opportunities, feel ownership of the group, and assume responsibility. Larger executive committees also prevent burnout, improve retention, and can strengthen the group as a whole.

Responsibilities of the executive committee!

Executive committee members are responsible for and are expected to attend weekly FMLA meetings, in addition to executive committee meetings as needed. Committee members are responsible for their specific positions as outlined in the constitution, including leadership of their respective committees. For example, the Community Outreach Chair works with a committee of FMLA members to set and accomplish goals for making connections with the community.

Election Month

The FMLA should hold elections in March, Women's History Month! Elected officers will officially move into executive committee positions during the beginning of the following school year (September). The advantage to holding elections in March is that incoming officers have the opportunity to "shadow" outgoing officers through March and April. This helps incoming officers learn from outgoing officers and feel comfortable assuming their new role at the beginning of the next school year.

The Election Process

- All members should be informed well in advance (at least two weeks) about when elections will be taking place. We recommend that you ask members to declare their candidacy at least two weeks prior to holding elections. The group should review the responsibilities of each position together at the meeting.
- All members running for a position should declare the position they are running for and be given an allotted time (usually a few minutes) to speak. In addressing the group, candidates should speak about why they are interested in the position and their vision for the group and how they can contribute to this vision through the position.
- Even if a position is uncontested, interested students should still speak to the group for a few minutes about their vision for the group. This serves as a verbal contract with the group and helps solidify officers' commitment.
- Members should vote through secret ballot. We suggest that you prepare ballots prior to the meeting with a space for members to write in their choice.
- The President and one member not running for a position or a member of the Faculty and Staff Team can count the ballots.
- E-mail the election results to your members and your Campus Organizer, in addition to announcing the results at the next meeting. If a faculty or staff member counts the ballots, ask if they can post the results on their office door.

2018-2019 Program Planning: A Guide for Successful & Engaging Meetings

The following is a suggested list of meetings to hold during the year. Plus, we've included other interesting ideas to keep your weekly meetings both engaging and well attended. Essential meetings are in bold; it is suggested that the executive board plan these important meetings beforehand so that they run smoothly.

If you are starting an FMLA group at a time other than the beginning of fall, please just use this plan as a general guide and adjust according to your calendar and schedule.

August 28 - September 9: Welcome Back Meeting & Vote Feminist Planning

This meeting should be held at the beginning of each semester in order to re-energize previous members and welcome new members.

Welcome topics to cover should include:

- FMLA/affiliate group and its connection to FMF
- Celebrate recent progressive successes by sharing news stories and preparation to work on other major goals of the year!
- Outline activities for the semester ahead.
- Introduction to FMF Campaigns with a focus on Vote Feminist

Vote Feminist topics should include:

- FMF and its affiliates are non-partisan—we focus on issues, not candidates/parties
- What's At Stake: Current referenda on the state ballot or future state ballots
- Discuss plans for voter registration, engagement, and mobilization (use the Vote Feminist toolkit!)

September 10-17: Examining Mainstream Media through a Feminist Lens

- Watch and critique a film, or
- Bring in magazines and discuss the content.

Think about:

- Heteronormative views of society
- Racism
- Classism
- Ablism and disability
- Division of labor
- Body image

September 17-27: Spotlight on War on Women: State Actions to Restrict Access to Abortion and Birth Control

- Education on the effects of recent attacks on abortion and birth control access in many states
- The FMF's State Capitals Campaign
- Discuss volunteering at a clinic in your area through the FMF's Adopt A Clinic campaign.

September 30 - October 1: Domestic Violence Awareness Month and Purple Thursday

- Discuss educational events around domestic violence, stalking and dating violence on college campuses

- Invite local domestic violence experts/campus counseling staff to talk to students in a “Meet and Greet” to introduce them to support in the community.
- Participate in the Purple Thursday photo challenge

October 14-17: National Coming Out Day/Love Your Body Day

- Discuss plans for National Coming Out Day (October 11) or another joint event.

OR

- Invite a nurse or medical professional from your school to discuss eating disorders and other threats to women’s health. National Love Your Body Day is October 15th.

October 21-25: Global Women’s and Human Rights Project

- Young Women’s Week of Action for U.S. and Global Reproductive Rights
 - Host a campus forum on links between the expanded Global Gag Rule and the Hyde Amendment

October 28 - November 7: Voter Mobilization

- Mobilize student voters—Election Day is Nov. 3, 2020!
 - Coordinate transportation to get students to the polls
 - Dorm Storm! Go door-to-door asking students if they’ve made it to the polls yet
 - Have an election party—get your group together to watch election returns!

November 11-15: Post Election Debriefing

- Invite a Political Science professor to discuss the implications of the election.

November 20-24:

- Thanksgiving Break!

December 2-6: Holiday Potluck and Discussion

- Catch the holiday spirit! Have a discussion on religion and feminism.
- Personal spirituality
- Mainstream religion
- How feminists come to terms with their religion
- Fundamentalist religious factions and the oppression of women
 - Have group members bring food items for a potluck dinner

January 20-24: Welcome Back Meeting & Spring Semester Kick-off!

This meeting should be held at the beginning of each semester in order to re-energize previous members and welcome new members. Topics to cover should include:

- Outline activities for the semester ahead.
- For new members: introduce FMF, the FMLA’s connection and FMF Campaigns
 - Anniversary of Roe v. Wade (January 22nd)
 - Show & discuss “Never Go Back: The Threat to Legal Abortion”
 - Plan an action – an abortion speakout, a hanger action, a march across campus-the possibilities are endless!

February 3-7: Black Herstory Month

- February is Black History Month!
- Invite multicultural groups from your campus to discuss black feminism.

- Celebrate Black feminists in History:
 - Shirley Chisholm, Coretta Scott King, Alice Walker, Audre Lorde, Kamala Harris, Pauli Murray, Patricia Hill Collins, Sonia Sanchez, bell hooks, Loretta Ross, Fannie Lou Hamer, Laverne Cox

February 10-14: V-Day Events!

- Plan or participate in V-Day events on your campus.
- Take the Vagina Monologues to the next level—hold a discussion on the different forms of violence against women such as sex trafficking, sexual assault on campus, etc.

February 17-21: Feminist Leadership Week

- Show a movie portraying women in leadership roles.
- Prepare for upcoming student government elections. Encourage members of the group to run and support their campaign.
- If a feminist line up is already assembled, work as support staff to help get these candidates elected.

February 24-28: Warm-up for Women's History Month

- Plan actions, demonstrations, events for the month of March
- Schedule a weekly feminist movie night for the whole month
- Prepare flyers, artwork, informational materials to display on campus

March 3-7: Women's History Month

- Invite a faculty member from the history or social studies department to discuss women throughout history.
- Thank a Feminist: brainstorm reasons to thank feminists and post them as fliers around campus! Thank a Feminist For:
 - The right to own credit cards (Equal Credit Act of 1975)
 - The right to wear pants (Feminists sued department stores in the 1970s; Carol Moseley Braun was the first woman to wear pants on the Senate floor in 1992; female attorneys are still prohibited to wear pants on the floor of the Supreme Court)
 - The right to vote (19th Amendment, 1920)
 - The right to a safe and legal abortion (Roe v. Wade, 1973)
 - The right to receive an equal education (Title IX of the Education Amendments of 1972)
- Create a social media campaign around Famous Feminists

March 8: International Women's Day

- Host an multicultural fair, highlighting the state of women in specific countries and communities around the world

March 10-13: National Day of Appreciation for Abortion Providers

- Organize an event to call attention to the tens of thousands of people – especially young women – who die from maternal mortality or botched abortions each year because of the Global Gag Rule and the Hyde Amendment.
- Discuss the violence against abortion providers throughout the past four decades using FMF's National Clinic Violence Survey.

OR

- FMF's Adopt A Clinic Campaign – Make cards and thank you notes to show appreciation for abortion providers. Send them to clinics across the country or hand deliver them to local clinics.

March: National Young Feminist Leadership Conference Preparation

- Prepare to travel to Washington, D.C. on March 16-18, 2018 for NYFLC! Or...
- If your group is unable to attend the conference, make plans to hold your own forum on reproductive rights on campus.

March 17-21: Group Elections

Decide which positions are necessary for your group (i.e. President, VP, Secretary, Treasurer, etc.)

- Decide on and implement an election process.
- Spend the following weeks training new members of the executive board/executive committee.

April 7-11: Sexual Assault Awareness

- Plan a Take Back the Night event
 - Host a public speaker to discuss how to improve sexual assault prevention on your campus.
 - Organize a march on your campus to stop violence against women.
 - Contact a local women's shelter to co-sponsor the events.

April 14-18: The ERA and You

- Using FMF's Ratifying the ERA Campaign, host a discussion on the ERA's past, present and future.
- Bring in a history professor to discuss the ERA's roots and the history surrounding the first push for its ratification.

April 21-25: Environmental Justice

- Invite an Environmental Science professor and/or a Women's and Gender Studies professor to discuss environmental activism in honor of Earth Day on April 22.
- Pick a spot on campus or in the community and beautify it by picking up garbage or planting flowers.
- Meet with your campus' environment justice group and collaborate on a project together like starting a divestment from fossil fuels campaign

April 28 – May 2: Equal Pay

- Plan a Wage Gap Bake Sale. Have group members bake goodies, charge white men \$1.00, white women \$0.78, Black women \$0.66 and Latina women \$0.54. Hand out information explaining that these rates are equal to the wage gap in the U.S.

May 5-9: Feminist Awards!

- Celebrate the end of the year in style! Host a celebration where each member of the group gets an award for all of their hard work throughout the year.
- Induct the new officers for the upcoming school year.
- Have fun and celebrate all your accomplishments!

Visibility Events

A visibility event is an action that attracts attention to a message—whether the message is a fact about reproductive choice, a campus protest slogan, or information about an upcoming Feminist Majority Leadership Alliance activity. Many visibility events are low-cost and easy to organize.

For all visibility events, you should do the following:

- Contact a Campus Organizer to get stickers, buttons, pins, and toolkits.
- Obtain a written permission for the event. Check campus policies on posting, chalking, and hanging banners.
- Have sign-up sheets at every visibility event.
- Display FMF and FMLA posters at each event.
- Review FMF's code of non-violence with the FMLA before an event.

Progressive Signs and Messaging

Raise awareness about an issue or event by staging this effective visual for high-traffic areas. Along a path or road, post signs in a sequence to convey your message. At the end, you may want to ask them to honk or cheer if they agree.

- Create your message. Write out each word or phrase of your message on a separate piece of large, bright poster board. Keep it short!
- Make sure the words are clearly legible from a distance. Write the message on both sides of the board so that peoples traveling in both directions can read the statement. Make them sturdy (use heavy cardboard or lamination) so that they can be used again.
- Choose a high-traffic road or bridge with roomy sidewalks or a major walkway. Space signs evenly and far apart. Do a drive or walk-by test to make sure the message is clear from both directions.
- Have enough volunteers to allow frequent switching off. Lead chants while holding the signs. Bring literature on the issue and/or petitions for people to take, read, or sign.

Chalking

Chalk your message in highly visible places on campus. Remember to:

- Plan in advance exactly what you want your chalking to say, and keep the message consistent! Keep your message simple. Use a lot of colors, pictures, and large letters.
- Check the forecast for rain before doing the work.
- Make sure chalking is allowed in your targeted area! Some campuses have bridges or walls reserved for chalking.
- Don't forget to chalk classroom blackboards! Especially large lecture halls.

Open Mic Events and Speak-Outs

Set up a podium and microphone outside in a highly visible location, and encourage people to speak out on issues such as – reproductive rights, LGBTQ rights, violence against women, etc.

- Invite folks to give impromptu speeches, but schedule some speakers ahead of time.
- Rent portable microphones and speaker sets from your campus student activities office.
- Build a huge crowd for your event. (See Publicity and Media handout).

Event Planning Tips & Tricks

The key to any good event is brainstorming what will work best on your campus or in your community and then, think bigger! While you are planning, remember to create a budget. Many universities and colleges have budgets specifically to bring speakers to campus.

Define the target/purpose of your event. Are you trying to boost first-year membership? Rally at the state legislature? Petition the administration about a harmful policy? Different targets needs different types of events so it's important to know what kind you'll need before you start planning.

- Who do you think would be most interested in attending the event?
- While you want EVERYONE to come, identifying your target audience will help direct your publicity and outreach efforts.

Make a list of committees you will need to plan the event. Committees should work closely with the FMLA Event Chair, Treasurer, Recruitment Chair, etc.

Committees might include:

- Logistics
- Speaker(s) / Performer(s) / Program
- Publicity / Outreach / Recruitment
- Finance / Fundraising

Set your goals! Sometimes there are multiple goals for event. Identify and prioritize all your goals.

- Think about what you want to accomplish i.e. raising awareness or open dialogue about an issue, public education, obtaining signatures for a national petition drive, raising funds, etc.
- Are there any ally groups on campus that you would want to co-sponsor the event? What about groups to reach out to?
- Set solid goals for the number of people you want to attend the event. This helps direct your publicity, media efforts, and logistics.

Make a timeline.

- Create a timeline outlining the tasks that need to be completed each week leading up to the event, including event logistics, publicity / media strategy, and finances.
- Make deadlines for yourself, and then meet them!
- Look at our Sample Timeline on the next page.

Event Planning: Sample Timeline

THREE WEEKS BEFORE YOUR EVENT

- Events Chair should meet with Faculty and Staff Team for speaker contacts and ideas. Think big! Begin contacting people; allow yourself plenty of time.
- Research the issue or policy that is the focus of your event. Use feministcampus.org as a resource.
- Logistics: choose a date; an appropriately sized venue (always pick a site slightly smaller than the audience expected or a space you can adjust); secure equipment; develop budget for food, venue, equipment, and materials; if it is an outdoor event, is there a backup that can be used during bad weather?
- Secure funding and organize fundraising efforts, if needed.
- Develop your outreach strategy. Arrange for class announcements and begin your first round of flyers, chalking, poster, and other visual outreach.
- Contact leaders of allied groups and offer co-sponsorship and invite joint members.
- The communications team should prepare a media release and a media list of outlets to contact.
- Create a Facebook event! Use Twitter, tumblr and Snapchat to increase publicity by posting shareable graphics that members can share with their friends and followers.

TWO WEEKS BEFORE YOUR EVENT

- Confirm your speakers. Sign a contract, if necessary.
- Prepare facts sheets for tabling.
- The communications team should begin assigning tasks: who will announce to classes, bottom-line visibility events, etc. Second round of flyers/chalking/poster.
- Designate a spokesperson for the event. They should begin preparing to answer questions.
- Draft a Letter to the Editor about the event and distribute to local media outlets.
- Continue recruitment especially through social media, class announcements, outreach to campus groups, and advertisements on campus digital platforms.

ONE WEEK BEFORE YOUR EVENT

- Draft sample questions for your Q&A session.
- Buy snacks and make sure your venue is equipped with everything you need.
- Confirm speakers. Offer to meet them before the event, arrange for rides, and ensure they're ready.
- Blast your message! Go back to classrooms, table, chalk, flyer, and share details on social media. This is the most important round.
- Submit your Letter to the Editor (check media deadlines) or media release. Call your media list and make copies of your media release.

DURING/AFTER YOUR EVENT

- Clean/prepare your venue.
- Be prepared for your speaker. Escort them to and from the event, and have food and water available.
- Have a table set up during and after your event. Include sign-up sheets! This is a great time to build your membership. Have info about FMF, FMLA and its campaigns, fact sheets, and *Ms.* Magazines.
- Greet the media as they arrive. Be prepared to answer questions. Distribute your press release.
- Spokesperson for the event should be prepared to introduce and close the event.
- Write thank you notes to all your speakers. Showing your appreciation will ensure that your speakers will consider doing another FMLA event in the future.

Note: Under certain circumstances flexibility is critical. You may not have 3 weeks to pull off an important and timely event. Be ready to monitor and adjust your plans accordingly.

Public Speaking

Feminist Majority Leadership Alliance members will have numerous opportunities to develop your public speaking skills. It is important that a spokesperson for the FMLA is prepared, whether in classroom announcements, introducing a speaker, or interacting with media.

Read the Audience, Not the Speech

Never read a speech. A brief outline or list of key points will help you stay on message. However, do not rely on written material. Make eye contact with your audience and notice their reaction.

Use Key Points

Emphasize a clear set of main points. Avoid elaborating on too many details, but use a few strong examples to back up the major points.

Repeat. Repeat. Repeat.

Repeat key points several times. Many people in the audience will know little or nothing about the speech topic, so give them several chances to absorb the message by repeating the main points. Use stories to create emphasis.

Change it Up!

Words are only a part of a speech – body language, mood, and tone of voice also contribute to the overall speech. Vary the tone and volume of your voice according to the mood you want to create. Changes in your voice will help keep your audience's attention, and it will help get your message and passion across. Make eye contact and connect with the people in the audience.

Know Your Audience

Tailor the speech to the audience. Key points usually remain the same, but draw out different examples and highlight varying aspects of an issue depending on the audience. When speaking to an organization, know the history and focus of the group.

Cite Sources and Statistics

The use of credible sources, experts, and statistics can strengthen a presentation, but don't overdo it. Sources and statistics should support the message—not make it more complicated.

Keep the Debate on Point

When participating in a panel discussion or a debate, continually bring the discussion back to the key issues at hand. Be careful not to let the debate get sidetracked.

How to Handle Q&A

Use question and answer periods to emphasize your key points. Always look for the opportunity to link the response back to one of the key points to leave the audience with a strong message. Do not allow hostile audience members to monopolize valuable time. Handle negative questions briefly and in a controlled manner, bringing the answer back to the intended message—then move on to other questions. Be mindful of triggering language and set safe space guidelines accordingly.

If someone asks you a question that you cannot answer, you should simply state that you do not know and will be happy to find the answer for them.

Take Action: Feminism 101

Educating students about the meaning of feminism is a crucial first step in mobilizing feminist support on your campus. Feminist education and visibility events are an excellent way of recruiting new members for your group and growing the feminist movement. One of your most important goals is to ***make the feminist voice*** heard on your campus! Here are a few ideas to get you started:

Create a “This Is What a Feminist Looks Like” Collage

The feminist movement includes people who believe in gender equality seek to eliminate discrimination of all kinds – sex, gender, race, immigration status, sexual orientation, gender identity, age, religion, national origin, disability, socioeconomic and marital status.

- Educate your campus about feminism and increase the visibility of your group by creating an eye-catching collage called “Faces of Feminism” or “This is What a Feminist Looks Like.” Ask students, faculty, and staff on campus if they believe in social, political, and economic equality for women. If they say yes, say, “Congratulations, you’re a feminist!” Explain the definition of feminism ask if they are comfortable having their photo taken. Post the photos to Instagram, Facebook, and tumblr with a unique hashtag.
- You can add pictures of famous feminists as well! Include photos of Malala Yousafzai, Beyoncé, Amandla Stenberg, Chimamanda Ngozi Adichie, Gloria Steinem, and other outspoken famous feminists to generate more interest in the campaign.
- Obtain from FMF “This is What a Feminist Looks Like” T-shirts to sell or give away.

Conduct a “Thankful for Feminism” Campaign

The feminist movement has made significant strides in the last century – ranging from expanding educational and athletic opportunities for women, to expanding women’s political participation, to increasing women’s reproductive freedom. Celebrate the accomplishments of the last century of feminism with a “Thankful for Feminism” Campaign.

- Create “Accomplishments of Feminism” Tweetchat, in which you post facts about feminist successes throughout history and engage with coalition partners.
- Create posters or flyers that ask questions like “Are you a female athlete?”, “Are you planning on going to medical or law school?” or “Have you ever used a contraceptive?” followed by “Thankful for Feminism.”
- Include facts about women’s history that highlight the specific accomplishments of the feminist movement.

Celebrate Feminism T-Shirt or Button Day

More than ever, you must show your campus that feminists are the majority!

- Designate a feminist t-shirt or button day where everyone involved in the group wears t-shirts with feminist messages. Wear buttons or stickers that say “Feminists Are the Majority.” Use a wipeoff board to answer the question “I’m a Feminist because…” and photograph folks holding their answers. Ask those participating to change their profile picture to a photo of them from the event.

Connect with Feminists on Campus and in the Community

Create an inclusive community of feminists on campus and in your local neighbors. Your gatherings can be big (a forum or conference) or small (a coffeehouse), but your goal should be the same: to create community! One way to do this:

Host an F-Word Forum

A majority of women self-identify as feminists. The percentage of people, however; who identify as feminists increases even more as individuals learn the definition of feminism.

- Organize a formal or informal panel discussion about the meaning of feminism featuring students, faculty, staff, or guest speakers. Use the panel discussion as an opportunity to educate your campus about the urgent need for feminist activism locally, nationally, and worldwide.
- There are many ways to vary this project. One alternative includes holding a brown bag lunch series on feminism where participants bring lunches and conduct more informal discussions. Another involves holding a feminist open mic night where individuals share what feminism means to them. You can also include poetry, prose, and music in this event.

Organize a Feminist Fair

Coordinating a feminist organization fair is an excellent way for students to learn about women's issues on campus and in the community and establish relationships with other feminist groups.

- Reserve a high-traffic area of campus to accommodate the organization fair.
- Invite other campus groups who promote FMF's principles and community organizations addressing feminist issues such as reproductive healthcare providers and rape crisis centers.
- Identify feminist friendly journalists on your campus newspaper to cover the fair and / or write an article about feminism.

Co-Sponsor Events

Co-sponsor issue or educational events with other progressive groups on campus. Groups such as: Campus Women's Center, NOW, Amnesty International, the campus LGBTQIA organization, Multicultural Student Affairs, Public Interest Research Group (PIRG), student government, Women's and Gender Studies, Sociology, or Political Science departments, and other student or faculty / staff organizations. Events should be something you plan with the co-sponsors and / or invite them to table at your already planned events.

Feminist Pride Day

Celebrate and organize for gender equality and liberation by declaring your commitment on Feminist Pride Day. You can implement the campaign any day of the year that suits your group!

- Collaborate with other student groups that share an interest in feminism.
- Events can vary from speak-outs to Instagram photo campaigns to a march through campus and more! Contact your National Campus Organizer for more ideas or help with your event.

Publicity and Outreach

Using publicity and outreach to raise awareness about the Feminist Majority Leadership Alliance is an excellent way to stir up interest in an issue, or build a crowd for an event or meeting. Greater publicity and outreach results in more people attending meetings and events. Organized publicity and outreach is essential to building an active feminist community on your campus.

Flyering and Postering:

- Always list the WHO, WHAT, WHEN, and WHERE clearly on posters and flyers.
- Create highly visible color or laser quality flyers that stand out from other ads on campus.
- Research the school's posting policies *before* hanging flyers. Some campuses require stamped approval, posting in specific areas on campus, and/or a specific kind of tape. Find out when campus staff removes flyers, and plan for a second "cycle" of flyering.
- Divide sections of the campus among group members to blanket the campus with flyers.

Possible locations to flyer:

- All major academic buildings
- University Centers
- Dining halls
- Libraries
- Outdoor surfaces with high student traffic
- Bathroom stalls and locker rooms

Using Social Media

- Facebook, Twitter, Tumblr, and other social networks are great ways to connect: make sure to share information in a timely and relevant way, utilize visual media effectively, and promote your events and actions across all of your social media platforms in order to make them as viral and successful as popular! Use social media to share information, celebrate victories, and rally your troops when challenged. Use an informal but knowledgeable tone.
- Blog! Write about issues, events, and meetings. Medium, Tumblr, and Wordpress are all free platforms.
- Use consistent language: promote your events using the same title and make sure information being shared is accurate. Provide links to event pages, blogs, and other online resources that are relevant and important.
- Vary your posts from network-to-network so that people are interested in engaging with you on all of your platforms. This is a surefire way to grow your audience. Find a unique way to use each network to disseminate the same information!
- Use relevant hashtags and tags when posting on social media. (Twitter hashtags include #DefendDACA for immigration reform and #TheFutureIsFeminist for young feminists. Tumblr tags like #Feminism are central places for aggregated content.)
- Take lots of photos! Not only are these great for preserving your group's history, but they will show prospective members what you are doing and generate more traffic to your pages. Share them using Instagram or simply post them to your individual platforms.
- Direct members and prospective members to your social media whenever possible – it's the fastest and most reliable way to connect with them and have them connect with you. Use it well!
- Have a game plan! Be sure to ensure that all Executive Board members have access to social media accounts and are consistently posting messages/events as well as related content. Make sure you're ready to take on posting consistently to a network before you promote your account.

Hanging a Banner

Make a large banner to hang in a high traffic area (example, cafeteria). Hang the banner in a spot clearly visible from a distance. Request permission to hang the banner several weeks in advance, depending on your school's regulations. Hang the banner at least a week before your event.

Host a banner making party and invite all members to attend! Use large letters, bright colors, and highlight important information. Include your FMLA's contact information clearly at the bottom.

Chalking

Use sidewalk chalk to advertise events or educate the campus community about your campaign. Target well-traveled paths on campus, such as areas around major campus buildings, dining hall, or the student union. Generally, nighttime is a good time to chalk; fewer people are out and walking around, so you can work undisturbed. Like flyering and posting, always research university policies *before* chalking. Some campuses limit chalking to certain areas and may forbid chalk on the sides of buildings.

Attracting Media Coverage

Independent radio stations are required to make public service announcements free of charge, usually twice an hour. Take advantage of this service by contacting your campus and local radio stations to make announcements.

In addition, consider asking campus and local papers to print an advance story on the event. Invite them to the event, and encourage them to bring a photographer. Write a press release (see sample) including details about the Who, What, Where, When, and Why of your event.

Class Announcements

Have FMLA and Faculty Team members make announcements in classes about an event. Distribute flyers that include event details and contact information. Make announcements in all classes with feminist-friendly faculty and relevant subject matter.

Pass around a sign-up sheet and send follow-up emails to people who sign up. Ask faculty members in relevant departments to offer extra credit to students who attend the event or to make attending the event mandatory for their classes.

Outreach on Campus

Outreach to other progressive groups on campus. Inform groups about your upcoming event, and ask them to support the event through co-sponsorship. Coalition work helps to ensure your subject matter and audience are inclusive. Places to outreach on campus include:

- Other feminist groups
- Women's Center
- Progressive groups
- Racial justice organizations
- LGBTQIA+ groups
- Environmental justice groups
- Women's sports teams
- Community service organizations
- Student Government
- Sororities
- Feminist Faculty/Staff
- Student Activities Director

Media Strategy

Outreach:

- Begin early.
- Choose a spokesperson for the group.
- The Media Team should develop a consistent message for the event or campaign.
- Develop media contacts, especially feminist or progressive reporters for both the campus and local media outlets.
- Create media-friendly events by always having a media sign-in table with your media release and all relevant materials, making sure all of your visuals are in place and prominently displayed, by having your spokesperson available for interviews after the event, and by being aware of media deadlines. Provide for a place for microphones or for interviews with radio, TV, online, or press reporters.

Timing:

- Have a news “hook.” A news “hook” usually is an answer to the question “Why is this important?” Be sure your issue is timely and that you make that connection obvious to the media. For example: “A new CNN/USA Today/Gallup poll released today found that three out of five Americans believe in universal healthcare.”
- Use a media advisory (see following example). The Media Chair should e-mail this to the media list a week before the event.
- Pitch your event to reporters right after you e-mail the media advisory to confirm they have received it and to see if they have any questions.
- Remember that most reporters are on deadline by 4 pm, so call them in the mornings.
- Do follow-up calls and e-mails two or three days before the event, and then email the media advisory again the day before the event.
- Be persistent!
- Make sure you have plenty of supporters or an appropriate sized audience at your events!

Developing a Message:

- What is the goal of your campaign or event? Keep this in mind when you are developing your message. In addition, ALL members should be aware of the message and goal of event/campaign, since reporters will likely want to talk to several members of the group.
- Develop a headline, slogan, and sound byte and be consistent in using this with the media.
- Make sure all supporting materials you distribute to press and all comments from your spokesperson center around this message.
- Use media kits to hone your message. A media kit could include supporting materials explaining the background of your campaign and sources that media can consult for more information
- Always make sure you have included your group’s contact information.
- Always keep a level head. Even when a reporter asks provocative or baiting questions, answer them so that you emphasize the points, facts, and message of your campaign or event.

Tools for A Media Strategy

Media Lists:

- Reporters' contact information (name, outlet, phone, e-mail and Twitter handle)
- Local and campus newspapers, radio and TV stations
- Independent media
- Online media outlets, especially ones aimed at students or young people. Tweet at reporters!

Media Advisory:

- Who, What, When, Where, and Why of your event.
- Include your contact information.
- Describe visual opportunities for TV crews or photographers, if possible.
- Distribute to press prior to the event.

Media Release:

- Should include a quotable description of the event and its importance. Provide all the information that a reporter will need to write a detailed article, including the importance or significance of the event or campaign and short quotes by leading spokespeople.
- Include contact information of the Media Chair.
- Distribute to the press at the beginning of the event.

Spokesperson:

- Should be one person with strong public speaking skills and who is quotable, can talk about the big picture, and is easily accessible. This would preferably be the president or an officer of FMLA.
- Have the Media Chair attend all interviews with the spokesperson to take notes and monitor the questions and answers. This will help prevent you from being misquoted.

Background Information:

- Media kits / Fact sheets
- Short bios of relevant people at an event
- Supporting research
- Infographics

Planning is crucial! Take the time to answer these important questions and design an effective strategy to achieve your media goals. Set deadlines and start planning early, just as you do for other components of an action.

Answer these questions in planning your media strategy:

- What do you want the media to cover?
- When do you want the coverage?
- What media outlets do you want to cover it?
- What will it take to get coverage? Visuals, sound bytes, photo ops?

Media: Working with Reporters

In recent years, a growing number of right-wing groups have sprung up on college campuses nationwide. These well-funded groups promote anti-feminist, anti-abortion, and anti-lesbian and gay messages on campus. Part of an FMLA's job on campus is to redirect the media's attention from these right-wing groups and provide a feminist perspective on local, state, and nationwide events. In order to achieve this goal, FMLAs must develop and deliver effective media messages.

First, ask the question "What do we want the headlines in the paper to say?" When working with the media, your message must be clear, consistent, and concise in order to get the results you want.

Compare These Messages

- If we lose affirmative action, many public contracts, jobs, and educational opportunities for women and people of color will be eliminated!
- Affirmative action programs seek to remedy past discrimination against women and people of color by increasing recruitment, retention, promotion, and on-the-job training programs. Dismantling affirmative action programs could adversely affect the opportunities for, and progress made by women and people of color in education and the workplace.

Your group's spokesperson should have a sound byte to use when speaking to reporters. Sound bytes are only about 8 seconds of TV or radio time and only a few lines of print. While the spokesperson should know all of the details of the issue, a sound byte should be very short and simple.

Media Chair

The Media Chair is an elected position of leadership in the FMLA. The Media Chair acts as a liaison to campus and community press, garnering media coverage for the group whenever there is an opportunity. The Media Chair coordinates the media strategy for each event with the Public Relations Chair. The Media Chair should contact a Campus Organizer for suggestions about getting press, developing press lists, writing media advisories and press releases, and setting up interviews. The Media Chair should collect press clippings for the Campus Team.

Create A Media List

Contact campus and local newspapers and ask for the names of reporters who cover women's and feminist issues. Take note of TV stations, newspapers, and reporters who have given reliable and favorable coverage of these issues in the past. Look especially for feminists in the media. If your campus has a public relations office, ask them for a list of local media. Contact other progressive organizations to see if they have press contacts. Collect all names and contact information. The Media Chair should keep and frequently update this file.

Inform The Media

Inform members of the media about your group's events and actions. Mail, deliver, fax, and e-mail media advisories a week before the actual event. Call all of your media contacts. Ask them to cover your events. Follow up with your media contacts as the event approaches. Write a media release to give to media at your event. Include it in a folder, or a media kit, with other FMLA materials. Reiterate your message in all of your materials.

Sample Past Press Release #1

Press Releases should be about a page long whenever possible. For bigger issues, the press release may need to longer. But a sometimes, a short statement is all you need. Below you'll find a past press release from FMF about the Affordable Care Act repeal.

For Immediate Release: May 31, 2017

Contact: Erin Gistaro | erin@feministmajority.org | 703.522.2214

Leaked Draft of Trump Administration Rule Would Deny Women Access to Birth Control

The Feminist Majority has grave concerns about the leaked draft of the Trump administration's interim final rule that would add "exemptions for religious beliefs and moral convictions" for all employers-- whether profit making or non-profit making—to the contraception mandate of the Affordable Care Act, also known as Obamacare.

Under this rule, the draft of which appeared in [Vox](#), the Trump administration would allow all employers the ability to deny birth control coverage for their employees and their families. The Affordable Care Act mandate requiring employers to provide health insurance plans that cover birth control without copays or deductibles would still exist, but this rule would create a massive loophole that could deny women the right to make their own healthcare decisions.

Statement from Feminist Majority President Eleanor Smeal:

"If this draft becomes reality, then the Trump administration would have once again shown its total disregard for women's health.

Millions of women rely on access to no-copay and no-deductible birth control through their employers, and for students through their universities. Broadening the exemption would allow any employer with a "moral" objection to opt out of coverage, sending a clear message to women in America: your body does not belong to you.

The President and his administration seem to be pursuing this action at the same time that Republicans in Congress are trying to eliminate the requirement in the Affordable Care Act that health insurance must cover maternity care. The GOP might be insisting they are not waging a War on Women, but the facts prove otherwise."

###

Sample Past Press Release #2

For Immediate Release: July 28, 2017

Contact: Erin Gistaro | erin@feministmajority.org | O: 703.522.2214 | C: 703.740.7799

Feminist Majority Thanks the Senators and Activists Who Helped Defeat the Senate Trumpcare Bill

In the early morning hours of July 28, 2017 the U.S. Senate voted 51-49 against the skinny repeal of the Affordable Care Act, otherwise known as the latest version of Trumpcare.

Statement by Eleanor Smeal, president of the Feminist Majority, on the temporary defeat of Trumpcare in the U.S. Senate:

“This is an important and exciting day for everyone who has fought for the last six months, and the last seven years, to increase healthcare access to millions of people and defend the backbone of the Affordable Care Act. The Affordable Care Act expanded Medicaid and private health insurance coverage to millions of people—the majority of whom are women—who were previously uninsured, banned sex discrimination in pricing and benefits, and finally guaranteed women access to the essential healthcare services they rely on, like maternity care, birth control without co-pays or deductibles, and cancer screenings.

The Feminist Majority wants to extend a genuine thanks to all the Senate Democrats and Independents who have fought the repeal of the ACA and the decimation of Medicaid from the beginning, as well as Republican Senators Susan Collins and Lisa Murkowski for listening to their constituents and voting against a bill that would have devastated healthcare in both the communities they represent and the entire country. These two leaders once again show that women, though under represented, have courage and make a difference in office. And thank you to Republican Senator John McCain for recognizing that backdoor deal making undermines the democratic process and does not lead to sustainable solutions.

None of this would have been possible without all of the feminist activists and constituents who organized, rallied, protested, marched, emailed, called and showed up for the fight. We demanded that our voices be heard, and it worked.

The ability to access affordable and comprehensive healthcare is a right that every person in America deserves. Today, we are one step closer to affirming that, but the struggle goes on, and we must remain vigilant and determined to increase access to healthcare for all.”

###

What If You Don't Get Media Coverage?

There will be occasions when even the best planned, developed, and executed media strategy may not result in the amount or depth of press coverage you had anticipated.

When you don't get covered, cover yourself!

- Write your own articles for local newspapers. Call the editor and pitch your story. Include any pictures your group may have taken. You might be surprised how happy many local newspapers are to receive articles like this!
- Write letters to the editor of local and regional newspapers.
- Write an op-ed piece for the newspaper. Check on length requirements before submitting it.
- Put together an article for your group's newsletter. Submit the article to other progressive organizations, department newsletters, and women's center newsletters.
- Use social media: blog, Twitter, Facebook, Instagram
- Submit your story to feministcampus.org so that other FMLA's and Affiliates can benefit from your news and experiences.
- Develop a listserv on which you can distribute your article.
- E-mail progressive and feminist news websites for them to post your article.
- Recruit reporters from your campus newspaper to join your FMLA! This will guarantee coverage at your next event!
- Encourage ALL members to write op-eds or letters to the editor!
- Meet with newspaper, radio, and other reporters to show your interest in receiving future coverage.

Assess your media strategy

- Do you have a current and accurate media list?
- Did reporters come but not file stories?
- Were you able to contact people during outreach calls?
- Did you do reminder phone calls, texts, and e-mails?
- Was your event newsworthy?
- Did you have a clear, well-formed message?
- Did the location or timing of the event make it hard for reporters to attend?

Social Media + Digital Organizing

Why have an FMLA online presence?

Digital organizing is a cornerstone of grassroots campus organizing. In order to be an effective activist group, you need to have a presence anywhere and everywhere you can reach supporters. That means a great deal of your organizing and communicating will be done online. Creating an online presence for your groups not only provides an efficient platform to engage with current group members, but it also allows potential supporters to learn about the group's work and members.

What kind of online platform should I use?

Your group should create a Facebook page, where users can share updates, news articles, and club events, as well as a Facebook group to allow members to interact with each other on a more personal level. Twitter is a great resource to live-tweet events and share breaking news – as well as first hand accounts – all the while reaching a broader audience. Many groups create blogs or websites to showcase and detail the work the FMLA does, as well as document the history of the group. Creating an Instagram account allows the group to have a visual record of the activism and the membership throughout the years. Many groups find having a strong online presence increases their group continuity and success, and allows them to engage with many more folks than simply interacting in-person would. When you and your FMLA members meet for the first time, take an informal poll and see what digital platforms they use and start tweeting, sharing, and posting!

Utilizing social media for recruitment and outreach

Campus groups can refer interested individuals to the digital platform they use in order to learn more about the FMLA. It's important to have an active presence, so you can show prospective members all the awesome work you're doing. Take pictures during meetings and events. Post them online in a Facebook album or tweet them on your FMLA account. Facebook Live events to allow those unable to attend in person to participate! There are so many different ways to document what you're doing as a group. Get creative, post all of your success to the world. Did you get an editorial published in your campus newspaper? Post it! Did you have an event with awesome turnout? Publish photos! Use your online presence to show new members why they should join. Be sure to include meeting times and contact information so interested students can easily get involved!

Engaging with existing members

Build community within your FMLA by using social media platforms. Facebook groups allow you to communicate with your group members around the clock – not just during meetings or events. Encourage members to share interesting news articles or brainstorm new event ideas. Everyone can comment and join in on the conversation, creating a real sense of a community, which is crucial for a new group.

Getting listed on your college/university's website

Make sure your group is located on your college or university website under the Student Life, Campus Life, Student Activities, and / or Campus Groups sections. Each college or university may have a different policy about what groups are allowed on their website, so be sure to follow up about the process. Whenever possible, the college or university should link to your group's website. You can also have events posted to the campus activities calendar.

Developing a Budget

Why develop a budget?

As recognized student groups on campus, FMLAs may be entitled to receive campus funding! Funding allows FMLAs to be more active and visible on campus. To begin, research student government or other groups that grant money for recognized student groups on your campus.

What goes in a budget?

To receive donations from departments and other groups, including student government, you must know how much your event is going to cost: making a budget is the first step. Start with your expected income – think about funds you might receive from your college or university, individual donations, donations-in-kind, revenue from fundraising events, etc. If you have records of previous budgets, you might want to compare your previous budget with your actual expenses. Once you have an idea of how much money you have (or can receive), you can start planning events and make decisions about how to prioritize your resources.

How to write a budget proposal

Before submitting a budget, develop a solid proposal that provides the following information and be prepared to answer questions regarding this information:

- Explain the purpose and mission of your FMLA or campus group.
- Thoroughly describe your proposed activities and objectives.
- State the amount of money requested and how it will be used.
- Itemize your budget. Break down each project by cost for publicity materials and/or printing costs, materials for the event, travel, hotel, speaker or performance fees, security, rental space, food, misc. (For guidance on itemization, see Sample Annual Budget).
- Explain how the group and its activities benefit the student body, as well as faculty, staff, the surrounding community, and the university as a whole.
- Describe how the proposed activities benefit or appeal to audiences within the student body.
- Explain how the group and its projects differ from what is already available on campus.
- Include information about the group's past events/activities and describe the results/turnout.
- Document fundraising activities the group has done on its own, and list support, contributions, or funds raised from outside sources.

Tips:

- Work with the Feminist Campus Team for help with the budgeting process.
- Start early and be aware of the deadlines for requesting funds.
- Estimate costs as generously as possible – student groups usually only receive only a portion of what is requested.
- Demonstrate an effort to find the most economical accommodations and items for the group.
- Spend all that is given – the group may be given less next year if all funds are not used. If you need ideas as to how use your entire budget contact your Campus Organizer.
- Keep records of funds requested, received, and spent. Keep all receipts and track expenses over time to ensure that the group isn't spending more money than it has or plans to receive.
- Err on the side of caution. The first draft of your budget may not reflect reality: your estimates might be too low, you may want to organize an unexpected event, etc. You can always find ways to spend money at the end of the year, but you never want to owe anyone money!

Sample FMLA Budget: 2018-2019

INCOME

Student Activities Funds	\$2,000
Student Programs co-sponsor for Rock for Choice Concert	900
Women Studies Department Sponsorship	800
Donated: honorarium for HAIM	2,000
Revenue from ticket and food sales at Rock for Choice	<u>3,000</u>
Total Expected Revenue	\$8,700

EXPENSES

Campus Education Projects: 1 event each session

Project 1: Did You Know Campaign on Reproductive Rights	
Publicity: 2000 fliers @ \$0.10 each	\$200
Project 2: Roe v. Wade Celebration	
Publicity: 1000 fliers @ \$0.10 each	100
Materials: tape, markers, and poster board	50
Food: soda and snacks	50
Project 3: International Women's Day Open Mic	
Publicity: 500 fliers @ \$0.10 each	50
Materials: markers, poster board, and supplies	50
Food: soda and pizza	50
Misc: microphone rental	<u>100</u>
Total: Education Projects	<u>\$650</u>

Rock for Choice Concert, featuring "HAIM"

Publicity: 2000 fliers @ \$0.10 each	\$200
1 radio spot @ \$100 each	100
5 campus newspaper ads @ \$100 each	500
1 banner @ \$50 each	50
Materials: tape, markers, and supplies	50
Travel: 500 miles gas reimbursement @ \$0.50/mile	250
Hotel: 2 rooms @ \$100 each	200
Honorarium/fees @ \$2000	2000
Food: soda and snacks for 500 to be sold at concert	250
Security: 1 guard for 5 hours @ \$20/hour	100
Space rental: multipurpose room in Student Center	200
Other: 1 stage and 500 chairs	<u>1000</u>
Total: Rock for Choice Concert	<u>\$4,900</u>

Regional Collegiate Global Women's and Human Rights Conference – Delegation of 10 to Atlanta, GA

Travel: 10 plane tickets	\$2400
Bus and taxi: \$75/day for 2 days	150
Food: \$20/day/person for 2 days	400
Conference Registration: \$20/10 people	<u>200</u>
Total: Conference	<u>\$3,150</u>

Total Expected Expenses	\$8,700
--------------------------------	----------------

Fundraising

The Feminist Majority Leadership Alliance group or affiliate should apply for university or student government funding. In order to supplement that funding and increase the likelihood that university funding is awarded again, the FMLA will need to raise additional funds. FMLA fundraising takes two major forms: co-sponsorship and FMLA fundraising events or actions. When applying or asking for money, don't be afraid to think big!

Co-Sponsorship

Other progressive and feminist and women's student groups and departments may be willing to co-sponsor events by contributing to the cost. These donations quickly add up to a significant amount of money, and having the support of co-sponsors strengthens publicity and impact as well as increases attendance.

- Begin early, soliciting funds takes several months or weeks before a major event. Some organizations meet monthly or even less frequently and must have sufficient time to discuss the proposal and vote on it.
- Develop a well-organized written proposal that describes the nature of your request, a tentative budget for the event, and its benefits for the campus community.
- Target supportive groups, departments, and organizations with the project proposal. Make an appointment to present at a meeting. Send a copy ahead of time and take several additional copies to the meeting.
- Make appointments with the directors of various departments to inquire about their willingness to sponsor speeches or educational programming. Departments can be a good source of money, as well as a vehicle to publicize the event. However, we encourage you to approach multiple and varied departments, not just Women's Studies offices. Remember to approach graduate student groups and faculty.

Sources of Co-Sponsorship

- Student government
- Women's student organizations
- Women's and Gender Studies Department
- Other relevant academic departments (e.g. • Multicultural Studies)
- University President, Vice President, and Deans
- Sororites and theme houses
- Women's Centers and Cultural Centers
- Graduate, Medical, and Law school organizations
- Offices of Residential Life and Student Life, Student Activities
- Women's alumnae organizations

Fundraising Ideas

Apply for a Grant: Foundations and student activities committees are always looking for new, innovative ideas. If your group can think of an effective and groundbreaking project that would require a large sum of money, do some research on how to write a grant proposal (the Feminist Campus team is happy to help), research local and national foundations that might be interested in your project, and apply. At the same time, you will learn valuable skills and gain insight into the non-profit development sector.

FMF Product Sales: The Feminist Majority Foundation has a variety of products that groups can use to fundraise, including *Ms.* magazine memberships and feminist t-shirts. Contact the Feminist Campus team for information about FMF product sales.

The Jar: Have a jar at every meeting and event. Decorate the jar to make it recognizable.

Car Wash: Organize a car wash with a local gas station. Suggest a \$10 donation from car owners.

Pay Equity Bake Sale: Put a feminist twist on the traditional bake sale! Advertise prices for baked goods at \$1.00 for white men and cents less for other genders and racial identities. Include facts about pay equity at the table.

Silent Auction: Hold an auction where instead of bidding vocally, participants bid silently by writing down the amount of their bid. Solicit creative donations: ask friends and faculty to offer services, such as dinner or free laundry. Be sure to state the minimum starting bid and the increment by which each bid increases. The highest bidder at the end of the day wins. These events tend to be geared towards older audiences.

Adopt-a-Feminist: FMLA members volunteer their time to faculty, staff, alumnae, or local community organizations in exchange for donations. Members could rake leaves, paint rooms, shovel snow, or stuff envelopes.

International Women's Day Cards: Design a special card that students and faculty can buy and personalize with their own special message. Include relevant facts and quotes to give the cards an educational, feminist flair. Offer to mail the card for them.

Host a Movie Screening: The Feminist Majority Foundation has an entire library of films that FMLA groups can borrow. Find a comfortable venue and ask people to bring their own snacks. Advertise the screening and ask for \$5 (half the price of a regular movie theatre!) at the door. Ask your campus organizer for good, relevant films.

Find Community Sponsors: Local businesses are often an untapped resource for funding. Approach a business with some information about your group and a letter explaining why you need money. Offer to put their company name or logo on materials that you will widely distribute; ask them to allow you to place a donation jar at their counter; or suggest products (paper, snacks, etc) that you would appreciate as in-kind donations.

Poetry Slam, Open Mic, Coffeehouse, Art Show: Charge admission and/or sell beverages and pastries at these types of events. Solicit donations throughout the event. You can also approach local business/restaurants/bars about hosting an event for free or allowing you to charge a cover that the group can use as a donation.

Feminist Calendar

January

Cervical Health Awareness Month
National Poverty in America Awareness Month
National Stalking Awareness Month
22 Anniversary of *Roe v. Wade*

February

Black History Month
Sexual Health Awareness Month
6 National Girls & Women in Sports Day
14 V-Day
25-3/4 National Eating Disorder Awareness Week

March

Women's History Month
5 AAPI Women's Equal Pay Day
8 International Women's Day
10 National Day of Appreciation for Abortion Providers
9-11 15th Annual National Young Feminist Leadership Conference
22 World Water Day

April

Sexual Assault Awareness Month
STI Awareness Month
Arab American Heritage Month
2 Women's Equal Pay Day
12 LGBTQIA Day of Silence
22 Earth Day

May

Asian Pacific American & Jewish American Heritage Months
Mental Health Awareness Month
1 May Day
12 Mother's Day
12-18 National Women's Health Week
13 National Women's Checkup Day
17 International Day Against Homophobia, Transphobia, & Biphobia

June

LGBTQIA+ Pride Month
23 Anniversary of Title IX
27 National HIV Testing Day

July

4 Independence Day
12 Malala Day

August

1-7 World Breastfeeding Week
22 Black Women's Equal Pay Day
26 Women's Equality Day (Anniversary of the 19th Amendment)

September

Ovarian & Gynecological Cancers Awareness Months
National Hispanic Heritage Month
2 Labor Day
23 Bisexuality Visibility Day
23 Native Women's Equal Pay Day
28 Anniversary of FDA's approval of Mifepristone (RU-486)

October

Domestic Violence Awareness Month
Breast Cancer Awareness Month
LGBTQ History Month
Bullying Prevention Month
11 National Coming Out Day
18 Love Your Body Day
26 Intersex Awareness Day

November

Native American Heritage Month
5 Election Day
20 Transgender Day of Remembrance
20 Latina's Equal Pay Day
25 International Day for the Elimination of Violence Against Women

December

1 World AIDS Day
3 International Day of People with Disabilities
10 International Human Rights Day

Planning events and actions on these days is a great way to take part in the national movement for equality. Here are some ideas of simple activities you can do on your campus, no matter the size of your group:

- **Host a movie screening.** Screen documentaries like *12th & Delaware*, *Jackson*, or *The Invisible War* and discuss feminist issues.
- **Run a "Did You Know" campaign** on any subject (example: "Did you know women make up only 23.7% of the United States Congress?"), and flier the campus with fact sheets and information.
- **Create a powerful visual.** Stage a die-in. Organize a clothesline project. Make an artistic statement.
- **Hold a roundtable discussion** on topics relevant to your campus like consent and sexual health, emergency contraception, or living wage for workers. Invite other clubs to make valuable connections.
- **Educate your campus on feminism.** Have an Equal Pay bake sale, an F-Word forum, or a "Faces of Feminism" campaign.

Call or e-mail the FMF Campus Team today for more ideas or to receive materials for any of our campaigns at campusteam@feminist.org