

# TURNING POINT USA Chapter Handbook



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# **INTRODUCTION**

## **TPUSA Chapters & Handbook Overview**

## Letter from the National Field Director

Greetings,

On behalf of our national leadership team I'd like to personally welcome you to Turning Point USA! We are excited about the opportunity to bring TPUSA to your school and make a significant difference on your campus.

Enclosed in this Chapter Handbook you will find several useful tips and guidelines that will help you as you launch your new Turning Point USA chapter. Please take time to review this guide with your leadership team and core members.

In addition to the resources in this Chapter Handbook, TPUSA has a team of full-time Field Directors that work with student leaders like you. If you haven't already connected with a TPUSA Field Director (professional activists who are there to help you start and maintain your chapter), please reach out to me so we can connect you with someone nearby. We have a team ready and willing to help with anything you may need.

Bringing TPUSA to your campus is a bold, courageous step. It takes courage to lead a student organization that identifies silent conservatives, organizes activists, and promotes limited government values. Thank you for stepping up to lead and for being part of our movement.

Please don't hesitate to contact me if there is anything we can do to help. You can reach me anytime at crystal.clanton@turningpointusa.net or via phone at (844) 872-1776 Ext. 100.

I look forward to working with you as we develop your chapter and make a major impact on your campus. Thank you for being part of this movement.

Regards,

Crystal Clanton  
National Field Director

## What is a TPUSA Chapter?

Turning Point USA chapters are communities of pro-free market activists that work to educate their peers about the importance of limited government and capitalism. TPUSA chapters also work to identify, empower, and organize other activists so that our movement consistently grows.

As a Turning Point USA chapter leader, you will have the opportunity to build a strong conservative activist network on your campus, plan and execute activism initiatives, help students get registered to vote, and inform your peers about the importance of economic freedom and limited government. You will change what it means to be a conservative on campus by re-branding and promoting free market values.

## What do TPUSA Chapters do?

TPUSA chapters organize educational activism events such as debates, protests, and tabling events (many examples are provided in Section 8). Chapters also bring speakers to campus, make it easy and exciting to learn about current events, and re-brand conservative values on campus by spreading TPUSA's message in innovative ways.

### Chapter Obligations

**In order to remain an active TPUSA chapter the group is responsible for:**

- I. Maintaining an Executive Board/Officer Team with at least three (3) positions: President, Vice President, and Treasurer. More positions may be required by the chapter's school.
- II. Submit a Chapter Charter Agreement form (found online).
- III. Organizing at least one (1) activism initiative per academic semester.
- IV. Submitting an "End of Year Activity Report" report document to Turning Point USA's National Headquarters by May 30 of each year. The document will be completed online and should take 20-40 minutes to complete.
- V. Remaining in communication with a TPUSA Regional Director or Field Director on a regular basis.
- VI. Adhering to TPUSA's Chapter Code of Conduct and ensuring all operations are in accordance to 501(c)(3) guidelines.

### Chapter Code of Conduct

**TPUSA chapters are expected to adhere to the following conduct expectations:**

- VII. TPUSA chapters may never endorse any candidates running for public office. Leaders of the chapter may endorse candidates in their personal time, but may not do so on behalf of the chapter.
- VIII. TPUSA chapters may never campaign for political candidates or aid political campaigns in any manner (donate money, recruit campaign volunteers, etc.). Leaders of the chapter may do these activities in their personal time, but may not do so on behalf of the chapter.
- IX. TPUSA chapters may never host a speaker on campus without approval from TPUSA's national headquarters. The application to host a speaker can be found at [www.tpusa.com/RequestASpeaker](http://www.tpusa.com/RequestASpeaker).

## Chapter Leader Testimonials



“Being president of the Turning Point chapter at my school has been an incredible experience and has opened the door to so many new opportunities. It has allowed me to host famous conservative speakers and attend amazing conferences with people that share the same views as me. Not only that, but the supplies that Turning Point USA provides us with are all amazing! Turning Point USA is easily the best conservative group in the nation for college students and I am incredibly thankful for the opportunity to be involved.” -**Devin Bilski, The Ohio State University**



“I am president of the Turning Point USA chapter at Sam Houston State University. We started with nothing and quickly grew to be the most powerful force on campus. We fight every single day for freedom, not free stuff! None of this would have been possible without Turning Point USA’s Young Latino Leadership Summit. It simply changed my life. I feel far too often that conservatives don’t care about latinos. Turning Point USA is changing the game by offering real training and empowerment for young conservative latinos. Turning Point USA is making the movement more diverse and powerful every single day.” -**Joanna Rodriguez, Sam Houston State University**

## Reasons to Start a TPUSA Chapter

By starting a TPUSA Chapter you will have the opportunity to:

1. Develop and hone your leadership skills.
2. Make new friends who share your values.
3. Educate your peers and register first-time voters.
4. Attend training conferences all across the country.
5. Network and build up your resume.
6. Fight back against liberal bias and indoctrination on your campus.
7. Gain experience that will lead to internship and job opportunities.

# SECTION 1

## Turning Point USA

## History of Turning Point USA

Turning Point USA (TPUSA) was founded on June 5, 2012 by then-18-year-old Charlie Kirk. TPUSA was created to be a grassroots student movement that identifies, empowers, and organizes young people to promote limited government, free markets, and capitalism. Since the inception of Turning Point USA, the organization has now grown to over 1,000 college and high school campuses nationwide.

Turning Point USA is a 501(c)(3) non-profit organization. This means that all donations to Turning Point USA are tax-deductible.

## Mission Statement

Turning Point USA educates students about the importance of fiscal responsibility, free markets, and limited government. Through non-partisan debate, dialogue, and discussion, Turning Point USA believes that every young person can be enlightened to true free market values.

### TPUSA activists strive to:

**Identify** student activists in every corner of the country who believe in limited government and individual liberty. TPUSA activists are the community organizers of the right.

**Empower** young activists to get involved in the fight for free markets and limited government. TPUSA empowers young people to make a difference within their own campus and community through building strong campus networks, organizing conferences and training workshops, and equipping activists with the knowledge and strategies needed to combat the left.

**Organize** young activists in chapters and networks on colleges across the country. TPUSA believes there is strength in organization, and our activists work tirelessly to build grassroots networks on every college campus in America.

**Educate** students about the importance of fiscal responsibility, limited government, and free markets. With innovative messaging techniques and strategic outreach methods TPUSA is able to educate thousands of college students each day.

**Register** students to vote. TPUSA has helped thousands of college students apply for voter registration and access vote-by-mail ballots.

**Mobilize** students who believe in free markets. Email lists don't mean anything if they aren't used properly. TPUSA mobilizes its activist networks to get involved in activism, issue-advocacy, public policy education, and grassroots organization.

## TPUSA Organizational Structure



## How to Contact TPUSA

The best way to contact Turning Point USA for general questions regarding chapters is to email [chapters@turningpointusa.net](mailto:chapters@turningpointusa.net).

In most cases, TPUSA will connect chapters with a local Field Director who can provide on-campus assistance and guidance.

Chapters are welcome to contact TPUSA HQ by using the email above, or contact their local Field Director directly (find contact info at [www.tpusa.com/Staff](http://www.tpusa.com/Staff)).

# SECTION 2

## Starting Your Chapter

## Apply to Start a Turning Point USA Chapter

The first step in establishing your Turning Point USA chapter is applying to start a chapter on the TPUSA website. The application can be accessed at [www.tpusa.com/StartAChapter](http://www.tpusa.com/StartAChapter).

The purpose of the application is to help you form a plan for your chapter and inform TPUSA's national staff of the resources and support you will need. Upon submitting your application to start a chapter, TPUSA will connect you with a Field Director and provide you with a copy of the Chapter Handbook and other helpful resources.

It is possible that if you are reading this Handbook you already applied to start a chapter. If that is the case, please proceed to the next step: recruiting your A-Team!

## Recruit Your A-Team (Officer Team)

The most important step in developing your chapter is putting together a strong leadership team (an A-Team). The quality of your leadership team will determine the success of your chapter; it's that simple.

This step can be difficult, especially on small campuses. Many campuses require certain positions to become a registered student organization. We suggest having at least a President, Vice President, Treasurer, and Secretary. A summary of what each role would do is below:

### President

- Presides over meetings of the organization
- Calls meetings of the organization
- Facilitates officer meetings
- Appoints committee chairs and/or appointed officer positions
- Develops plans and goals for the organization
- Maintains contact with affiliated university
- Maintains contact with organization advisor
- Maintains contact with the national organization
- Serves as a spokesperson for the organization

### Vice President

- Assumes the duties of the President in his/her absence
- Develops plans and goals for the organization
- Directs constitutional updating and revisions
- Facilitates election of officers
- Assists all executive officers as needed
- Organizes end of the year celebration

## Section 2: Starting Your Chapter

### Treasurer

- Serves as primary signatory on financial accounts
- Pays organization bills
- Develops and executes fundraising initiatives
- Applies for activism grants and university funds
- Maintains financial history of the organization
- Collects chapter dues (if applicable)

### Secretary

- Obtains appropriate facilities for organization activities
- Maintains a record of all members in the organization
- Notifies all members of meetings and events
- Prepares and maintains organization calendar
- Keeps and distributes minutes for each meeting
- Performs other duties as requested by the President

## Optional Positions:

### Outreach Coordinator

- Plans and executes outreach initiatives
- Maintains relationships with like-minded groups on campus
- Develops strategies for like-minded campus groups to collaborate with the organization

### Social Media Coordinator/Digital Director

- Manages social media accounts for the organization
- Maintains chapter website (if applicable)

### Historian

- Takes pictures of chapter activities
- Maintains documented records of chapter events
- Maintains files/documents to share with future officers during transitions

***Since finding strong, dedicated officer candidates can be challenging. Here are a few suggestions:***

- Talk to similarly minded friends and classmates about TPUSA.
- Host an interest meeting. Invite students by tabling on campus, posting flyers, and through social media.
- Talk with professors and ask them to connect you with students that they feel would be a good fit “ for TPUSA.
- Use Facebook Graph Search to find students on campus who have liked TPUSA or other similar conservative pages on Facebook. A tutorial on how to use Facebook Graph Search can be found on our website.
- Always remember to remind prospective officers of the benefits they will experience by joining TPUSA!

## Develop a Leadership Structure & Plan

Once you have formed a team of officers, it is important to develop a leadership structure and plan. You will need to determine each person's specific responsibilities and duties, as well as when/how your leadership team will meet and operate.

You will also need to develop a plan for your chapter's activities. We suggest writing a strategic plan that includes your group's goals, objectives, activism plans, and event plans for the school year. Once goals are established, assign specific projects and tasks to your officer team. This will keep your team accountable and ensure that everyone stays focused on the chapter's goals.

## Sign your Chapter Charter Agreement

Once you have finalized a leadership team and made some initial plans for your chapter, you will need to sign your Chapter Charter Agreement. This document needs to be signed by the Chapter President at the start of each school year. The document can be accessed online at [www.tpusa.com/ChapterCharter](http://www.tpusa.com/ChapterCharter).

Once the Chapter Charter Agreement is signed, your group will be considered an official TPUSA chapter for the rest of the school year, provided that all guidelines in the agreement are followed.

# **SECTION 3**

## **Getting Your Chapter Approved by Your School**

## **Benefits of Being an Official Student Group**

While students are usually free to assemble anywhere on campus, there are many advantages to becoming an official student group that is recognized by the school.

Benefits of being an official student group include: official recognition, access to school funding, access to classroom/event space, tabling space, a campus mailbox, listing on your school's student group directory, and much more. It is imperative that every TPUSA chapter works to become officially recognized by the school.

## **Learn your School's Student Group Process**

The process for becoming an official student organization varies at each school. Some campuses require that you fill out a few forms, while other campuses require meetings, presentations, and several documents. As you begin to make plans for your new chapter it is important to research and understand the process for becoming a registered student group on campus.

If you are unsure where to start, begin by reaching out to your school's Student Life/Student Activities department contact. The staff in that department should be very familiar with the process.

It is important that someone from your chapter is responsible for following up with the school after the paperwork/application has been submitted. In some cases, schools forget to move the application forward or have long delays to process the applications. It is best to follow-up regularly so that you know the status of your group's pending approval.

TPUSA is committed to helping each and every chapter achieve official recognition from their school. If you have any questions about the process at your school or need help navigating the details, please reach out to your Field Director and/or TPUSA HQ by emailing [chapters@turningpointusa.net](mailto:chapters@turningpointusa.net).

## **Write a Constitution/By-Laws**

Most schools require new student organizations to submit a Constitution and/or By-Laws as part of the student group registration process. It is important to familiarize yourself with your school's specific requirements; some schools have very specific guidelines for the Constitution that your club must meet.

Turning Point USA offers a sample Chapter Constitution and bylaws on the TPUSA website. To access these documents, navigate to Chapters > Chapter Resources. It is recommended that you work with your officer team and tailor the template to fit your chapter's individual needs.

## **Find a Faculty Advisor**

Most schools require registered student organizations to have a faculty advisor to sponsor and/or sign-off on the club. Many professors who serve as advisors know students who may be interested in joining your club. Be sure to ask your advisor to connect you with any prospective members as soon as possible.

If you are having difficulty finding a faculty advisor, try reaching out to like-minded groups on campus to learn who they have as their advisor. Some professors will sponsor more than one group, or may recommend other professors who may be a good fit for your group. You may also consider emailing professors of Political Science, Economics, and Business.

Once you have a faculty advisor, meet with him or her to determine his/her communication preferences and ideal role in your club. In many cases, advisors don't intend to have a major role in the student group's activities. Regardless of your advisor's role in the club, be sure to keep him/her updated with major events and club happenings.

## **What To Do if your Chapter Is Denied**

Sometimes TPUSA chapters will get denied by the school when they apply to be a registered student organization. If you find out that your group was denied because you missed a deadline and/or a key piece of information in your application, make the necessary edits and re-submit your application as quickly as possible. If the reason was something less specific, ask if you can get a reason for the denial in writing. Many schools require that this be provided to you if you request it.

Next, contact your TPUSA Field Director or TPUSA HQ. Be sure to include a copy of the letter from your school. Never worry or feel bad if your chapter is denied; in some cases, colleges have actively tried to block TPUSA and other conservative groups from organizing on campus. TPUSA will provide assistance to chapters who are struggling to get approved.

# SECTION 4

## Getting Started on Campus

## Draft a Strategic Plan

In the early stages of starting your chapter it is important to draft a strategic plan with your officers and key members. You should do this before you host a meeting or recruit extensively for members. Developing a strategic plan will help you to organize your goals and objectives and develop a strategy for achieving them.

While there are no specific requirements for your strategic plan, we recommend that you include:

- Goals and objectives for the group
- Well-defined leadership roles with specific duties for each officer
- Detailed plans for activism events that your group will execute throughout the year
- Calendar that includes important dates and deadlines for your group and your school

We recommend typing your plan and sharing the final product with all officers.

## Recruit New Members for your Chapter

Once you have a strategic plan, it is important to start recruiting new members for your student group. You can never have too many members, so recruit as often as you can.

The best way to get sign-ups is to table on campus. View our “Tabling Tips & Strategies” in section 6 for advice on how to make tabling effective for your chapter.

You can also recruit new members by posting on social media, hanging up posters for your first meeting, and inviting students from like-minded campus groups to join.

## Plan your First Meeting

After developing a strategic plan and recruiting new members for your group, it is important to host your first meeting. This meeting should be held shortly after your first tabling event while students are still interested in your club.

Most registered student groups are able to reserve meeting space through the school. Be sure to reserve space early -- sometimes space is very limited. You will need your space reservation to start at least 30 minutes prior to the start of your meeting so you have time to set-up and get organized.

Be sure to advertise for your meeting. You can do this by hanging up posters, distributing flyers, and texting and/or emailing everyone who signed-up for your group. Also be sure to ask your officers to promote the first meeting on social media, through word-of-mouth, and to commit on bringing 2-3 new people to your first meeting (1-2 new people to every meeting after that).

Be sure that all advertisements include the proper meeting information including the date, time and location. If you will be serving food or refreshments, be sure to include that as well.

Prior to your meeting, task an officer (usually the President) with developing an agenda. The agenda should be well organized and specify who will be presenting/leading each portion. Topics we suggest to cover at your first meeting include:

- Overview of Turning Point USA
- Introduction of Officers (explain each officer's role)
- Mission/Objectives of your TPUSA Chapter
- Overview of Chapter Activities (upcoming events, tabling opportunities, etc.)
- Sign-Up for Events/Activism Initiatives
- Prep for Upcoming Events/Activism Initiatives (this may include making posters, brainstorming ideas, or forming committees for an upcoming activity)

You may consider doing a survey at your first meeting to learn more about your member's preferences. Things to ask may include:

- When/where do you prefer to have meetings?
- What activities would you like to see the chapter do?
- How would you like to be involved in the chapter?

At your meeting be sure to collect contact information from everyone who attends and add any new members to your membership database.

Keep meetings concise and on topic. If you keep the length between 30 and 45 minutes, and stay on task, people will be more likely to return to meetings.

# **SECTION 5**

## **Internal & External Communication**

# Internal Communication

## Create a Chapter Email Account

In order to keep chapter communication organized and coming from one source, it is recommended that you create a chapter email account. You can create a free email account at [www.gmail.com](http://www.gmail.com) or another free email provider. TPUSA recommends using Gmail because of the additional features available such as Google Calendar, Google Drive, and more.

Your chapter's email address should describe your group and be easy to remember. It is recommended that your chapter follow the `yourschoolTPUSA@emailprovider.com` model.

## Maintain a Membership Database

From the moment you start your chapter it is important to have an organized and accessible membership database. We recommend organizing a membership database on Google Drive in a Google Spreadsheet so that your file is backed up and multiple people can access the file as it is updated. A tutorial on how to use Google Drive can be found on the TPUSA website. You will need this database for contacting your members.

At minimum, you should have the following pieces of information for each member in your group:

- First Name
- Last Name
- Email Address
- Cell Phone Number

We also recommend making note of each person's year in school and Twitter handle. Be sure to separate each item into separate spreadsheet columns.

## Email Tips & Strategies

- BCC recipients to protect the privacy of your members.
- Use Gmass to personalize emails (a tutorial on how to use Gmass is on our website).
- Use lists and bullet points to highlight key information.
- Keep your emails brief. People get a lot of emails and are more likely to read your announcements if the emails are brief.

## Find Ways to Communicate with Officers

In addition to maintaining communication with your members, your chapter will need a plan for officer communication.

Set a schedule for meetings that works well with everyone. Since most people are busy, try to keep meetings to a minimum and use digital communication whenever possible.

Some officer teams communicate via email, while others prefer email for announcements and a Facebook Group for brainstorming and discussions.

## **External Communication**

### **Create a Facebook Page**

TPUSA chapters are encouraged to create a Facebook page to communicate with members and the general public. Be sure to create a public Facebook page rather than a private Facebook group.

Facebook page links for each chapter are listed on TPUSA’s online Chapter Directory. Without a Facebook link it will be difficult for prospective members to connect with your group through the TPUSA website.

TPUSA requests that all chapters create Facebook pages with the name “Turning Point USA at (insert university name here)”. An example of a proper title would be: Turning Point USA at the University of Alabama.

TPUSA provides social media graphics for chapters to use on social media at [www.tpusa.com/ChapterGraphics](http://www.tpusa.com/ChapterGraphics).

### **Create a Twitter Account**

Chapter leaders who feel the group may benefit from a Twitter account are encouraged to launch a Twitter account for the chapter.

### **Create a Chapter Website**

While most students prefer to get updates via email, phone, or social media, a chapter website may be beneficial depending on the school and student body. If most student organizations on your campus have a website, it is recommended that you create one for your TPUSA chapter.

Some schools offer a website platform to registered student organizations. If your school offers this service it is recommended that you create a basic website for your chapter.

If you want a website, but your school does not provide a service, you can design one for free at [Wix.com](http://Wix.com) or [Weebly.com](http://Weebly.com). Both of these website services are free and easy to use.

If you create a website for your chapter, be sure to assign an officer to update the website on a regular basis.

# **SECTION 6**

## **Establishing & Growing Your Chapter**

## Consistent Recruiting

The key to building and maintaining a successful chapter is to consistently recruit and expand your membership. Your group is only as strong as its membership, and it is in your interest to have as many members as possible.

One of the primary ways to ensure that your group is always growing is to consistently recruit new members while tabling and hosting activism events. Whenever you organize a chapter activity such as a meeting or event, be sure to have a clipboard with a sign-up sheet ready to go.

## Tabling Tips & Strategies

Tabling is something that every TPUSA chapter should do. By tabling, you can educate the student body about important events and issues while also recruiting new members for your club.

Here are some tips to make your tabling experience as positive and effective as possible:

### **Gather a core team of activists to help you.**

Tabling is a lot to take on by yourself. Before you organize your tabling event, find a core group of friends and activists to help you. Effective tabling usually requires at least 2-3 people.

If you plan to table for several hours, you may want to schedule shifts so that the table is staffed throughout the day and your team doesn't get tired.

### **Pick a good location.**

Pick a high-traffic area on campus to set-up your table. We suggest tabling on the quad, in the student union, or outside a popular academic building or library. The best times to table are when students are in class; we recommend between the hours of 9am and 3pm.

Some colleges and universities restrict where you can table to a "Free Speech Zone". TPUSA believes these zones are unconstitutional, as the First Amendment should apply to every square inch of America. Many TPUSA chapters speak out against Free Speech Zones. If you would like help with challenging a free speech zone, be sure to contact your local Field Director or TPUSA HQ.

### **Be prepared with the proper supplies.**

Effective tabling requires the right supplies. TPUSA is happy to provide chapters with free tabling supplies such as banners, posters, buttons, rally signs, stickers, giveaways, and informational flyers and booklets. You can order these supplies by ordering a standard activism kit at [www.tpusa.com/OrderKits](http://www.tpusa.com/OrderKits), or you can place an order for custom supplies at the TPUSA Chapter Store by visiting [www.tpusa.com/ChapterStore](http://www.tpusa.com/ChapterStore). Chapter Store orders are free for official and active TPUSA chapters. Contact [chapters@turningpointusa.net](mailto:chapters@turningpointusa.net) to request a coupon code for your student group.

### **Be sure that your members are well-versed in the policy/talking points.**

Prior to tabling on campus it is important to ensure that your activists are well-versed in the issues that you will be discussing. TPUSA provides talking points for several issues online and on the flyers provided in activism kits.

Do your research ahead of time so that your team is well-versed and prepared to discuss and debate the issues. Develop a few talking points for everyone to focus on so that your message is uniform. Be sure to communicate these talking points to everyone who will be tabling.

**Have sign-up sheets ready to go and easy to access.**

As you are tabling you will meet students who express interest in your cause and/or group. Be sure to make these students a top priority and collect contact information (a name, cell phone number, and email) from each student. You can collect sign-up information on sign-up cards/sheets, a laptop, or tablet. Whatever you do, make sure that your sign-up method is reliable and easy to use.

**Stand in front of your table.**

Stand in front of your table to make your group approachable. It is easier to engage students in conversation if you are in front of your table engaging them.

**Ask engaging questions to get people interested in your group.**

If you stand in front of your table waiting for people to talk to you, many people will walk by without stopping to learn about your group. Think of engaging questions that you can ask students as they walk by to get them interested. Some questions we suggest include:

- “Do you think big government sucks?”
- “Do you love capitalism?”
- “Have you heard about our new student organization?”

Be friendly and cheerful to everyone who walks by, even if they disagree with you. It is hard to ignore people who are friendly and kind.

**Put your phone away.**

If your members are texting while tabling you will miss valuable opportunities to connect with students who may be interested in your club. Put your phones away and focus on recruiting. Students will be much more willing to talk to you if phones are away and everyone looks approachable.

**Follow-up immediately with your new members.**

After tabling be sure to enter each new sign-up into your membership database. Once you have entered the new sign-up information, be sure to follow-up with a text or email inviting them to a meeting or event. It is important to follow-up within 24 hours before people lose interest or forget their interaction with your members.

## Meeting Tips & Strategies

Throughout the semester you may need to host general membership meetings in order to keep your membership informed and prepare for upcoming events.

It is important to make your meetings interesting and worthwhile; if students find them boring and useless they will likely not return and will lose interest in your club.

Below are a few strategies to organize more dynamic, engaging meeting:

- **Provide a brief update** (5-7 minutes) on the activities of the chapter; summarize the success of previous events and highlight the people who made those events possible.
- **Invite members to participate in an activism activity** (chalking, making posters for an upcoming event, etc.). Giving members an activity to do at the meeting will help them feel like the meetings are making a difference.
- **Select a short video** (from Prager University, Hypeline, etc.) about a controversial video or a debate clip to watch. Invite members to discuss and debate the concept. Be sure to cap the debate at 10-15 minutes to keep your meeting on schedule.
- **Invite members to sign-up for shifts for upcoming activism** events and tabling opportunities. If you're planning to table soon, brief your members on the talking points for the issues.
- **Invite members to brainstorm** for upcoming activism events.
- **Host a speaker at your meeting** (must be approved by TPUSA HQ) or a training sponsored by TPUSA or another organization so that members are learning something while at your meeting.

Whenever possible, it is recommended that you combine your meeting with some type of activism event or activity (chalking, campus blitz, social event, etc.). People will be more likely to return to future meetings if there is some type of worthwhile activity taking place.

## Dealing with Pushback on Campus

It's no secret that higher education is not always friendly to conservatives. It is common for TPUSA chapters to encounter pushback from administrators, Student Life/Activities staff, professors, and other student groups on campus. If you ever feel that you and/or your group is being treated unfairly, please reach out to your Field Director or TPUSA HQ immediately.

When organizing activism on campus, be sure to remember your first amendment rights. You and your members should be allowed to freely discuss ideas and principles anywhere on campus, especially on public university campuses.

TPUSA is here to help and support chapters that receive pushback on campus. If you have any questions or would like information about how TPUSA can help, please reach out to our Chapter Department by emailing [chapters@turningpointusa.net](mailto:chapters@turningpointusa.net), or by calling our National Headquarters.

## Working with Like-Minded Groups

Turning Point USA recommends reaching out to like-minded groups on campus that may have a similar mission and/or message. While each student group on your campus has a different purpose, there may be opportunities to work together on events, recruitment, and activism initiatives. Whenever possible, TPUSA recommends that you collaborate and join forces with other students who share your values.

At minimum, you should introduce yourself and your officer team to the leadership of like-minded organizations on your campus. If you are unsure of how to find other like-minded groups, start by reviewing your school's Club/Organization List, which is usually found on your school's website.

# SECTION 7

## Resources from TPUSA

## Connect with a TPUSA Field Director

Turning Point USA employs a team of Field Directors who serve as advisors and aids for TPUSA student groups on campuses across the country.

TPUSA Field Directors are professional activists with extensive experience in campus activism and grassroots organizing. They are usually recent grads that started and led their own student groups -- just like you. TPUSA Field Directors are well-versed in all of the resources offered by TPUSA, as well as the resources available to you from other student organizations.

Field Directors are available to meet with you to discuss chapter plans, assist with tabling and activism event execution, and provide you with TPUSA resources. They're #1 goal is to make your chapter as successful as possible and provide you with the resources you need. Never hesitate to reach out to a Field Director for anything your chapter may need.

To find your local Field Director please visit [www.tpusa.com/Staff](http://www.tpusa.com/Staff) or email us at [chapters@turningpointusa.net](mailto:chapters@turningpointusa.net).

## Order a Chapter Logo

In order to ensure that all TPUSA chapters have consistent and uniform designs, TPUSA creates and provides school-specific logos to its chapters. To order a logo, please visit [www.tpusa.com/ChapterLogo](http://www.tpusa.com/ChapterLogo). Logos will be provided in .png, .jpg, .eps, .gif and .pdf forms.

## Order a Chapter Banner

Turning Point USA provides its chapters with custom 2x4 vinyl banners that can be used for tabling and decoration at events. To order a custom banner, please visit [www.tpusa.com/ChapterBanner](http://www.tpusa.com/ChapterBanner). Please note that TPUSA can only provide one (1) banner per group.

## Order Activism Supplies

TPUSA is happy to provide chapters with free tabling supplies such as banners, posters, buttons, rally signs, stickers, giveaways, and informational flyers and booklets. You can order these supplies by ordering a standard activism kit at [www.tpusa.com/OrderKits](http://www.tpusa.com/OrderKits), or you can place an order for custom supplies at the TPUSA Chapter Store by visiting [www.tpusa.com/ChapterStore](http://www.tpusa.com/ChapterStore).

Chapter Store orders are free for official and active TPUSA chapters. Contact [chapters@turningpointusa.net](mailto:chapters@turningpointusa.net) to request a coupon code for your student group.

## Apply for an Activism Grant

Turning Point USA provides activism grants to TPUSA chapters. These grants may be used for activism supplies, bringing speakers to campus, and more. To learn more about our process or to apply for an activism grant, please visit [www.tpusa.com/ActivismGrants](http://www.tpusa.com/ActivismGrants).

## Download Graphics

Turning Point USA offers social media graphics such as cover photos, profile pictures, social media graphics, and more. All of these graphics are designed for chapters to download and use. To access these graphics please visit [www.tpusa.com/ChapterGraphics](http://www.tpusa.com/ChapterGraphics).

## Invite a Speaker from our Speakers Bureau

Turning Point USA requires that chapters request approval from TPUSA's national headquarters prior to hosting a speaker on campus. TPUSA HQ must approve the event before the chapter reaches out to the speaker. The application for hosting a speaker on campus can be found at [www.tpusa.com/RequestASpeaker](http://www.tpusa.com/RequestASpeaker).

Turning Point USA has a Speakers Bureau with 50+ possible speakers for your group to invite to campus. You can view this Speakers Bureau online at [www.tpusa.com/SpeakersBureau](http://www.tpusa.com/SpeakersBureau).

Chapters are also allowed to host speakers who are not part of the Speakers Bureau, provided that the speaking event has been approved by TPUSA HQ. The best types of speakers to bring are people who can speak to the importance of free markets and capitalism, and/or educational speakers who have insight to give on a relevant topic or current event. The only speakers you cannot have are people who represent campaigns and/or people who are currently running for a political office.

## Watch our Technology Tutorials

Turning Point USA offers free technology tutorials for chapter leaders to watch online. These tutorials explain how to utilize highly useful resources that can help you grow and maintain your chapter such as MailChimp (a newsletter service), Google Drive, Doodle, Facebook Graph Search, and more. To learn more about these resources and how to use them, please visit [www.tpusa.com/TechnologyTutorials](http://www.tpusa.com/TechnologyTutorials).

## Access our Online Resources

Turning Point USA offers many more online resources to chapters including a PDF of this Handbook, activism ideas and instructions, free resource downloads, and more. To access these resources please visit [www.tpusa.com/ChapterResources](http://www.tpusa.com/ChapterResources).

# SECTION 8

## Organizing Activism Events

## TPUSA's Campus Activism Program

Every fall and spring, Turning Point USA organizes a thematic campus activism campaign for all chapters and Free Market Alliance groups (like-minded partner groups). Each theme lasts about 2-3 weeks. TPUSA provides talking points and activism supplies for tabling as well as activism ideas for each theme.

To view our themes and activism schedule please visit [www.tpusa.com/ActivismThemes](http://www.tpusa.com/ActivismThemes).

By participating in our thematic campus activism campaign, you will be joining hundreds of groups across the country who are advocating for the same issues and principles on campus.

## Activism Ideas

In addition to organizing the activism events in conjunction with TPUSA's campus activism program, your chapter may wish to host additional events that promotes issues that are relevant to your group members. The following pages contain ideas and instructions for other pro-free market activism events.

### Visualize the Debt/Human Debt Clock

**Purpose:** Inform students of their share of the national debt

**Required Materials:**

- Poster board
- Paint/paintbrushes or thick sharpies
- Printed materials regarding the national debt (handouts, flyers, etc.)
- TPUSA activism kit materials (order an activism kit at [www.tpusa.com/OrderKits](http://www.tpusa.com/OrderKits))

**Budget:** \$100 - \$130

**Instructions:** To prepare for this event you will need to organize a group of 14-15 club members to execute the event on campus. Because organize such a large group may difficult, it is important to select a date and time that works for everyone well in advance.

Prior to your activism event you will need to prepare your national debt signs. You will need to make 14 signs total (1 for each number in the national debt). If possible, have a 15th sign with a "\$" symbol on it. The writing on the posters should be big and bold so they can be seen from a distance.

Each person participating in the event will hold a large poster board with a number on it and stand in order to create the national debt. When everyone stands in order with a large sign it should draw a lot of attention on campus. Students walking by will begin to ask what the number represents.

In addition to having students holding the signs, it is important to have 1-2 students available to talk with students about the meaning of the number, give away activism supplies about the national debt, and collect sign-up information from prospective members.

If you're short on activists to execute this event, consider making one large sign with the national debt on it to reduce the number of people needed.

## **Drowning in Debt**

**Purpose:** Educate students about the impact of the national debt

**Required Materials:**

- Dunk tank
- Tennis balls
- Towels
- Table
- Trivia questions
- National debt flyers/info sheets

**Budget:** \$185 - \$225

**Instructions:** To host this event, start by researching and reserving a dunk tank at least one month in advance. In most cases, the dunk tank delivery cost is included in the rental cost. Select a date and time for your event that Have the dunk tank delivered and set up in a central location on campus. Advertise the event on all social media platforms as well as on flyers and/or chalking around campus.

Be sure to have 3-4 people working the event at all times. If you have enough members, consider creating shifts for each job at the event (running the info table, trivia, and being inside the dunk tank) so that students get a chance to try different things. Whoever is working the table should be able to engage students in a conversation about the US National Debt and hand out printed flyers/information.

Create a list of trivia questions to ask students. One person should handle the trivia questions while running the dunk tank. Allow students to answer 1-2 trivia questions from your list. If a student answers correctly, they have the opportunity to throw the tennis ball/soft ball at the dunk tank target.

Trivia examples:

- How much is the current US National Debt? (answer: 19.2 trillion)
- How much is the US National Debt per person? (offer multiple choice)
- How many zeros are in a trillion? (answer: 12)

### Cut the Debt/Slice of Debt

**Purpose:** Educate students about their share of the national debt

**Required Materials:**

- Cake (sheet cake) or pizzas
- Table
- Forks (if using cake)
- Paper plates
- Permanent marker
- Knife for cutting
- Half sheets of paper with information about the national debt

**Budget:** \$30 - \$200

**Instructions:** Hosting a “Cut the Debt” event is fairly simple and can have a large impact on students. This event takes at least 2-3 people to execute, so pick a date and time that works for at least 2-3 of your members and officers.

To begin preparing for this event you’ll need to decide if you’re going to use pizza or cake. If you use cake, place an order for a sheet cake from a local bakery. Some schools have catering services available that will provide sheet cakes. If you’re using pizza, place an order for pizza. The amount you order will depend on how long you anticipate your event to last (the longer the event, the more food you will need).

Once you select a food item, you’ll need to purchase other supplies such as paper plates, napkins, and cutlery (if you’re using cake). Prior to your event, your group will need to write the “student share” of the national debt on each paper plate in sharpie. You can research this number through Google or by dividing the national debt by the total number of U.S. citizens.

You’ll also want to prepare informational flyers about the national debt issue so that students who pick-up a slice of pizza or cake can learn about the impact of the national debt. For example, your information flyer may say, “The U.S. National Debt matters because higher debt results in higher taxes, reduced ‘benefits’ and programs, higher interest rates, and a weak dollar -- all of which will make the United States a much weaker and less free nation. It is stealing from the future by spending their money today and reducing growth now which hurts everyone in coming years.”

Next, you’ll need to reserve tabling space on campus for your event. Most registered student are able to reserve tabling space for free through the school. If this isn’t an option, buy/rent a folding table that you can set-up for your event. Be sure to pick a high-traffic area on campus such as the quad, student union or outside a major academic building.

On the day of your event, set-up your pizza or cake on the table and as students walk by, hand them a “slice of the US National Debt” along with the half sheet of facts that you created. Try to engage them in a meaningful conversations and inform them about the dangers of having such a high national debt.

## Affirmative Action Bake Sale

**Purpose:** Educate students about the unfair impact of affirmative action

**Required Materials:**

- 2 tables (1 for bake sale items and 1 for recruitment and handing out literature)
- Poster board
- Markers
- Duct tape/masking tape
- Ziploc bags
- Home made goods or store bought baked goods
- Cash drawer/money bag
- Blank paper for allergen listing

**Budget:** \$100 - \$150

**Instructions:** Hosting an affirmative action bake sale demonstrates the unfairness and inadvertent racism of affirmative action. This event requires 5-8 members to execute.

Before you begin, be sure to familiarize yourself with your school’s policies for selling baked goods. This event may require a space permit and/or a food permit. Make sure to also reserve a tabling spot on campus (ideally somewhere with high foot traffic during class hours).

Once you have selected a date, time, and location for the event, decide whether your group will bake the goods (cookies, cupcakes, and brownies) or buy them in bulk at a store. Even if your entire group is not at the bake sale event, they should all be assisting in preparation. Remind all members, whether homemade or store bought, to list all possible allergens.

Next, decide what materials you want for publicity purposes. You will need at least one (1) poster board for affirmative action prices. Prices for cookies/brownies should be a variation of the following: \$2 for White, \$1.50 for Asian, \$1.00 for Latino, \$.50 for Black, and Free for Native American. Consider adding a \$.25 cents discount for all women.

If you want an “Affirmative Action Bake Sale” sign, you will need more poster board.

Prior to your event, hang up signs/posters around campus to advertise for your bake sale. If you need a lot of signs, consider having members make them at a chapter meeting. Most schools will publicize your event in campus wide event emails; see if that is an option as well. Advertise your event for approximately one (1) week.

Next, determine the roles you will need filled during the bake sale. At minimum you will need:

- 1 person to video the event/post on social medi
- 1 person to stand at the recruitment table to collect sign-ups from interested students and talk to students about your club
- 2-3 people to staff the bake sale table

Prior to your event, be sure that your team is well versed on affirmative action. It is important to explain that the bake sale illustrates the way affirmative action works -- certain people get an unfair advantage just for the color of their skin.

### Fracked or Fiction

**Purpose:** Educate students about the fossil fuels myths

**Required Materials:**

- Poster boards
- Cardboard or plywood
- Markers
- Cardstock paper
- Duct tape
- Small Prizes (Optional)

**Budget:** \$65 - \$80

**Instructions:** To run FRACKED OR FICTION, the first thing you'll need to do is create a game board; it will likely take 2-3 people to complete this task. In most cases these boards are modeled after a jeopardy game board. Depending on how sturdy your chapter wishes for the board to look, it is recommended to use either cardboard or plywood as it's base. From there, decorate the board with glitter, markers, or other decorative pieces. For facts, buy 9-15 pieces of cardstock paper.

On the front of each paper, write a true or false statement about fracking. On the back of each paper, write whether the statement on the front is "FRACKED" or "FICTION" and expand on the statement from the front explaining why it is true or false.

For example, the front of one card could say: "Fracking supports millions of jobs in the U.S." The back of this card would say, "FRACKED! Fracking supports 1.7 million jobs in the U.S. today and this number is only expected to grow higher in the next 20 years." Another example could be "Fracking has caused earthquakes in Oklahoma." The back side would read "FALSE! The U.S. Geological Survey has claimed that Oklahoma's earthquakes are from wastewater disposal into injection wells, and not fracking itself."

Set up a table on campus with heavy foot traffic to gather as many students as possible around your activity. Have 3-4 people manning the table at all times, 2 running the activity with students and the other 2 handing out fact sheets to those walking by. Set up your board either on the table or on the ground next to your table. Encourage people walking by to play FRACKED OR FICTION, perhaps using small gifts to get them interested. Let students pick out what card they would like to guess is FRACKED OR FICTION and let each student continue until they guess incorrectly.

Be sure to congratulate everyone that plays. As an incentive to get students to participate, you may also want to offer prizes such as food, gift cards, etc. for people who get at least 3-5 correct in a row.

We also recommend having fact sheets on the table that explain the myths on the board in summary format. Hand these to students walking -- especially if they don't have time to play the game. This will allow them to learn the information, too!

## Pong Off the Debt

**Purpose:** Educate students about wasteful government spending and the different ways government spends our money

**Required Materials:**

- 6-12 5 gallon buckets (six for each side or six for one side)
- Two balls (bouncy balls, or soft balls)
- Labels to put on the buckets with different types of wasteful government spending written on them (Obamacare, Social Security, USPS, TSA, etc...)
- Water or sand to put in the buckets
- Sign up sheets/cards
- TPUSA materials
- Flyers about the national debt
- Snacks (if wanted)
- Poster board & markers

**Budget:** \$50 - \$200

**Instructions:** Pong off the debt is an educational twist on the iconic college game “beer pong.” Instead of playing for drinks, participants will be playing to cut wasteful government spending.

First, you will need to buy all of the materials listed above. If your budget allows you can order a pre-assembled set of supplies at [bearpong.com](http://bearpong.com).

Next, you will need to reserve an outdoor space in a high-traffic area on campus. If the weather is not ideal, it is in your club’s best interests to reschedule the event. You will need at least 3 chapter members present to help put on this event. Before students begin to play, make sure they sign up to get involved with your TPUSA chapter.

The goal of the game is to make a shot in each bucket, until there are no buckets remaining. Throughout the event, educate students on how wasteful government spending is harming them now and in the future, specifically the programs labeled on each bucket.

## Movie Screening

**Purpose:** Host a fun event where students can get together and enjoy a movie that promotes TPUSA’s values

**Required Materials:**

- Movie
- Projector/Screen or DVD Player/TV
- Popcorn/snacks, if desired

Budget: \$0 - \$200 depending on snacks provided

## Section 8: Organizing Activism Events

**Instructions:** Movie screenings are a great way to draw people into your club that are not familiar with TPUSA and not typically involved in activism events. Movie screenings also double as social events where members of your club can bring their friends and meet new people.

Select a film that relates to current events, capitalism, elections, history, or free market values. Some ideas for movies include *America: Imagine the World Without Her*, *Climate Hustle*, *Can We Take a Joke*, *American Sniper*, and *FrackNation*. Check your school's policies on hosting movie screenings, then obtain a copy of the movie (buy the DVD, verify it is on Netflix, etc.).

Prior to the event, be sure to reserve a space that will accommodate your anticipated audience. If possible, select a space that has comfortable seating (lounge chairs as opposed to desks). Plan how you will show the movie and be sure you have the proper A/V equipment (projectors, DVD players, etc.).

Prior to your event, plan out an agenda for the movie night. It is important to have someone introduce the movie and explain why your group selected to show this particular film. You may wish to host a discussion before or after the event to talk about the themes and draw a connection between the story and our values.

On the day of your movie screening, arrive early to set-up the room, put out snacks for your guests, and test your movie. As students arrive, collect their contact information so you can follow-up about future activism events hosted by your group.

### Unionized Hot Dog Stand

**Purpose:** Expose the inefficiency of unions and how it negatively affects workers and their work ethic

**Required Materials:**

- Hot dogs
- Hot dog buns
- Condiments
- Plates
- Hot dog roller or grill
- Plastic gloves
- Stand
- Signs
- Picket signs

**Budget:** \$100 - \$250

**Instructions:** To host a unionized hot dog stand you'll need 5-6 members to execute the event. The first thing you'll need to do is partner up with another group on campus such as YAL, YAF, CRs, etc. This is highly recommended due to the large amount of people needed to work the event. Before the event, create picket signs and stand signs as well as renting a hot dog roller or grill and purchasing the necessary supplies. For setup, have two tables placed next to each other on campus. One should be labeled "Unionized Hot Dog Stand" and the other labeled "Right to Work Hot Dog Stand." Price the hot dogs as \$25 at the unionized stand and \$2 at the right to work stand.

Once setup is complete, have several people working behind each table to organize the hot dogs and sales. Other students should hold union picket signs and go on strike around the “Unionized Hot Dog Stand.” While this is going on, ensure that the students working the “Right to Work Hot Dog Stand” are working at an efficient pace in comparison to the unionized workers.

## Free Speech Ball

**Purpose:** Promote free speech on campus and educate students about the dangers of suppressing free speech

**Required Materials:**

- Giant beach ball (6', 8', 10' or 12 foot is suggested)
- Thick Sharpies or dry erase markers
- Sign-up cards/clipboard with sign-up sheets (you will need enough sheets to sign up several hundred students)
- Pens

**Budget:** \$50 - \$150

**Instructions:** This event will require 4-5 people (minimum) to execute on campus. First, pick a date and time to host your Free Speech Ball event. This event needs to be hosted outside, so you may need to re-schedule if the weather is not good.

Next, order a large blow up beach ball (8' or 12' is recommended). You can find several options on Amazon. You will also need sharpies or dry erase markers for the event. Dry erase markers are recommended if you plan to re-use the beach ball. You will need to order an electric/battery powered pump for the ball as well; large balls take a long time to inflate.

Once you have your supplies, organize a team of activists to help execute the event. You will need 1-2 people to manage the ball, 2-3 people to collect sign-ups, and 1 person to take pictures. Everyone should meet at least an hour prior to your scheduled start time so that you can blow up the beach ball and get the petitions ready.

To execute the event, start rolling the giant beach ball around on campus and asking students to write anything and everything they want on the ball. The purpose is to allow uncensored speech on your campus. The students rolling the ball should have markers/sharpies on hand so that interested students can write something on the ball. Be friendly with everyone who writes on it, and tell them about your student group as they write. If they are interested in getting involved, encourage them to sign-up for updates with the students holding sign-up cards/clipboards.

## Section 8: Organizing Activism Events

### Free Speech Wall

**Purpose:** Inform students of this importance of free speech and how it is being violated on college campuses all over the country

**Required Materials:**

- Tri-fold boards/canvases/posters/structures to display
- Paint/paintbrushes (to decorate the “wall”)
- Permanent markers
- Pocket Constitutions or printouts of the First Amendment that highlights the freedom of speech

**Budget:** \$20 - \$200

**Instructions:** A Free Speech wall can be successfully done in many ways, it just comes down to what one’s individual chapter’s budget is. You can go as basic as one or two tri-fold boards that can be bought at any local craft store, or have a handy activist build an actual structure made with wood and drywall. Keep in mind that there will be permits/approvals to be required from your institution if you choose a larger option. You will need at least 3 chapter members to help with this event.

Before your event be sure to write “Free Speech Wall” as the header of the poster board/ wall. Once your “wall” is complete, let students write anything they want! The point of this project is to emphasize that we have free speech as a constitutional right in this nation, and that the entire campus is a “free speech zone.” After they write on the wall, give students a pocket Constitution, and have them sign up to get involved with your TPUSA chapter. The activists facilitating this event should be prepared and confident in discussing the right to free speech.

### Build Your Own Safe Space

**Purpose:** Educate students on how safe spaces prohibit higher learning and free thought

**Required Materials:**

- Table
- Crayons
- Coloring books
- Juice boxes
- Stuffed animals
- Poster board/banner

**Budget:** \$15 - \$50

**Instructions:** The goal of a “Build Your Own Safe Space” event is to help safe space supporters realize the childish nature of safe spaces on college campuses.

First, gather the materials you want to have in your safe space. The concept is to demonstrate that safe spaces are for children (not college students). Once you have your supplies, determine a time and place for your event. Some student groups host safe space events in conjunction with events on campus that have real safe spaces.

If you are hosting a safe space event independently, be sure to set-up your table in a high traffic area on campus where it will be seen. On the day of your event, set-up your table and hang a poster or banner that reads, “Safe Space Here.” As people come to your table your activists should educate them on why safe spaces are a problem on college campuses and how they have a negative impact on higher learning.

## Chalk Your Campus

**Purpose:** Spread conservative ideas by putting messages on the ground for students to read on their way to class

**Required Materials:**

- Sidewalk Chalk

**Budget:** \$5 - \$10

**Instructions:** To prepare for this event you will need is sidewalk chalk and a team of activists (the more, the merrier). Once you have your sidewalk chalk, select a message for your chalking event. Be sure that your message can be summarized in a few sensible and clear talking points. Some examples include:

- Capitalism Rocks!
- I <3 Capitalism
- Big Government Sucks
- The National Debt is \$19,000,000,000,000+!
- Taxation is Theft

Once you select a message and some talking points, organize your activists and start chalking. Be sure to include your group’s Twitter handle near each chalking design if you would like interested students to contact you and join your club.

## Host a Panel/Debate

**Purpose:** Debate/discuss relevant issues through genuine dialogue between people with opposing viewpoints

**Required Materials:**

- Pizza/refreshments
- Table/chairs
- Microphones

**Budget:** \$150 - \$300

## Section 8: Organizing Activism Events

### Debate Watch Party

**Purpose:** Educate students about current issues through videos and entertainment

**Required Materials:**

- Room with a TV
- Refreshments/snacks for guests

**Budget:** \$25 - \$200 (for food and drinks)

**Instructions:** A debate watch party is a great way to get your members engaged in current events. To start, select an upcoming debate to watch (this could be Presidential debates, local debates, etc.). Find out what time it will start and what channel will be showing it and/or if it will be available to watch and stream online.

Once you confirm a date and time you can start to plan your event. First, you will need to reserve a space to watch the debate. Be sure that you will have access to a TV with cable, or a projector and computer if you plan to stream the debate from the internet. Try to find a room that has comfortable seating (couches as opposed to desks). If your budget allows, it is a good idea to offer food at your event.

When all logistics have been confirmed, start to advertise for your event. You can do this by sending emails to your members, hanging posters around campus, and handing out flyers to students as they walk to class. You may also consider inviting like-minded student groups to invite their members. Be sure that all advertisements include the date, time, and location of your debate watch party, and mention free food if you're offering it.

On the day of your debate watch party, arrive early to test the TV/projector and set-up the room.

### Table with TPUSA Activism Supplies

**Purpose:** Spread Turning Point USA's message by advocating for free market principles on campus

**Required Materials:**

- TPUSA Activism Kit
- Table
- Candy/giveaways (if desired)

**Budget:** \$0 - \$10

**Instructions:** To prepare for this event you will need to order a TPUSA activism kit. You can do this online at [www.tpusa.com/OrderKits](http://www.tpusa.com/OrderKits). You may also want to buy candy/snacks to giveaway at your table. Once you have your supplies on hand you can begin to prepare for your tabling event.

If you are a registered student organization on campus you should start by reserving a tabling spot (select somewhere with high foot traffic during class hours). Be sure to pick a date and time that works well for several of your chapter officers and members. You will need at least 2-3 people to help you execute this event.

Prior to your tabling event, select which issues/topics you would like to address while tabling. TPUSA activism kits come with resources that cover a wide range of issues. Once you pick a message/theme, be sure to educate your members on the talking points so that everyone will be ready to debate and discuss with other students.

On the day of your event, set up your table in a heavy traffic area on campus and display posters, flyers, buttons, pamphlets, and more from the activism kit. It is best to have at least 2-3 people standing in front of the table so that you can engage as many students as possible.

Be ready to start the conversation with people walking by. You can do this by asking questions such as, “Do you think big government sucks?” or asking students if they’d like to learn about your campus group. If you meet someone who supports your principles or wants to learn more, encourage them to sign-up to join your student group. Be sure to follow-up with them immediately after the tabling event. If you meet people who disagree with you, have a friendly discussion and provide them with some informational giveaways like flyers or booklets.

For extra help making your tabling event successful, reach out to a TPUSA Field Director. Field Directors are professional activists who will come to your campus and help you table all day. You can find your local Field Director by going to [www.tpusa.com/Staff](http://www.tpusa.com/Staff).

### Campus Blitz

**Purpose:** Visually spread TPUSA’s message across campus

**Required Materials:**

- TPUSA posters/flyers
- Tape and/or staples
- Team of activists

**Budget:** \$5 - \$10

**Instructions:** Prior to event, order a TPUSA activism kit or a large supply of specific TPUSA rally signs. In order to have a big impact it is suggested that you select 1-2 posters to use so that the message is consistent and highly visible across campus. If you use the same poster all across campus, the message will be more impactful.

Next, organize a team of activists to help with this event. It is suggested that you hang up posters in the evening so that they are seen across campus the following morning. It is likely that your school/other students may try to take the posters down, so putting them up at night maximizes your chances of a large number of people seeing them in the morning.

On the day of your campus blitz, bring your TPUSA posters and lots of tape. Hang up the posters all around campus on bulletin boards and other public areas. Be sure to use tape that will not damage property.

## Section 8: Organizing Activism Events

### Petitions

**Purpose:** Bring awareness to a specific issue on a local, state, or national level and allow students to voice their opinion

**Required Materials:**

- Petition sheets (can be homemade)
- Pens
- Clipboards
- TPUSA Activism Kit (optional)

**Budget:** \$0 - \$5

**Instructions:** This activism initiative can be executed with as many people as you would like to have participate. The more students you have collecting petition signatures, the more you will be able to accomplish. This event can be doubled as a recruiting event for your student group because everyone who signs up is a prospective club member!

Prior to your petition event you will need to select an issue for your petitions. You can petition for a national issue or a local issue facing your campus or community. Once you select an issue, create your petitions and include a title at the top of each petition page (example: Students for Concealed Carry or Students for Uber or Students for Allowing XYZ to Speak on Campus).

TPUSA has sample petitions available to download from the TPUSA website. If you are making your own, be sure to include a place for students to write their name, email address, and phone number. Once you have your petitions prepared, place them on clipboards and gather pens.

On the day of your petition event, walk around campus with your clipboard and ask students to sign the petition for your cause. Be friendly with everyone, and if someone doesn't support your issue, use it as an opportunity to educate them about your perspective and viewpoints. Consider using TPUSA activism kit supplies (booklets, flyers, etc.) as giveaways to students who would like to learn more.

Be sure to tell students who support your petition about your student group, and follow-up with all petition signers after the event.

## 9/11 Memorial

**Purpose:** Bring students together to remember those that died during the 9/11 terrorist attack

**Required Materials:**

- Large group of volunteers
- Large open space
- Mini American flags

Budget: \$10-100 (depends on price of flags)

**Instructions:** To prepare for this event, contact your school to get permission to place flags in the ground on 9/11. Ideally, aim to do this in a highly visible campus location such as the quad.

Next, decide how many flags you will purchase for this event and order them a few weeks in advance. Plan out how you would like to arrange them. Examples include arranging the flags to write out “911” or “We Remember.”

Prior to your event, organize a large group of volunteers to help set-up the flags on the morning of 9/11. You may wish to offer coffee/donuts to incentivize people to wake-up early to help.

On the morning of 9/11, decorate a large open space on your campus with these mini flags.

## TPUSA’s Policy for Bringing Speakers to Campus

Chapters are encouraged to bring speakers to campus; however, all speakers must be approved by TPUSA’s National Headquarters. The form to request a speaker can be found at [www.tpusa.com/RequestASpeaker](http://www.tpusa.com/RequestASpeaker).

# SECTION 9

## Fundraising for Your Chapter

## Create a Chapter Bank Account

If your chapter plans to make financial transactions (which most do), it is important to set-up a bank account for your group. A bank account will make it easier for your group to receive funds, pay for chapter expenses, and manage chapter funds in a responsible manner.

Some schools have an on-campus bank that will work with student organizations. Check with your Student Life/Student Activities department if you are unsure. If your school does not recommend any particular bank you may go to a banking institution of your choice.

To set-up a checking account, most banks only require your group to have a chapter constitution, two co-signers (your treasurer and faculty advisor), and an Employer Identification Number (EIN) for your group which can be created here: <https://sa.www4.irs.gov/modiein/individual/index.jsp>. You will not be able to use TPUSA's EIN number for your banking purposes.

Remember to make arrangements with your bank when you transition chapter leadership.

## Request Funding from Your School

Most schools offer funding opportunities to all registered student organizations. In most cases, funding requests will go through the Student Government or Student Life/Student Activities department. If you're unsure of where to start, contact someone at TPUSA or your on-campus Student Life/Student Activities Director.

Schools will often provide funding for activism events, travel to/from conferences, and bringing speakers to campus. Be sure to request funding for projects and activities that will benefit your club and the student body in general. The more useful and impactful your project or activity will be, the more likely you are to receive funding from your school.

When requesting funding for your student group, be sure to follow all procedures as outlined by your school. Be sure that all proposal documents and budgets are organized, clear, and error free. It is important that you demonstrate a strong ability to successfully manage the funds and make good use of the resources provided to your group.

Be sure to start early and plan ahead for funding requests. In most cases, funding needs to be requested at least 2-3 months prior to your event/activity.

If your group is denied funding and you feel the process was unfair, be sure to contact someone at TPUSA. Our team is happy to investigate the process and ensure that the funding allocation process at your school is administered fairly.

## **Apply for Activism Grants**

Several organizations, including Turning Point USA, provide activism grants to student groups that work to promote free markets and limited government. In many cases these grants can be used for ordering activism supplies, bringing speakers to campus, and more.

**Turning Point USA's Student Group Grant Application:**

[www.tpusa.com/ActivismGrants](http://www.tpusa.com/ActivismGrants)

**Leadership Institute's Student Group Grant Application:**

<https://www.leadershipinstitute.org/campus/?Resources=5>

**Atlas Network's Student Group Grant Application:**

[www.atlasnetwork.org/grants-awards/grants/student-project-grants](http://www.atlasnetwork.org/grants-awards/grants/student-project-grants)

## **Host Fundraisers on Campus**

Some chapters may choose to host on-campus fundraisers to raise money for the group. Some ideas for fundraisers include bake sales, cook-outs/picnics (charge for admission), and social events (charge for admission). Be sure that each fundraiser is well-planned and well-executed.

Some restaurants will partner with student organizations to host fundraisers in which a portion of sales on a particular day are donated to the chapter. Contact local campus restaurants to see if this is an option for your group.

# **SECTION 10**

## **Resources from Partner Organizations**

## Hypeline

Hypeline ([hypeline.org](http://hypeline.org)) is a news site for millennials and a project of Turning Point USA. Hypeline can help your chapter by exposing liberal bias, promoting your chapter's events and activities, and providing writing opportunities to your members and officers interested in journalism.

**Breaking News** -- If you notice an instance of liberal bias on your campus that you believes need to be investigated and exposed, please upload all relevant information at [www.hypeline.org/tip](http://www.hypeline.org/tip).

**Chapter Promotion** -- If your chapter is hosting an awesome event or would like Hypeline to report on a successful activity, please send a detailed summary and pictures of your event to [tips@hypeline.org](mailto:tips@hypeline.org).

**Writing Opportunities** -- If a member of your chapter is interested in writing for Hypeline, please encourage them to apply for a Contributor position at [www.hypeline.org/Write](http://www.hypeline.org/Write).

## Leadership Institute

The Leadership Institute (LI) offers numerous resources to pro-free market student groups including field staff support, trainings, activism supplies, activism grants, and more.

To learn more about these resources please visit [www.leadershipinstitute.org/Resources](http://www.leadershipinstitute.org/Resources).

## Prager University

Prager University ([www.prageru.com](http://www.prageru.com)) produces educational videos that explain current events and relevant issues in simple, straightforward terms. Be sure to check out Prager University if your chapter is interested in showing educational videos to members and prospective members.

## Foundation for Economic Education

The Foundation for Economic Education (FEE) offers Liberty Kits to student groups that promote capitalism and free markets. To order a Liberty Kit please visit <https://fee.org/resources/liberty-kits/>.

## The Heartland Institute

The Heartland Institute offers several books and printed materials for Turning Point USA chapters. If your chapter is interested in Heartland Institute books or resources, please contact TPUSA with your request by emailing [chapters@turningpointusa.net](mailto:chapters@turningpointusa.net). Turning Point USA will provide your chapter with an updated list of available resources and ordering instructions.

## National Review

The National Review offers a free digital subscription of the National Review to all Turning Point USA chapter members. To receive a subscription link for you and your members, please visit [www.tpusa.com/NationalReviewPartnership](http://www.tpusa.com/NationalReviewPartnership).

The National Review also assists student groups with bringing National Review speakers to campus. If you are interested in bringing a speaker to campus please contact TPUSA by emailing [chapters@turningpointusa.net](mailto:chapters@turningpointusa.net). Our team will put you in communication with the proper National Review contact.

# SECTION 11

## Conclusion

## A Message from the Executive Director

Thank you for stepping up to lead a Turning Point USA chapter at your school. It leaders like you that make our national student movement possible.

Throughout the course of your involvement with TPUSA, it is imperative that you remember why you're part of this organization. We believe that government is too big, the national debt is too large, and students are uninformed about the dangers of these issues. We also believe that our principles of free markets, limited government, and capitalism, can fundamentally improve the quality of life for each and every person in our country.

The left has been organizing college campuses for years. It's time for us to do the same. Please let me know if there is anything we can do to help your TPUSA chapter succeed.

Regards,

Charlie Kirk  
Founder & Executive Director  
Turning Point USA



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