



## College Republican National Committee

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Fall, 2002

Dear College Republican Leader:

Welcome to the College Republicans! You are now an essential part of the nation's largest and oldest youth political organization. College Republicans have played a vital role in recruiting, educating, and involving students in the Republican Party for more than one hundred years, and we are counting on you to help us continue in that strong tradition and heritage of conservative youth activism.

Not only will your involvement with the College Republicans provide you with the tremendous potential to gain valuable leadership training, political experience, and opportunities to network with political and community leaders, most importantly your participation will allow you to make a significant impact on the electoral process and the political environment of your campus and our republic in a way that no other student group ever could.

Your President and Party need you now more than ever before. You will be an integral part of our efforts this year to win back control of the United States Senate and strengthen our hold in the U.S. House.

I hope you take full advantage of the principles and advice contained in this chapter training manual to help you build a strong and effective club. In it you will find the accumulated knowledge and experience of hundreds of College Republicans leaders spanning decades of working for Republican campaigns and the conservative cause.

Should you have more specific questions or concerns, I encourage you to contact your College Republican state leadership, or the College Republican National Committee office in Washington. It is our mission to help you be successful in your efforts as a leader in the College Republicans. We will always endeavor to assist you in every way possible.

Thank you for joining us in our fight against the liberals on the college campuses and throughout America. I am grateful for your willingness to get involved, learn more about the issues, work hard for Republican candidates and principles, and help us make a real difference.

Sincerely,

Scott G. Stewart  
National Chairman





# College Republican Chapter Manual

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## **Chapter 1: The College Republicans – An Abbreviated History**

**by Scott Stewart, Chairman  
College Republican National Committee, 1999 - Present**

“Stand up for America; devote your life to its cause; love your homes, and prove as worthy of our cherished free institutions as they are worthy of your allegiance and service. Let not the high standard of National Honor, raised by the fathers, be lowered by their sons. Let learning, liberty and law be exalted and enthroned.”

–William McKinley, speaking to the first national convention of the College Republicans, 1892

### **The Founding**

On May 17, 1892, James Francis Burke founded the American Republican College League at the University of Michigan, with students in attendance from as far as Stanford in the west and Harvard in the east. Given leave from class months before, Burke had traveled to Columbus, Ohio, to ask Governor (and later President) William McKinley if he would “christen the organization,” and he agreed. During the banquet that followed the convention, McKinley said to the over 1,000 assembled revelers,

“I hope that the American Republican College League will be the seed planting of practical political thought which will continue to grow and find root in every educational institution in the country. There is no such school for political education as the college and university. The college man goes...everywhere and he is a mighty force in making and molding public sentiment.”

The Chairman of the RNC, James Clarkson, wrote to James Burke in 1893, “The creation of the National League of College Republican Clubs...added a new and practical force of the better sort to American politics.” President Benjamin Harrison expressed the same enthusiastic sentiments to Burke in 1892: “The wonder is that the necessity and promise of this work was not sooner appreciated by all of us. It has a disseminating power that no other political work has.”

### **Who the College Republicans Are**

Thus the College Republicans began their 110 year work to bring young people into the Republican Party, and ensure the future of the conservative movement in America. We operate as the foot soldiers of the Party. We put on the campaign t-shirts, pass out the literature, stuff the envelopes, make the telephone calls, walk the precincts, pound in the lawn signs, and carry out the grassroots efforts that drive the Republican Party forward.

We are the unions of the right.  
We are the engines of democracy.  
We make a difference.

More Republicans received their first taste of politics in the College Republicans than any other organization in the nation. We provide the training in conservative thought, political technology and grassroots lobbying that changes young voters into principled activists for the Republican Party.

### **The First 100 Years Developing our Brand of Activism**

As far back as 1876, young republicans on college campuses were vocally supporting Republicans. That year, Harvard freshman Theodore Roosevelt participated in a student-organized torch light rally for Rutherford B. Hayes. An early example of political technology used by the College Republicans was manifest in the presidential election of 1900. In that year, College Republican National Campaign Manager Fred P. Whitney, appointed under Republican National Chairman Arnold L. Davis, began a concerted effort to get college students to their home districts to vote in the re-election campaign of William McKinley. They also began a campaign to register students in their college districts where allowable by law. According to historian Alfred Lunt, the College Republicans discovered that closely contested districts could be won by shipping students home. Apparently, “every effort [was] made to get students to return home and vote at these points,” and “the results were that in a number of such districts the student Republican vote coming in from distant college points held the balance of power and was the dominant factor in the swinging of these districts to the Republican ticket,” including the defeat of William Jennings Bryan in his home precinct in Lincoln, Nebraska.

After these initial developments, perhaps the most important piece of political technology of the past 40 years developed by the College Republicans was the concept of the “mass based” youth effort, pioneered by Morton Blackwell in 1967 in the “Youth for Louie Nunn for Governor of Kentucky.” This manual outlines many of the very processes developed and articulated by Blackwell, who later served as Executive Director for the College Republican National Committee.

The New York Times credited the College Republicans with “spectacular results,” describing them in the following manner:

“Nunn won every mock election at major schools in Kentucky. In all, 18 were won, and only 3 were lost. The wins were all by at least 56%, and ranged up to 80%. It is difficult to describe the buoying effect the mock elections had on the Republican campaign. Louie Nunn had mock election ‘scoreboards’ made on poster paper and flew them with him around the state for display at meetings in the week before the election.”

Due in part to the success of the developing mass based youth effort, the College Republican National Committee officially separated from the Young Republican National Federation in 1970 after various forms of connection and association beginning in the 1930's. The Republican National Convention in 1972 made the College Republican National Committee the third official auxiliary to the Party, authorizing the CRNC Chairman to serve as an *ex officio* member of the Executive Committee of the Republican National Committee.

In 1980, a College Republican-trained Youth Effort Coordinator named Steve Antosh organized a national youth effort for Reagan with Morton Blackwell's help. Reagan won 98 of 105 mock elections held on college campuses around the nation—including Carter's home campus of Georgia Southwestern College—and brought thousands of students to the campaign and to the polls. By the end of the summer of 1981, the College Republicans reached a peak of 1,100 clubs and approximately 110,000 members, making the College Republicans the largest student political organization in the country.

By the time the 1984 election was over, the College Republicans were saying “Those guys [the College Democrats] are just out of it. They don't realize that it's cool to be conservative.” Republicans made huge gains in the student vote and, for the first time since 18 year olds gained the right to vote in 1972, more students were voting for the Republican candidate for President in 1984 than for the Democrat.

College Republicans have been heralded by Presidents, countless Congressmen, Senators, and Governors. While Chairman of the Republican National Committee in 1972, Bob Dole lauded to the College Republicans as “invaluable” and declared that our programs “led to victory for our party.” Ronald Reagan called them a “vital force in conservative politics,” and continued by commenting, “It was good to know that I could always count on such young conservatives to support our policies.” At a later time he wrote, “Without a doubt the College Republicans were among the most enthusiastic backers of my administration.” Jack Kemp, often a favorite of College Republicans, wrote personally to National Chairman Tony Zagotta in 1990, “For years, the College Republicans have been the vanguard in our fight to win control of the national agenda. Your activist efforts on the grass-roots level has helped usher a decade of Republican leadership.”

The leaders who tend to be remembered from College Republican history were those who were successful in running solid youth outreach programs, or for changing the organization and politics around them in a fundamental and substantive way. James Francis Burke created the American Republican College League. Alfred Lunt retained the National Chairmanship for eight years between 1900 and 1908, ran a successful youth efforts for both Roosevelt and Taft, and built the organization up to 100,000 members on 314 campuses. John Hamlin ran a youth effort for Coolidge in 1924. Many of the top leaders in the conservative movement and in the Republican Party today got their start in the 1964 College Republican youth efforts for Barry Goldwater. In 1970, Joseph Abate separated the College Republican National Committee from the Young Republican National

Federation. Jack Abramoff won Massachusetts for Reagan in 1980, and oversaw the growth of the largest and most active College Republican National Committee to that point.

### **The College Republican National Committee Today**

The College Republican National Committee has undergone enormous changes and experienced tremendous growth over the course of the past few years. As a direct result of these changes, we have become a stronger, brighter, and more articulate voice for conservative political activism throughout the country.

Beginning in the fall of 1999, under the direction of the current National Chairman the College Republican National Committee began one of the most ambitious outreach programs in its history. For the first time since the mid-1980's, the CRNC sent full-time, trained representatives out across the nation to establish new College Republican chapters, and help train and energize existing ones. Limited financial resources restricted the first program to only six field representatives, but they had remarkable success. Over the course of ten weeks in the fall of 1999, these pioneers traveled to nearly 40 states and raised 220 new College Republican clubs. The field program was repeated with ten representatives in the fall of 2000 to assist in the election of President George W. Bush, and then again in the fall of 2001 with fifteen field representatives.

Over the course of these first three field programs, the College Republican National Committee catapulted from 409 recognized chapters to 944. Along the way, these field representatives directly assisted in the election of dozens of Republicans throughout the country. Of particular note were the successful College Republican youth efforts for Congressmen Rob Simmons of Connecticut and Mark Kennedy of Minnesota, two races in particular where College Republican efforts delivered the margin of victory for these Republican candidates.

In the fall of 2002, the College Republican National Committee will run the largest field program in our history, sending 35 full-time field representatives out for eleven weeks each into targeted states across the nation. By October, the CRNC will raise and/or strengthen over 550 College Republican clubs throughout the country, bringing our total number of chapters to over 1,200 – more than at any time before. Working in conjunction with state and chapter leaders, these CRNC field representatives will help recruit and train more than 25,000 new College Republicans and produce 170,000 absentee ballot votes or more for Republican candidates for the 2002 elections.

By virtue of its success and phenomenal growth, the College Republican National Committee has been able to attract an increased number of supporters and donors in recent years. In 1998, the budget for the CRNC was approximately \$250,000 per year. Today, our operating budget is \$1.5 million. Thanks to many contributors and true believers, this year the CRNC will provide more services and resources to our membership



and chapters than ever before. New and better materials will be in the hands of every College Republican chapter, training seminars will be run for state leadership and chapters across the country, and an updated website will strengthen the College Republican community, keeping our membership connected to each other and in touch with local and national events and resources in an unprecedented way.

We are not only changing the face of the College Republicans, we are also changing the face of the Republican voter and the Republican Party in America. Many of our field representatives this fall are of Hispanic or African American descent, and more than half of them are young women. The Republican voter of today—and tomorrow—will be younger and more diverse than ever before thanks to the work of the College Republicans.

Today's College Republicans are on the move. We are the "unions of the right," and the fastest growing sector of Republican Party activists. For over 110 years, we have fought hard for Republican candidates through our work, and have staunchly defended the conservative principles upon which our republic was founded. You are a part of that tradition. With your help, the next 110 years will be even better.

Join the College Republicans.

Make a difference.

## **Chapter 1: Organizational Structure of the College Republicans**

The organizational structure of the College Republicans is designed to help implement coordinated national and state-wide efforts to elect Republicans and further the conservative cause, and to help you be successful in your efforts as a College Republican chapter leader or individual member.

### **College Republican National Committee**

The College Republican National Committee (CRNC) is the national steering organization and oversight body for all College Republican groups in the country. For many years, the College Republican National Committee functioned in its various forms as a direct auxiliary of the Republican National Committee. Recently, this status has changed and the CRNC now exists and operates as an independent non-profit corporation, though we are allied with the Republican National Committee in much the same way as Republican state parties and other allied Republican organizations.

The College Republican National Committee is administered by a National Chairman with the help of a national leadership team, elected at the Biennial Convention that takes place in Washington, DC, and a full-time office staff. College Republican state chairs, or their appointed national committeeperson, sit as members of the National Board, functioning as shareholders to ratify the annual budget, pass resolutions, and adopt any necessary constitutional changes for the national organization.

In addition to playing a substantive role representing the “youth of the Party” in Washington and throughout the country, some of the major projects and initiatives of the College Republican National Committee include running the annual Field Program each fall to help recruit new College Republicans and energize chapters across the country, supplying recruitment and training materials to states and chapters on an annual basis, organizing training seminars for state leaders and chapters, administering the organization’s Internet presence and online state, chapter, and member resources, including the online membership database system, and providing additional services and benefits to our College Republican leaders and members.

### **College Republican State Federations**

The College Republican State Federation or Association is the administrative body for College Republicans at the state level. College Republican leaders at the state level are charged with and are responsible for organizing recruitment efforts and campus canvasses, and building and maintaining campus chapters at colleges and universities within their state. The state chair and his or her leadership team serve as the primary link between chapters and the College Republican National Committee, communicating important credentialing and contact information about chapters, organizing and implementing state-

wide campaigns and initiatives, and running active state-wide Party-building and get-out-the-vote efforts.

The College Republican state chair is the spokesperson and representative of the College Republicans for the state in dealing with the media, the community, and governmental entities. For the most part, state federations operate as non-profit, volunteer-based associations, as members and affiliates of the College Republican National Committee, and are “allied with” rather than “auxiliaries of” their respective state Republican Party. In most cases, the College Republican State Chair sits as an *ex officio* member of the state party central committee and on the state party executive board, in either a voting or non-voting capacity, as determined by the Republican Party state chair or bylaws.

### **College Republican Campus Chapters**

College Republican chapters chairs and their leadership team are without question the most important leaders within the College Republicans, because they are where the rubber meets the road. College Republican leaders at the chapter level are charged with and are responsible for organizing and implementing the campus canvass, running the mock elections and special projects, and managing the get-out-the-vote efforts on behalf of Republican candidates at the campus and local level.

Post-election, College Republican chapter leaders continue to be responsible for organizing community service projects, running issue advocacy and lobbying efforts, helping to bring conservative guest speakers to campus, and organizing fun social events and other activities. They also bear the responsibility of being the representative of the College Republicans with the university administration, other student groups, and in the surrounding community. Chapter leaders are reminded that every action and statement made by College Republican chapter leaders reflects not only on the entire College Republican organization, but upon the Republican Party as a whole as well.

College Republican chapters operate as volunteer-based student clubs, associated with a particular university or campus, and as members and affiliates of their respective state federation and the College Republican National Committee. In addition, they are “allied with” rather than “auxiliaries of” their respective county or local Republican Party organization. In most cases, the College Republican Chapter Chair sits as an *ex officio* member of the Republican county or local party central committee and on the county or local party Executive Board, in either a voting or non-voting capacity, as determined by the county or local party chair or bylaws.

## Chapter 3: Organizing a College Republican Chapter on Campus

When organizing a College Republican chapter at your college or university campus, do it right the first time! Instead of leading through crisis management, as is so often the case, you should follow the principles necessary for a successful and effective organization. Some important steps to follow are outlined below.

1. **Identify several Republican friends that would be interested in organizing a College Republican chapter.** Most schools require no more than a handful of charter students for recognition of a new campus student organization. Prior to holding your first meeting and having an election for officers, you should research the recognition criteria for your school to ensure that you meet its requirements. It is advantageous for a CR chapter to obtain school recognition, since it makes it more difficult for adversarial administrators to hinder the group's efforts, though it is not always essential. In some cases, the college will require you have to secure a faculty sponsor. It is not necessary that the sponsor attend meetings, indeed the opposite is probably advisable. Although it is best to have a conservative faculty member as a sponsor, anyone will suffice. If you don't have any luck identifying any willing Republican faculty in the political science or economics departments, don't be afraid to try chemistry or math.
2. **Using the sample chapter constitution found in this manual as a model, draft a simple constitution for your club.** It is important to note that lengthy or complicated constitutions and bylaws are neither useful nor particularly helpful. College Republican chapters should be engaged in making an important difference for Republican candidates and the conservative cause, and should not have either the time or the inclination to engage in protracted debates on the finer points of parliamentary procedure. Again, just be certain that your document meets the standards of school officials.
3. **Meet with your charter members and determine the first meeting date.** The best time is the late afternoon or evening on a Wednesday or Thursday. Be sure you don't conflict with fraternity or sorority meetings, or the scheduled meetings of other important student groups or other major campus events.
4. **Set-up and run a series of membership tables, using the guidelines discussed in the manual.** At the table, distribute flyers announcing the meeting date, time and location. Post similar flyers in dorms, in cafeterias, and in other locations throughout campus. Advertise your first meeting with sidewalk chalk in prominent locations on or near campus, including on the chalkboards of large lecture halls, and consider running an inexpensive ad in the student newspaper. Follow-up with phone calls to those recruited the night before the meeting.
5. **Carefully plan the first meeting.** The first meeting should last no longer than 30 or 45 minutes. Remember, you only get one chance to make a good first impression. Keep the agenda packed, yet to the point. If you have a local political leader as a guest speaker, limit him to 5 minutes—politicians will always take twice the time allowed—and instruct him to keep his remarks focused on why it is important to get involved with the College Republicans. Outline the immediate and future goals of the club, laying out a tentative agenda for the major projects and initiatives of the chapter, both pre- and post-election. It

is important to remember that in volunteer-based, activist organizations such as the College Republicans, strong leadership and establishing a clear direction from the start is critical, otherwise the club will founder. Students want to be a part of something meaningful and well-organized, they don't want to waste their time in an organization that is ineffectual or that spends its time debating what they should be doing from one week to the next. Be sure to announce the next meeting date, at which the ratification of the constitution will take place, the election of chapter officers will be held, and the campus canvass will be organized. Encourage those in attendance to invite roommates, friends, and fellow students to the next meeting. Providing refreshments at the end your meeting will keep everyone there, and will help develop camaraderie among your members by providing a forum in which to socialize.

6. **Remind and encourage members to come to the second meeting** The night before the second meeting, call everyone who attended the first meeting, and everyone who signed up at the membership tables, to remind and encourage them to come. Supplement these follow-up calls with more advertising efforts on campus in the days preceding to let additional students know about the meeting.
7. **Conduct the second meeting and campus canvass training** At the second meeting, after the constitution of the group is adopted and elections are completed, set to work immediately filling in the remainder of the campus canvass structure, and begin implementing the canvass. It is a good idea not to limit your chapter officers to just the elected positions. The chapter chair should feel comfortable appointing interested students to any capacity if they are willing to do work. One of the key principles associated with volunteer organizations such as our is the necessity to "Give them a title, and put them to work."
8. **Get to work, and make a difference.** The newly-elected Executive Board should meet and being attacking important issues such as finalizing the calendar of events and activities, getting in touch with state College Republican leadership, local campaigns and Republican Party officials, planning for future meetings, starting fundraising efforts, etc. Be sure and effectively follow up to make sure the campus canvass is executed correctly, and start working out the details of integrating with your local Republican Party's 72-hour get-out-the-vote efforts, and running your own special projects on campus and in the community.
9. **Have regular meetings, and have fun.** College Republicans should meet or have an event or activity every week, preferably at the same time and in the same location on campus to encourage regular attendance. For regular meetings, but especially if you are bringing a guest speaker, or have a major event planned, be sure and advertise your meeting on campus using sidewalk chalk, flyers, etc. Be creative in planning enjoyable and engaging activities and meetings for your members—students want to be a part of an organization that is fun and social. The College Republicans are an effective and proactive organization with an honorable heritage, but they are also the Best Party on Campus, so be sure and live up to that reputation.
10. **Utilize the resources available via the College Republicans website.** The College Republican National Committee has invested heavily in designing and implementing an effective online presence to provide information, tools, and resources to you as a chapter leader. In addition to being able to obtain chapter manuals, sample flyers, and

communicate and share ideas with other College Republicans via chat software and a bulletin board, the online membership database system of member, chapter, and state profiles will make managing and keeping your membership lists up-to-date, and communicating with your members, an easy and efficient process. The College Republican National Committee will also provide local chapters and state federation with free web hosting, and some templates and site design help. Contact the CRNC office or log on to **[www.collegerepublicans.org](http://www.collegerepublicans.org)** for more information about what online resources and tools are available, and step by step instructions for how to access and utilize them.

## Chapter 4: Running a Successful Membership Recruitment Table

### Overview

Many campus groups attempt to recruit new members by running membership tables at one time or another. Most such tables are woefully ineffective, despite good intentions and hard work. Most students who run unsuccessful membership tables do not know simple, proven tabling techniques.

Your College Republican membership table can be very effective. In fact, even at the most liberal university you should expect to recruit from 20 to 30 new College Republicans per hour, and often many more. You will recruit successfully where others fail because you will understand the keys to running an effective membership table, as they are outlined in this chapter.

### Materials Needed

1. **One large table.** You can usually secure permission to borrow a table from a campus facility. If not, a folding card table will suffice, or you can borrow a table from your local Republican party organization.
2. **College Republican literature, recruitment materials, voter registration forms, and other GOP and conservative paraphernalia.** Available in your “College Republican chapter kit” and the “Ideological Training Supplies” provided by the College Republican National Committee, from your state or county Republican party, from Republican candidates and campaigns, and from other conservative organizations or think-tanks. Be sure and contact candidates and campaigns a few weeks in advance to secure signs, stickers, and flyers from the targeted Republican campaigns to distribute at your table to interested students.
3. **Sign-up lists and membership forms.** You will receive Official College Republican Membership Forms in your chapter materials package from the College Republican National Committee, or you can simply use a lined tablet or legal pad.
4. **College Republican Posters or Banner.** A large vinyl banner with your chapter name and College Republican logo is an excellent investment for your chapter. A local Republican sign printer may be willing to sponsor one for you. If such a banner is not available, use the large, heavy-weight paper posters provided in your chapter materials package.
5. **Flyers announcing the time and place of your first organizational meeting.** Print a few hundred copies of a flyer announcing the time and place of your first meeting, preferably half or quarter-page size. Give these flyers to students walking by, and especially to those who become new members. Examples are available at the end of this manual.
6. **Campus Canvass Organizational Chart.** As described in the campus canvass section, and included in your chapter kit. Be sure and fill out the names and floors of campus dorms, fraternities, sororities, college sports teams, religious organizations, etc. that will constitute your campus canvass organizational structure before running the recruitment table.

7. **Tape to hang signs and banners, and plenty of pens.**
8. **Other recommended materials.** You may also consider hanging a large American flag behind you, and placing a picture of the President on your recruitment table. Not only does it attract attention, it sends the positive message that the College Republicans are patriots and care about America. You may also consider having a bowl of candy on your table to attract students, a CD player playing up-beat music, or even a bull-horn with which you can broadcast your recruitment message (or heckle liberals or your fellow College Republicans who are helping you run the table). Be creative, and be fun. The College Republican recruitment table is in many cases the first exposure that students will have to your club and in some cases to the Republican Party. Be sure and have the needed supplies on hand to make it memorable and positive.

## Setting Up

On many campuses, the school administration will want you to reserve a table in advance, or obtain special permission in order to run your recruitment table. If you can get permission and a good location, be sure and do it. Otherwise, don't let the school administration tie your hands. Remember the most important rule when dealing with the administration: *Never give a bureaucrat a chance to say no.* Even if you can't get permission, set up your table anyway. Most of the time you won't be challenged, and if you are, assertively remind them of your First Amendment rights, or simply move and set up in a different location on campus. By the time they figure it out, you will have successfully recruited a good number of new College Republicans.

1. The optimal time for tabling is the first and second weeks of school between 10 a.m. and 2 p.m., Monday through Friday, at student club fairs, during registration and orientation, and during fraternity/sorority rush weeks.
2. Position your table in the stream heavy traffic so that people have no choice but to run into it. Depending on the weather or your campus policies, often the best location is outside in the center of the quad, or out in front of the main student union. If you have sufficient manpower, consider setting up multiple recruitment tables on different sides of the campus on the same day to cover more territory, each staffed by 2-3 College Republicans.
3. Get Rid of Any Chairs Around Your Table! Chairs encourage people to sit, and College Republican recruitment table workers should remain standing—ideally out in front of the table to intercept students as they walk by.
4. Membership forms or sign-up sheets and pens should be located at the front of the table, where they can be easily reached by students signing up. Have extra forms handy so you can sign up multiple students at once.
5. Place *small* stacks of literature and recruitment paraphernalia on the table, but keep bulk quantities in boxes placed beneath. If your chapter has dues, set your cash box for College Republican dues toward the back of the table.



6. Position literature and signs neatly. Dress neatly but casually, in keeping with campus standards.

## Running the Table

Actively Solicit! This is the key to the success of the table operation. The people working the table must get out and actively solicit people. There are several rules that should be followed to do it right:

1. **Pick out the prospect.** Maintain eye contact and smile as he or she approaches the table.
2. **Physically block his path.**
3. **Ask him to join the College Republicans.** Gain his attention – look him in the eyes, and be sure to smile. Offer a CR recruitment flyer or brochure and introduce yourself. “Hi, I’m Carol Conservative. Would you like to join the College Republicans?” This forces him to make a decision. If he’s a Republican *he will probably join*.
4. **If asked, “What is College Republicans?”** Keep your answer short, and be ready to recite it enthusiastically at a moment’s notice:

“The College Republicans are the campus affiliate of the Republican Party. We work on campaigns, bring conservative speakers to campus, organize community service projects, and have fun social events. And we want you to help us make a difference. Why don’t you sign up right now, and plan on coming to our first meeting on Thursday to get more information about our club?”

Do not argue or engage in a long conversation with one individual. Democrats and radicals should be ignored completely. You will sign up mass numbers only in proportion to the number of people you ask. If you spend five minutes arguing with a liberal, fifty good potential College Republicans will walk by. The purpose of the table is not to change people’s minds. Your goal is to recruit the cream-of-the-crop: those who are already enthusiastic about the GOP. Remember, you are looking for leaders to conduct the student canvass, and those who will be active participants in your College Republican chapter.

5. **Lead your new recruit to the membership table and have him sign up by filling out the membership form.** Make sure they completely fill out their name, phone number, e-mail address, and full school mailing address, including their dorm room.
6. **Ask your new recruit if he is interested in a leadership position within the chapter, and sign him up for the campus canvass.** Check each new recruit’s address and note on the canvass organization chart if there is a floor leader for that location. If there is not, ask him to help on this project and sign him up for that slot if he is willing. You can also ask if your new recruit is a member of a sorority or fraternity, and whether or not she or he is willing to serve as a Greek house chair.

7. **Remind him about your first meeting and get a commitment from him to be there.** Give him a flyer advertising your first meeting at this time, and ask him directly if he will be there. If the club has set dues, ask him if he would like to pay his dues now, but only after he has signed up.
  
8. **Ask those who are most enthusiastic to stay and help you at the table signing up new members.** Pay special attention to those who stay and help. They are your top prospects for your leadership team!

## Chapter 5: The College Republican Campus Canvass

### Introduction

The Campus Canvass is *by far the most important project* your College Republican group will undertake. The success of the rest of your projects, and the success of your chapter, will hinge on the success of the Campus Canvass.

The purpose of the canvass is to pinpoint and activate the Republican students on campus. A successful Campus Canvass opens the door for a mass-based youth effort and an effective College Republican organization. College Republican chapters that have utilized this recruitment technique usually see a *minimum* of 1 out of 10 canvassed Republican students join the College Republicans, easily tripling or more the size of your chapter in a period of weeks.

Not only is the Campus Canvass a tremendous tool for growing your chapter, through it you can identify which students are Republicans, Independents, Democrats, or undecideds. Armed with this information, your College Republican chapter can produce tremendous results for Republican candidates, can significantly impact the outcome of elections, and has the ability to effectively mobilize grassroots support for issues and activities on campus and in the community.

Each university campus can be organized like a county is organized for a campaign, but with far less trouble. The dorms, Greek houses, and off-campus student apartments provide you with a large pool of students to canvass in a relatively condensed area. You can and should also tap into other campus groups such as sports teams, religious groups, and other student clubs to organize the canvass.

Detailed guidelines for organizing and conducting an effective and efficient Campus Canvass are outlined in this chapter. Use every ounce of information in this manual – it is a reference for you and your fellow CR volunteers to use as you perform a vital, albeit challenging, operation.

Conducting a successful Campus Canvass is an excellent way for you to demonstrate your leadership. A poorly executed canvass, or not having a canvass at all, reflects badly on your commitment and capability as a College Republican leader. The College Republicans are looking for proven leaders who fulfill their commitments, and are prepared to take on greater responsibilities in our organization as well as within the Republican party and the conservative movement as a whole.

We need your College Republican chapter to successfully reach *every student on your campus* if we hope to make a difference in the elections and in the political climate at your school. Your work could make the difference between winning and losing on Election Day, and your efforts will build a solid conservative infrastructure that can make a difference and bring about real change on your campus and in your community.

**Instructions for using this training manual to implement the campus canvass:**

Copy each of the following sections of this manual dealing with the campus canvass separately on different colored paper. Each student participating in the canvass should only be given the section or sections pertinent to his work. Distribution in this manner will reduce printing cost, and will minimize the chances of putting this information in the hands of the opposition.

**The chapter chair and campus canvass director receive Sections I, II, and III**

**Each dorm chair, area director, and Greek director receives Sections II and III**

**Each floor leader and Greek leader chair receives Section III**

## Section I - Duties of the Chapter Chair and the Campus Canvass Director

The Campus Canvass is *by far the most important project* your College Republican group will undertake. The success of the rest of your projects, and the success of your chapter, will hinge on the success of the Campus Canvass.

The purpose of the canvass is to pinpoint and activate the Republican students on campus. A successful Campus Canvass opens the door for a mass-based youth effort and an effective College Republican organization. Through it you can identify which students are Republicans, Independents, Democrats, or Undecideds. Armed with this information, your College Republican chapter can produce tremendous results for Republican candidates, can significantly impact the outcome of elections, and has the ability to effectively mobilize grassroots support for issues and activities on campus and in the community.

You may ask yourself why conducting a campus canvass is so critical, considering the significant effort it will take to organize and execute it correctly. **The fundamental reason the campus canvass is essential is because it organizes your chapter based on the influence of personal relationships and referent power.** Consider, for example, the difference between a campus organization that is built using just recruitment tables, and one that is built using the campus canvass. Let us say that you are able to get 100 students to sign up over the course of a series of membership recruitment tables. If there is a rally on Saturday for your candidate, the standard approach for getting in touch with these members is to send them an e-mail and ask them to come. Because the only relationship you have with these members is based on a 5-minute conversation in passing at a membership table weeks ago, the typical response on the part of these members will be to delete or ignore your email. You could call each of them individually, but even if some of them say they will be there, you will be lucky to get 6 to show up. On the other hand, if your College Republican floor leader “Carol Conservative” walks down the hall of her dorm and sticks her head in “Megan Member’s” room, and says, “Megan, the College Republicans are having a rally for Senator Smoot on Saturday at 1. You’re going, right?” This member will have a much harder time saying no because she knows and likes Carol, and if she commits, she will most likely be there because she doesn’t want to let her friend Carol down. Using the campus canvass organization, you will probably get between 60 and 80 of your College Republican members out to the rally on Saturday—delivering real results and volunteers for our Republican candidates. Your College Republican chapter will be made up of individuals who know and like each other. Friendship, trust, and personal connection are powerful motivating forces, both within organizations such as ours as well as in politics in general.

The same holds true for the voter registration and absentee ballot drives your College Republican chapter will run. If you use the campus canvass, “Carol Conservative” will be able to know exactly who on her floor has been identified as a Republican or as an undecided. Because she will have a relationship with these students based on friendship and commonalities, she will be able to personally ask these individuals, “As a personal favor to me, will you fill out this absentee ballot form and vote for Senator Smoot?” The alternative is to have a stack of voter registration forms sitting out on a membership table, or rely on efforts run by the student government, where 8 of the 10 people registered to vote will probably be Democrats.

As a College Republican leader, you will have to decide whether you want a chapter that is able to mobilize hundreds of volunteers for Republican campaigns and on behalf of conservative issues, and deliver thousands of votes for Republican candidates on Election Day, or whether you are

content to have 12 people show up to your weekly meetings and accomplish nothing. We hope that you will do the campus canvass and succeed. **Remember, “Effort is admirable, achievement is valuable.”**

The following steps should be taken to organize and carry out the Campus Canvass:

### **1. Introduction/Roles and Responsibilities**

The Campus Canvass Director is the campus-wide organizer, motivator and supervisor of the campus canvass. He should report to and work closely with the Chapter Chair to organize and execute the canvass.

Because of its importance and the large number of volunteers required, it is essential that the College Republican chapter conduct a unified canvass. Make every effort to combine all other sympathetic campus organizations in a cooperative, joint Campus Canvass. All canvass volunteers must communicate effectively to make this a successful undertaking.

### **2. Organize the Campus Canvass Structure**

Prior to the start of classes, prepare a dorm and residence organizational chart on poster paper, or use the Campus Canvass Organizational Charts included in your chapter kit. You should have a blank line for a “Floor Chair” or “Floor Leader” for every dorm floor, for every Greek house, and in every other campus group that will be utilized to put together the campus canvass organizational hierarchy. Make sure and include every dorm, including married student housing, and do your best to identify and list major apartment complexes with high concentrations of off-campus students

The Floor Chair and Greek House Leader are the equivalent of a precinct captain. Upon him rests the outcome of the canvass program, and the future success of your College Republican movement. He is the channel of communication between the College Republicans and the CR members and rank-and-file students on his floor or in his house, and is responsible for making sure that every identified Republican and unaffiliated student is registered to vote, and votes (preferably by absentee ballot) for our Republican candidates in the election. He is also responsible for developing the friendships and referent relationships between CR members that will mobilize them for campaign events and special projects, both pre- and post-election. He should be made aware of his importance; his position should be a prestigious one.

Each Floor Chair should be responsible for about 30, but no more than 50 students on a floor of his dorm. Each Greek House Leader should be responsible for his fraternity or her sorority, including both in house and out of house members. Each off-campus Floor Chair should be responsible for 50-100 students on an apartment floor or an entire apartment complex if it is small enough.

Above the Floor Chairs are “Dorm Chairs” for the dorms and apartment buildings in off-campus areas. At a large university it may be necessary to further divide the campus into areas, each under an “Area Director”. No one should have to supervise more than eight or ten people. Sometimes it is necessary to assign leaders to floors other than their own.

### **3. Run a Membership Table**

The best place to build a canvass organization is at the chapter membership table at the

beginning of the school year, preferably during school registration, or during the first week of classes.

After an interested student signs up to join the College Republicans, his residence address should be checked on the organization chart. If there is no floor leader yet for his dorm or apartment, invite him to be a Floor Chair or Greek house leader in the campus canvass. *If you invite him to be “Second Floor Chairman of Baker Hall” on the spot, he is more likely to participate in the College Republicans because he already has a responsibility.* Giving people a title and a specific responsibility helps them feel important in the organization, and will help make the campus canvass a success and your College Republican chapter productive. Students who live off-campus should be asked to fill slots in the off-campus section of the organizational chart, or can fill floor leader roles in any of the other sports teams, religious groups, or other student clubs that are also a part of your campus canvass organizational structure.

By running a membership recruitment table during the first and second weeks of classes, you will recruit the majority of student volunteers needed to fill the Campus Canvass Organizational Chart. The remainder of the structure can be filled in at the first College Republican meeting, or at a Campus Canvass Organizational meeting held the following week.

**Important note:** When making appointments and filling out the Campus Canvass organizational structure, always start from the bottom up—never from the top down. It is a much easier and positive process to promote a successful, reliable, and dependable Floor Chair to be a Dorm Chair or Area Director. Conversely, it is a much more difficult and painful process to demote or sack an ineffectual Dorm Chair or someone who is higher up in the hierarchy. The Chapter Chair and Campus Canvass Director have the ultimate authority to appoint or remove floor and dorm leaders. If a person does not function, appoint an assistant as graciously as possible. Remember, the key is to get the canvass done!

#### **4. Research and prepare voter registration and canvass materials**

Before beginning the canvass, research the regulations and obtain copies of the forms required to register to vote in your state. You can obtain voter registration forms from your Secretary of State and, in most cases, at public libraries or from your city or county governmental offices. A national voter registration form, applicable for most states, can also be obtained from the FEC at their website, <http://www.fec.gov/votregis/vr.htm>, along with additional information about registering individuals to vote. You will also need to supply all identified supporters with the necessary forms and instructions for them to vote by absentee ballot. This way you can be absolutely sure that all your supporters vote. It also frees them on Election Day so they can devote the entire day to “get out the vote” work. Prepare sufficient copies of these voter registration and absentee ballot forms, along with copies of the campus canvass tally sheets and College Republican membership forms to distribute to floor and dorm leaders.

#### **5. Map out the Campus Canvass schedule**

The Campus Canvass must be completed quickly – projects which come after it depend heavily on its outcome. Thus, *the Campus Canvass must begin immediately*, at the conclusion of the first or second College Republican meeting.

A sample Campus Canvass schedule is as follows: Classes begin Tuesday, August 20. College Republican membership recruitment tables and advertising efforts are run August 20, 21, and 22. The first College Republican meeting is held Thursday evening (August 22) and the canvass is begun. By Wednesday of the following week, floor and Greek house leaders will have reported back to their respective dorm chairs and area directors, will submit copies of the tally sheets and voter registration forms of identified Republicans and independents, and will turn in the membership forms of new College Republicans who have joined through the canvass. Chapter and canvass leaders will then identify which areas of the canvass are incomplete, and at the next CR meeting (August 29) additional assignments will be made for a second round of canvassing. By the following meeting (September 5) College Republican chapter and floor leaders will have canvassed every available student, will have identified all the Republicans and undecideds, will have registered them to vote, and will have invited them to join the College Republicans. All in all, the process should take approximately 3 weeks to complete. It is a good idea for the club to offer an award or incentive of some kind, such as a radio, plaque, or political souvenir, for the

floor and dorm leaders who register the most students to vote, or who recruit the greatest number of new College Republicans.

#### **6. Hold the Campus Canvass Organizational Meeting**

The remainder of the structure of the Campus Canvass should be filled in at the first College Republican meeting, preferably on the final day of recruiting at the membership table. The meeting is the primary responsibility of the College Republican Chapter Chair, however the Campus Canvass Chairman should play a significant role in helping with the planning of this meeting.

The principal purpose of the meeting is *to fill vacant slots on the Campus Organizational Chart* and to instruct and motivate your College Republicans to do the campus canvass. Make every effort to get each floor leader to the meeting. Provide name tags. Explain to the group that this project is **the most important undertaking of the year**. The first project of the committee is a complete canvass of their units. Make sure CR literature, instructions, tally sheets, and voter registration information are prepared in advance and dispensed properly at the meeting. Extra tally sheets are a necessity. The floor leaders should be given that portion of the manual, which pertains to them. Dorm chairmen should be given that portion plus the portion for the floor leaders.

It is very important that the first College Republican meeting and Campus Canvass meeting be succinct, especially if the two meetings are combined. A meeting that is motivational and fun will produce enthusiastic workers. A meeting that drones on about details and issues will produce bored and annoyed people who will not come back to the College Republicans. As the saying goes, *The mind can absorb no more than the seat can endure*.

- 7. Appoint Dorm Chairs** Appoint dorm chairman whose duty will be to supervise the canvass, as well as canvass personally as needed in their respective residence units. These chairmen will be the contact between the individual floor leaders and the campus-wide campaign. Students with a record of political activity and reliability may be promptly



appointed as floor leaders by the Dorm Chair or the College Republican Chapter Executive Board. Dorm Chairs and Area Directors may also be selected from among floor leaders after the canvass, on the basis of their performance in the canvass.

A Dorm Chair is primarily responsible for supervising the floor leaders in a single residence hall. A Dorm Chair is also responsible for canvassing when needed. A Dorm Chair will be the contact between Floor Leaders and the Campus Canvass Chair. (More on Dorm Chairs in Section II).

For dorms without obviously qualified potential Dorm Chairs there are two choices. A Dorm Chair can be selected from a different residence hall with a surplus of qualified students. Or, a Dorm Chair can be selected from among Floor Leaders after the Campus Canvass based on their performance.

#### **8. Appoint a Fraternity Director, Sorority Director, and Area Directors**

You should appoint both an overall Fraternity Canvass Director and a Sorority Canvass Director, who must be Greeks themselves, and who will act in much the same way as the Dorm Chairs with responsibility for implementing the campus canvass at every fraternity and sorority at the university. Individual fraternity and sorority leaders will then function as floor leaders, and will be responsible for his fraternity or her sorority, including both in house and out of house members. It is important that the house leaders be members of their assigned fraternities and sororities. Area Directors should also be assigned to coordinate and encourage the work of approximately eight Dorm Chairs.

#### **9. Helpful Hints on Completing a Successful Campus Canvass**

1. Make sure Floor and Greek House Leaders turn in Canvass Tally Sheets for *all* of the students they canvass, including the identified Democrats and Greens. There is no sense wasting this intelligence, which may become valuable in future campaign efforts and various special projects.
2. Remind your canvassers that it is important not to engage the opposition in lengthy debates or arguments. The goal of the canvass is to quickly identify, register to vote, and activate the Republicans and conservatives on campus. The liberals and Democrats should be ignored completely.
3. Be certain that the College Republican communications network functions well, and that the Chapter Chair and the Campus Canvass Chair are promptly informed of any problems or concerns that arise.
4. While the canvass is being run, follow up every couple of days with your dorm and floor leaders to see how things are going, and if they need any help. Remember to thank all the volunteers for their hard work. Hold a competition, with prizes, for the best canvassers.
5. Be certain canvass leaders are capable individuals. For if they are not, the job of meeting the two-week deadline will become monumentally harder. As stated before, when making appointments and filling out the Campus Canvass organizational structure, always start from the bottom up—never from the top down. It is a much easier and positive process to promote a successful, reliable,

and dependable Floor Chair to be a Dorm Chair or Area Director. Conversely, it is a much more difficult and painful process to demote or sack an ineffectual Dorm Chair or someone who is higher up in the hierarchy. If a person does not function, appoint an assistant as graciously as possible. Remember, the key is to get the canvass done!

6. Have a CR headquarters on campus – if not an office, an apartment or a dorm. HQ will make the distribution and collection of material easier.

### **Conclusion**

**No recruitment and get-out-the-vote effort is more effective than the Campus Canvass. It enables you to ask every student, face to face, to vote for your Republican candidates, and to join the College Republicans. It represents significant work, but the campus canvass creates and taps into the power of grassroots activism. If you execute correctly the Campus Canvass, your College Republican chapter will be enormously successful and effective. If you fail to do it, you will fail in your efforts to deliver large numbers of votes and volunteers for the conservative cause.**

## Section II - Duties of the Dorm Chairs, Area Directors and Greek Directors

The Campus Canvass is *by far the most important project* your College Republican group will undertake. The success of the rest of your projects, and the success of your chapter, will hinge on the success of the Campus Canvass.

The purpose of the canvass is to pinpoint and activate the Republican students on campus. A successful Campus Canvass opens the door for a mass-based youth effort and an effective College Republican organization. Through it you can identify which students are Republicans, Independents, Democrats, or Undecideds. Armed with this information, your College Republican chapter can produce tremendous results for Republican candidates, can significantly impact the outcome of elections, and has the ability to effectively mobilize grassroots support for issues and activities on campus and in the community.

You may ask yourself why conducting a campus canvass is so critical, considering the significant effort it will take to organize and execute it correctly. **The fundamental reason the campus canvass is essential is because it organizes your chapter based on the influence of personal relationships and referent power.** Consider, for example, the difference between a campus organization that is built using just recruitment tables, and one that is built using the campus canvass. Let us say that you are able to get 100 students to sign up over the course of a series of membership recruitment tables. If there is a rally on Saturday for your candidate, the standard approach for getting in touch with these members is to send them an e-mail and ask them to come. Because the only relationship you have with these members is based on a 5-minute conversation in passing at a membership table weeks ago, the typical response on the part of these members will be to delete or ignore your email. You could call each of them individually, but even if some of them say they will be there, you will be lucky to get 6 to show up. On the other hand, if your College Republican floor leader “Carol Conservative” walks down the hall of her dorm and sticks her head in “Megan Member’s” room, and says, “Megan, the College Republicans are having a rally for Senator Smoot on Saturday at 1. You’re going, right?” This member will have a much harder time saying no because she knows and likes Carol, and if she commits, she will most likely be there because she doesn’t want to let her friend Carol down. Using the campus canvass organization, you will probably get between 60 and 80 of your College Republican members out to the rally on Saturday—delivering real results and volunteers for our Republican candidates. Your College Republican chapter will be made up of individuals who know and like each other. Friendship, trust, and personal connection are powerful motivating forces, both within organizations such as ours as well as in politics in general.

The same holds true for the voter registration and absentee ballot drives your College Republican chapter will run. If you use the campus canvass, “Carol Conservative” will be able to know exactly who on her floor has been identified as a Republican or as an undecided. Because she will have a relationship with these students based on friendship and commonalities, she will be able to personally ask these individuals, “As a personal favor to me, will you fill out this absentee ballot form and vote for Senator Smoot?” The alternative is to have a stack of voter registration forms sitting out on a membership table, or rely on efforts run by the student government, where 8 of the 10 people registered to vote will probably be Democrats.

As a College Republican leader, you will have to decide whether you want to be a part of a chapter that is able to mobilize hundreds of volunteers for Republican campaigns and on behalf of

conservative issues, and deliver thousands of votes for Republican candidates on Election Day, or whether you are content to have 12 people show up to your weekly meetings and accomplish nothing. We hope that you will do the campus canvass and succeed. **Remember, “Effort is admirable, achievement is valuable.”**

The following steps should be taken by you to help organize and carry out the Campus Canvass:

### ***Introduction/Roles and Responsibilities***

The Campus Canvass Director is the campus-wide organizer, motivator and supervisor of the campus canvass. He should report to and work closely with the Chapter Chair to organize and execute the canvass. As a Dorm Chair, Area Director, Fraternity Director or Sorority Director, you are responsible for making sure the canvass happens in the areas and within the dorms and apartments you have been assigned.

### ***Recruitment***

With your help and input, the chapter chair and Campus Canvass Director must appoint floor leaders, who should be in charge of the canvass for no more than 50 students each. The optimal number is 30. The floor leader is equivalent to a precinct captain. He is the channel of communication between the CR leadership, College Republican members, and the rank-and-file students.

In recruiting people to serve as floor leaders, use any existing CR membership and the people who indicated an interest at your membership tables during school registration. Please read the instructions which are to be distributed to floor leaders. This will help you answer many questions they will have.

### ***Off campus Area Directors***

You are responsible for contacting by phone, or personal visit, all students who live off campus. There are several approaches which can be used in locating off-campus students, and all may be employed. The dean of students or the student housing office will undoubtedly have a list of students who are living off campus. Try to obtain a copy of this list. Enrollment lists might also be obtained from the Registrar, Bursar, President, or campus security.

Probably the most important way of locating these students will be through your personal knowledge, or that of your lieutenants, of the apartments, married student housing, streets near campus, and rooming houses where students usually live. As the off-campus director, you may appoint unit leaders to be responsible for canvassing each of these areas.

In addition, if lists of some type are available, these must be divided among unit leaders so students on them can be phoned. Once you have determined a student's allegiance to our Party, make sure that he gets information about the next meeting and that he is registered to vote.

### ***Greek Directors***

As the fraternity or sorority chairman, it is your responsibility to identify and appoint name a “house captain” for each fraternity and sorority. It is, of course, necessary to have someone

canvassing within a group who is a member of that same group.

### ***Literature***

Make sure that CR literature and instructions for floor leaders, voter registration material, and tally sheets are dispersed properly. Keep an adequate stock of extra tally sheets.

### ***Timetable***

One of the most important aspects of this project is the **tight time schedule** that must be followed. The canvass must be completed promptly. Therefore, the part of the canvass for which you are responsible can take no longer than a few days to complete. Within the 1<sup>st</sup> week of school, you and the organization committee chairman must appoint floor leaders. These floor leaders must be told that they will be given four days – and no longer – to complete their part of the canvass and return it to you.

On the 2<sup>nd</sup> day of the canvass, visit your floor leaders to check on their progress. Check with them, at least by phone, each day or two. Praise those who do a good job, in the presence of your other floor leaders, if possible.

On the day the tally sheets are to be returned, you must meet with the Organization Committee chairman to run in the results of the canvass.

The tally sheets are absolutely vital. They contain the name and address of each student contacted, and the canvass results. They let us know exactly who and where the people are upon whom we must concentrate our efforts. It pin-points for us our workers, members, and voters. We must follow through by making sure that these people who want to work are promptly involved in CRs to as a great an extent as possible.

Four copies of the list are to be made. You and the floor leader will keep one each. You will forward the 3<sup>rd</sup> and 4<sup>th</sup> copies to the Chapter Chair and the Campus Canvass Director.

### ***Recanvassing***

From these lists you must also make new assignments for the second round of canvassing. On the basis of these forms, you should be able to tell which floor leaders did their jobs and which did not. Any floor leader who is not producing must be assisted. You should make new assignments to those who have worked. You will probably have to take on some of the uncompleted work yourself.

Make sure that the people who are undecided and the people we want to register to vote are contacted and provided with information and literature by the floor leaders. Student voter registration can produce big results in a close election.

It is important that this time schedule be followed with as few variations as possible. It may not be possible to reach 100% of the students, but there is no excuse for reaching anything less than 80-90% of them. On about Oct. 5<sup>th</sup>, there should be a 2<sup>nd</sup> effort initiated by your floor leaders. At this time, there will be new supporters among the previously undecided and even among some who at first supported another candidate or ideology.

### ***Conducting the canvass***

Check on the progress of your floor leaders' canvassing each day during the survey. Ask them exactly how many students they have canvassed and how many supporters they have identified. You must make it tougher for them to come up with excuses than to just go ahead and do the canvass.

### ***Opponents***

Remind your floor leaders and other dorm workers that it is not worth the time and energy to argue with opposition supporters. Forget them! Locate our supporters and work on the undecided students. Give them literature and your personal opinion. Make sure all supporters get involved in the CR activities!

### ***Results***

We need the names, mailing addresses, and phone numbers of your floor leaders. It is very important that this information be given to your Organization Committee chairman immediately. These leaders will be asked to join chapter and state federation leadership mailing lists, which will stimulate them and thereby help you to get the maximum effort out of your canvass structure.

It is impossible to emphasize enough that you must find capable and effective individuals for each floor effort. The canvass is the key to a mass-based organization for CRs and for your GOP candidates. If your floor leaders do not do the job, the responsibility for completing the canvass falls on you.

### ***Conclusion***

**No recruitment and get-out-the-vote effort is more effective than the Campus Canvass. It enables you to ask every student, face to face, to vote for your Republican candidates, and to join the College Republicans. It represents significant work, but the campus canvass creates and taps into the power of grassroots activism. If you execute correctly the Campus Canvass, your College Republican chapter will be enormously successful and effective. If you fail to do it, you will fail in your efforts to deliver large numbers of votes and volunteers for the conservative cause.**

### **Section III - Duties of the Floor Leader and Greek House Leader**

The Campus Canvass is *by far the most important project* your College Republican group will undertake. The success of the rest of your projects, and the success of your chapter, will hinge on the success of the Campus Canvass.

The specific function of the canvass is to pinpoint and activate the potential campus Republicans. A thorough canvass opens the door to a mass-based organization. It lets you know exactly which students are conservative, which are undecided, and which are already for our opponents. The purpose of the canvass is to pinpoint and activate the Republican students on campus. A successful Campus Canvass opens the door for a mass-based youth effort and an effective College Republican organization. Through it you can identify which students are Republicans, Independents, Democrats, or Undecideds. Armed with this information, your College Republican chapter can produce tremendous results for Republican candidates, can significantly impact the outcome of elections, and has the ability to effectively mobilize grassroots support for issues and activities on campus and in the community.

Many students are apathetic, but even at traditionally liberal universities surprisingly large numbers will identify themselves as conservative or aligned with the GOP. Sign them up, and activate them. Convince the undecided to be for us and then repeat the above procedure. Properly employed, a student canvass can build a mass-based organization on any campus.

Each campus can be organized like a county is organized for a campaign, but with far less trouble. With the housing units for students at most schools consolidated in dorms and Greek housing, our job should be much more complete and effective.

The detailed guidelines for an effective and successful operation are set out in the following pages, designed for YOUR specific function as a floor or unit leader.

Please remember that the operation at your school is your responsibility. Should you not fulfill your responsibilities, it is a reflection on your performance and your ability to meet your commitments.

When you do an effective job, the reflection on your capabilities is very favorable. As the College Republican movement prospers in your state and our GOP candidates are elected, **the Republican Party leadership will be looking for capable people who will fulfill their commitments and can get the job done.**

A successful canvass can win elections and provide CRs with manpower for continued activities. There is one major goal: Complete the canvass. From the canvass flows new voters, new volunteers, new favorable publicity, and new victories. It is fun to sit around with friends discussing politics, but that does not win votes. Remember, the tally of votes on Election Day is what ultimately counts.

## ***Instructions***

A student body canvass is like a county precinct canvass. In the county which your school comprises, you are a precinct captain of your campus canvass. You will be liaison between the CR leadership and the rank-and-file students. Your job is first to find those who are pro-GOP on your floor.

Finding and activating all your supporters can increase membership and win elections. With your help, they will register to vote and proudly work in CR activities and campaigns. Because elections are won or lost one vote at a time, you are the key part of the campaign organization. **The entire CR movement is counting on you.** Every vote and volunteer counts.

The dorm chairman will provide you with the necessary canvass material. Regular meetings will be held with the Campus Organization Committee chairman and the other floor leaders, to iron out problems and to report on progress. You may also receive mailed materials, information, and directions from the state CR Federation office.

Be sure to maintain close contact with your dorm chairman and bring all problems to him and the Organization Committee chairman. If you and the others like you are successful, the campus canvass will produce effective, large CR organization, in which you will be proud to be an integral part.

## ***Canvassing***

Membership recruitment has often been like a blindfolded man trying to shoot ducks...it might work, but seldom very well. A clear concentration on one person, or one duck, at a time is a much surer and more effective method.

In order to make this concentration possible, you and all the other floor chairmen will each be responsible for a limited number of students, but you will be responsible for practically all CR activities with these individuals! **This is truly an awesome responsibility.**

Your CR leadership will provide literature, voter registration cards and information, exciting meetings, and activism projects, but ultimately you must provide the essential, personal follow-through it takes to make the whole movement a success. The canvass is the fundamental first step of your effort to maximize on your floor the number of CR members.

## ***Points for successfully implementing the canvass:***

1. The canvass should be made by personally knocking on every student's door. Door-to-door canvassing should be done at times when most students are in their rooms.

Because you, as the floor chairman, are bringing politics right into their doors, remember the impression they gain of you is the impression they may apply to the whole CR organization. Therefore, it is imperative that you be appropriately dressed (just slightly better than the average student dresses on your campus), polite, and friendly.

Before starting the canvass, mark in order the room number or address of every room which you will be canvassing. Leave space where there are two or more roommates. You



will fill in their names as you conduct the canvass. All this is done on the tally sheet you will be supplied.

The conversation should go as follows: “HELLO, I’M \_\_\_\_\_. I’M CONDUCTING A SURVEY OF STUDENT POLITICAL OPINION. I’D LIKE TO ASK YOU A FEW QUESTIONS.”

(a) Don’t wait for an answer. Just push forward with the first question. If the student is really busy, make an arrangement for another time and note it on the tally sheet. Be sure to keep the appointment.

(b) If the student refuses, thank him politely and move on, making the appropriate notations on the tally sheet for this student.

(c) If the student seems willing to answer the questions, quickly ask the first question as it appears on the tally sheet. Consider the example tally sheet found at the end of this section:

(1) FIRST, “DO YOU GENERALLY CONSIDER YOURSELF A REPUBLICAN OR DEMOCRAT?”

Only give the options of Republican or Democrat. If the student volunteers that he is unaffiliated or independent, ask:

“WELL, WOULD YOU SAY THAT YOU LEAN MORE TO THE REPUBLICANS OR DEMOCRATS, OR DO YOU CONSIDER YOURSELF CONSERVATIVE OR LIBERAL?”

Mark **R** or **D**, or **LR** or **LD** in the proper place on the tally sheet. If the student insists that he is unaffiliated or independent, record a **U**.

(2) “WHO DO YOU SUPPORT IN THIS YEAR’S ELECTION FOR CONGRESS, REPUBLICAN MARK KENNEDY OR DEMOCRAT DAVID MINGE?”

If the student is uncertain, try to get him to say which way he leans. Record the student on the tally sheet as a **K** or **M**. Those who insist they are undecided, leave blank.

(3) “WHO DO YOU SUPPORT IN THE ELECTION FOR GOVERNOR, JESSE VENTURA OR REPUBLICAN NORM COLEMAN?”

Use similar procedures as above. Mark **V** or **C**. If undecided, leave blank.

(4) “WHO DID YOU SUPPORT FOR PRESIDENT, GEORGE W. BUSH OR AL GORE?”

Use similar procedures as above. Mark **B** or **G**. If undecided, leave blank.

(5) “ARE YOU REGISTERED TO VOTE HERE AT SCHOOL?”

Record Y or N. If the student is not registered to vote, and if the student is Republican or Leaning Republican, offer him a voter registration form and ask him fill it out right then, telling him that you would be happy to send it in for him.

(6) If Republican or uncommitted to any Democratic candidate, ask:

“WOULD YOU LIKE TO JOIN THE COLLEGE REPUBLICANS?”

Record Y or N. If the student wants to join, give him a membership form, and have him sign up. Give him a flyer for your next meeting. If your chapter has set dues, ask:

“WOULD YOU LIKE TO PAY YOUR DUES NOW?”

Record P or N.

If the student expresses a preference for only Democrats, simply thank him and move on, i.e. do not continue past question four. You can ask him if he has any roommates, and repeat the process with them. Your job is to locate our supporters and the undecided ones and work with them. Whatever you do, DO NOT ARGUE WITH THE PERSON. It is only a waste of time and effort.

You will be supplied with tally sheets. You can replace the candidate questions with ideological or issue questions during the non-election years.

If a student is undecided between the GOP and its candidates and the opposition, it is the job of the floor leader to give him College Republican and campaign literature and, after the canvass, to convince him to join the CRs and to vote for our candidate.

If a student is not in when you knock, find out when he is usually home and make it a point to be there. He will appreciate the extra effort you make, and we might just gain another member. If everyone gets that one extra member, it will ensure a successful canvass. Do not neglect out-of-state students, as they often make our best members and workers. By the way, under Federal law, students are eligible to vote in any federal election after 30 days of residency.

2. Make a special effort to collect dues from new members, if possible. A small financial outlay virtually ensures the person's commitment, because he now has an investment in the College Republicans!
3. Complete the canvass of your group of students in four days. The first part of your work is now complete. You know who our supporters and undecided-ones are. However, if you stop now, much of the work that went before will be in vain. You must follow-up, and this follow-up is what will bring success.
  - (a) Make sure that everyone who supports our candidates registers to vote, and if possible votes by absentee ballot before the election.
  - (b) Provide literature and your personal persuasion for the undecided students. Let them know that you will personally appreciate it if they would support GOP efforts.
  - (c) Encourage supporters and undecided students to hear our public programs on campus and to attend other CR activities.
  - (d) Turn in the results of your canvass to your dorm chairman on the tally sheets provided. **This form is very, very important.** It will provide the names and addresses of each student contacted and the canvass results. This lets us know exactly who and where the people are upon whom we must concentrate. It also pinpoints for us our workers and our voters.

Four copies of this list are to be made. You will keep one and forward three of them to your dorm chairman. He will keep one, and two will be forwarded to the Organization Committee chairman.

It is important that you do not stop working after you have completed the canvass. When you find someone who is willing to work, make sure that he has an opportunity to do so. Remember, "Give them a title and put them to work." Encourage them, take them to meetings, speeches, and rallies with you. When they have a job to do, help them. Make sure that they have the literature and information to give to their friends. One of the easiest ways to interest someone in CRs or campaign activities is to ask him to help you with the canvass!

4. To sum up:
  - (a) Canvass the units of students personally.
  - (b) Be appropriately dressed, personable, and courteous.
  - (c) Do not argue. Concentrate on supporters and undecided students.
  - (d) Know your material. Know how to register voters. Know how to vote absentee. Make sure that our supporters register and vote, preferably by absentee ballot.
  - (e) Be dependable. Keep your appointments and your promises. If you tell someone you will bring them an absentee ballot application, bring it. Keep your deadlines.
  - (f) Follow through! Energy, time, and planning is wasted unless new people are activated. It is better to expand our supporters by one additional fence-sitter than to argue all night with a hard-core opponent.
  - (g) **CARE...** and let people know you care. The personal touch works wonders!

### ***Conclusion***

**No recruitment and get-out-the-vote effort is more effective than the Campus Canvass. It enables you to ask every student, face to face, to vote for your Republican candidates, and to join the College Republicans. It represents significant work, but the campus canvass creates and taps into the power of grassroots activism. If you execute correctly the Campus Canvass, your College Republican chapter will be enormously successful and effective. If you fail to do it, you will fail in your efforts to deliver large numbers of votes and volunteers for the conservative cause.**

## **Chapter 6: College Republican Special Projects**

After the campus canvass has been carried out, the next step is to organize and run the special projects and mock elections that will engage your new members, and win votes, volunteers, and press coverage for your Republican candidates and causes.

The following are a few of the major special projects that your chapter should consider doing, and have been used successfully by other College Republican groups across the country. This list and descriptions are certainly not exhaustive—be creative in coming up with additional or new projects that can make an impact on your campus and in your community.

### **Letters to the Editor**

Preparing letters to the editor on an organized and coordinated basis can be one of the best methods of getting free publicity. The Response Team Chairman will coordinate the efforts. The Chairman will assign letters to be written by Response Team members. This will ensure that every letter is not written by the same person, thus increasing the likelihood that they will be published.

The Letters to the Editor section of any newspaper is one of the best read section. People often place great faith in the opinions of other “real live people” whose views are expressed in print. Others read the column to get an idea of the mood of public opinion.

#### ***Timing***

Letters to the Editor are always important and useful. In a campaign situation, however, they are most effective during the last month and a half of the race, when the issues become clearly defined.

#### ***Suggestions***

Letters should be written by individual members of the Response Team. During campaigns or controversial issues, letter writing parties develop great letters.

Issues that require some research are always welcome in the paper. So many that are submitted are based solely on emotions that editors find it refreshing to get well thought-out letters. Issue sheets contain paragraphs on various topics can be written out in advance, and summarize topics that require research, accurate figures, etc. The Response Team Chairman should prepare and distribute these issue sheets to Response Team members.

Close attention should be paid to the reactions of press in various areas of your letters. If response is good, letters should be increased in a given area. If response is poor, try other issues and ideas.

Letters should be: (1) well-written, simple and straight-forward in their approach, (2) timely in subject matter, (3) highlighting youth support for GOP principles and candidates, (4) sent to the hometown papers of the college students who write them, (5) unique, (6) very natural, and not overly neat. (Some papers will not print letters unless they contain mistakes. They want the letters to serve a number of purposes, one being to entertain their readers and sell newspapers.)

### **Operation Burma Shave**

The Burma Shave is a very unique activity which draws a lot of attention, especially from the media. By using the Burma Shave we are able to get our message out in a humorous, yet very effective manner.

A Burma Shave is a series of signs with each containing a portion of a message, preferably a rhyming jingle. For example, consider these Burma Shave jingles, used in the 1980 Youth for Reagan campaign:

Sign 1: In the last election,  
Sign 2: This state went for Carter.  
Sign 3: Let's hope that this time,  
Sign 4: We'll be a bit smarter.  
Sign 5: Honk if you're for Reagan.

Sign 1: Employment is low.  
Sign 2: Inflation is high.  
Sign 3: It's time for us,  
Sign 4: To tell Jimmy good-bye.  
Sign 5: Youth for Reagan.

Sign 1: You want to fight,  
Sign 2: That big tax bite,  
Sign 3: So listen to our news.  
Sign 4: If Reagan wins,  
Sign 5: Tax cuts begin.  
Sign 6: If Carter wins, you lose.  
Sign 7: Honk if you're for Reagan.

### ***Coordinating the Response Team***

Try to coordinate the response team as far in advance, five days if possible. However, sudden issues do not often give us that much advance notice, and hopefully you have selected team members that are ready to be mobilized with little notice.

Five people or more are needed to run the Burma Shave, but try to get three or four extra volunteers- they can give breaks during the activity, and can be helpful with the media.

### ***Site Selection***

Choose a site where rush hour traffic is heavy. If you are doing the Burma Shave to get your message out at a liberal event, do it on the main street leading to the event- where you will attract public and media attention. Anyway, the site should have plenty of room for the people holding signs to stand safely away from the traffic. The volunteers should be stationed at intervals no less than 20 yards.

Select a section of road with no turns or stops. We want motorists to be able to quickly and easily read the signs without being distracted by traffic. If the Burma Shave is being conducted for reasons other than a one-time event, it should run in the same spot for three days in a row from 4:00 to 6:00 p.m., or until rush hour traffic has died down.

Each day a new slogan should be unveiled. Eventually drivers will be in a hurry to head home just to see what new jingle the CRs have that day. The final sign of each Burma Shave should say, "Honk if you're for..." (insert the candidate or issue of choice).

Each person should smile and show enthusiasm while he waves at passing cars. You will undoubtedly be harassed by the opposition. No matter how offensive they become, ignore them and concentrate your efforts and smiles on the passing motorists.

### ***Publicity***

It would be a disaster to do all the hard work and not get noticed! So, by using a few techniques we can ensure that we gain publicity about the project that goes beyond the people who personally see the signs. This is a novel project that can merit coverage in print and on the air. Don't be surprised if an inquisitive reporter begins to interview you.

Step 1. News releases should be sent out by the CR chapter a few days prior to the event.

Step 2. Have an articulate person ready to handle any media interviews.

Step 3. Make sure that the media is reminded of your presence each day during the activity. This is done by having a few friends call the media and say, "I was just driving down Fifth Avenue, and you'll never believe what I saw..." It sounds corny, but it works!

Step 4: Turn the extra volunteers into “designated honkers.” They should be instructed to drive around the block so they can honk and honk and honk each time they pass the signs. This is very effective because it draws attention to your group and may cause people to honk who otherwise may have simply passed by.

### **Operation Street Theater**

This is a very effective means of drawing public and media attention against an opposition candidate or even a radical speaker.

A variation on this idea would be to have the Response Team dress up as Buddhist Monks if Al Gore were doing an event near by. This operation gained valuable free media across the country during the 2000 Presidential election.

### **Operation Kin-Folk Card**

This project is effectively aimed at winning the support of the families and close family friends of those involved in the youth effort.

Grandmothers and aunts will be especially delighted to receive a postcard from their “pride-and-joy” showing him with the candidate, along with a message asking for their votes.

Each postcard will have a picture of the candidate chatting with a group of selected students on the front and a campaign-approved message on the back.

Below is a sample message used by the Bush for President Youth Effort in Minnesota:

Dear Grandma Smith,  
I want to let you know that I am one of the hundreds of young people working to elect GEORGE W. BUSH as the next President of the United States.  
George W. Bush has pledged his commitment to saving social security. He has also proposed the largest tax cut in the last 20 years. I would appreciate it if, as a personal favor to me, you would vote for **George W. Bush** on November 7th  
Thank you, (signed) Marybeth Smith

The postcards should be distributed to youth campaign volunteers, and perhaps to the pro-Republican students identified in the canvass. The cards will be addressed, stamped, and signed by the students, but collected and mailed by the youth organization to make sure that the targeted people really receive them.

The result is a low-cost, highly persuasive direct mail campaign.

### **Mock Elections**

The purpose of mock elections is to foster the perception that our candidate has a groundswell of youth support, and this serves to create the crucial “win psychology.” Remember, from a campaign perspective, the only reason for participating in a mock election is to obtain favorable press coverage for our candidate. In our increasingly youth-oriented society the opinions and preferences of young people largely set the trends for the entire community!

#### ***Organizing a Mock Election***

The first choice for an organization to sponsor a mock election is a nonpartisan group which should have a legitimate interest in a poll, such as student government, school newspaper, political science department,

debate squad, etc. Second choice is a nonpartisan service group such as the Circle K Club, YMCA, a fraternity, etc. Third choice is a bipartisan poll sponsored jointly by the College Republicans and Young Democrats. Last choice, but still worthwhile if all else fails, is a poll sponsored directly by the College Republicans.

Regardless of the organization that sponsors the poll, it is important that we have at least one pro-Republican in the planning group and present during the balloting and tallying. This is just to ensure that the opposition does not steal what will be our legitimate victory.

The polling booth should be placed in a single location on campus, and the polls should be open for a select number of hours concluding in the early afternoon, from 10:00 a.m. until about 3:00 p.m., for example. This gives us time for the results to be included in the evening news broadcasts.

The voting must be entirely optional, and not, for instance, at a school assembly where everyone must vote, or via an on-line system. If everyone has to vote, it takes away our advantage of superior organization and technology!

The key to victory is being better organized than the opposition. We can deliver more votes through work and organization than the opposition can by chance.

It is essential that some type of ballot security system should be designed to prevent students from casting multiple ballots. For example, voters might initial beside their names on a student directory. Should a list of students not be readily available, composition books with sign-in pages for each letter of the alphabet will suffice.

The ballot should be simply worded. For example:

For West Virginia's 2<sup>nd</sup> District Congressman:

\_\_\_\_\_ John Henry

\_\_\_\_\_ Paul Plum

### ***Early Preparations***

The key to the success of this project is being better organized than the opposition, particularly in being able to deliver more workers for the mock election than the opposition can muster. Thus an early canvass of the entire student body to identify our supporters is most essential. This should be accomplished using the techniques described in Chapter 5 of this manual.

Under no circumstances, even among the club general membership, should you let out how important holding a mock election is to us. The top club leadership should privately make all the plans for the poll. No one outside the club leadership should be given any idea of the statewide/district-wide program, if your project is part of a larger effort.

### ***Winning the Election***

Copy a simple open letter from the candidate or College Republicans to "Dear Student". Emphasize points about our candidate most likely to appeal to the entire student body. Mention the times and locations of the polling booths. Name the organization sponsoring the poll. Ask for the student's vote. Keep the letter short.

1. The night before the election, slide a copy of the letter under every dormitory door of the Republican and conservative students identified during the campus canvass.
2. The morning of the election, have good looking individuals in the parking lot hand copies to every

commuter and solicit his vote.

3. Just before classes begin on the morning of the mock election, cover the campus with a variety of handmade posters urging students to vote for our nominee.
4. If possible, have buttons and campaign literature available near, but not too near, the polling place.
5. The club leadership should lay it on the line to the membership at the “Urgent and Special Meeting” the night before the election, saying that the next day is each individual’s opportunity to make his most important single contribution to the campaign. Winning the mock election, and winning it big, will have a terrific impact on the entire campaign.

Student opinion is newsworthy; the local and state news media will give coverage to the results on the poll. The general public tends to believe student polls more than the results of anonymous professional pollsters. A series of wins across the state or district can set up a “win psychology” for the campaign.

Not only will a well-publicized win encourage the campaign workers, it will also tend to draw to our side fence-sitters who like to be with the winners. It will also help those who are raising funds for the campaign, because it is easier to get money for a winning campaign. Furthermore, don’t overlook the fact that huge mock election victories can lead to the demoralization of the opposition.

Club members must be told in no uncertain terms that each worker must spend as much time as possible, preferably all day, in the vicinity of the polling place. They are not to cluster around the polling booth. They are to stake themselves out at locations with as much foot traffic as possible, within site of the booth. Each worker simply calls his friends and acquaintances out of the passing throng and asks them if they have voted in the mock election. If they haven’t, he asks them, as a personal favor, to go over and vote for our candidate.

By the way, the level of acquaintance need only be slight. For example, it could be a girl who sat next to you in a freshman year math class—use any way possible to get people to vote! Our workers should not make obvious to the opposition what they are doing, by talking with one another, but should work as separately and independently as possible. Be sure our people are spread out and have distance between them.

The indisputable fact is that most college students are not highly interested in politics. Most of them do not have any personal reason to vote in the mock election. Having a friend or acquaintance asking them to vote gives them a reason. The overwhelming majority of such persons, who are properly asked, will go over and vote as requested. This system tends to produce a relatively large total vote, which makes our victory all the more impressive.

### ***Making the Victory Count***

A mock election victory does us absolutely no good if no one hears about it. If a poll is over a several-hour period, and it is apparent early in the poll that we have more workers on hand delivering our vote than does the opposition, local television stations should be invited out to film the balloting. The evening or night newscasters may then have some footage which would lead them to giving greater coverage to our victory.

The following two releases should be prepared in advance, using the format described in the appendix of this manual.

1. A brief release stating that our candidate won the election. Include the name of the sponsoring organization, i.e. the student government, and a listing of the percentages won for each candidate, with their respective Party identified. Percentages are what are important and should be highlighted, not the actual vote tallies. It is much more impressive to declare that Republican Candidate X trounced the Democrat 73% to 27%; it is much less impressive to reveal that only 467 votes were cast, and the Republican received 340 votes on a university campus of 22,000 students. Be sure and include a one-



line quote from the College Republican chapter president. He or she might say, for instance:

- a. How students will work just as hard for our candidate on Election Day as they did for him to win the mock election.
  - b. How the heavy vote shows that students are enthusiastic about our candidate.
  - c. The students at the school are organizing a campaign to write letters to family and friends, asking them to support our candidate.
  - d. There does not seem to be much opposition support on this campus.
  - e. Students are turning to our candidate's team because they don't like machine politics, government corruption, or the liberal agenda.
  - f. Students believe that it is time for a change.
  - g. Some equivalent or creative theme that resonates well with your candidate's platform and major issues.
2. In the second press release, describe the booth and balloting procedure in some detail, including how multiple voting was prevented. This release should contain a fairly long statement from the College Republican chapter president, working in themes like those suggested above. The quote should convey enthusiasm, confidence, and determination—the image of responsible youth assuming political responsibility.

***After the polls are closed and the votes are counted:***

1. Telephone the results to state or district campaign headquarters. You should clear your press releases with them.
2. Telephone the bare results to the radio stations in the vicinity. They often will provide bulletin news spots for school polls.
3. Promptly hand deliver, or FAX, copies of both press releases to all radio and television stations.
4. Take the longer press release and, perhaps, some photos of the voting to the local papers and school papers. Also give copies to the wire services, AP and UPI.
5. Sent to state/district headquarters any newspaper coverage of your mock election and an account of any broadcast coverage.

***What should you do if your Republican candidate loses in the mock election?***

You will not lose if you have activated the campus canvass and organized correctly—that is the whole point. The Democrat will always lose because the opposition is not organized, and they think they can take it for granted. In the unlikely event, however, that the Republican loses in the mock election, you should do...nothing. You should call your College Republican state leader if your election is part of a concerted state-wide effort, and you should call the campaign, but you don't have to send out your press releases or publicize what happened. A Democrat won a mock election at a liberal university—what is the news value in that? The powerful news story is that a Republican can win at a liberal university, and it is even more powerful if a series of mock elections are run in a coordinated fashion across the state, showing a groundswell of support for your Republican candidate, and building important momentum in the final weeks of the campaign before Election Day.

## **Operation Pig Skin**

We can capitalize on large turnouts at home games with specially-designed campaign literature. After paying for admission, parking, a coke, and a hot dog, the average sports fan appreciates a useful “freebie.” Merging a chart of official signals or a team roster along with a strong campaign message produces one of the few pieces of literature a voter will read several times. Copy the game information on one side of the flyer and the campaign information on the other.

This project is highly effective, is inexpensive, and requires only a handful of volunteers to pass out flyers to incoming fans. Volunteers should disperse and pass out fliers at as many home entrances as possible. See the example fliers in the appendix of this manual.

## **Operation Clear Sight**

This project is very inexpensive and effective which takes a minimum amount of planning and implementation time.

The purpose of the project is to increase the candidate’s youthful identification. The project is so unique and creative that it will generate lots of positive comments... and the voters will remember it on Election Day! The project will also create a strong sense of good will since very few campaign activities actually do something productive for voters.

This project requires a minimum of eight volunteers to work effectively. Select sites that have a large number of parked cars. Consider both urban and rural areas- county fairs, football games, and volleyball tournaments are good sites, in addition to store parking lots. To earn free media, you will also want to hit the parking lots of major newspapers, television, and radio stations.

### ***Procedure***

1. Arrange volunteers in teams of two- one for each side of the car.
2. Be sure that the windows are actually cleaned, and not streaked or smeared. If they are not cleaned properly, they will detract from the effectiveness of the project.
3. Place flyers underneath the driver’s side wiper with the printed half of the flyers facing down, so they can be read from inside of the cars.
4. Have plenty of garbage bags for all trash.
5. Do your best to find cars belonging to members of the press. Doing a good job on these cars will result in added publicity for your efforts! Even if the media’s office and parking lot is across town and out of the way, take the time to make sure that their windshields get washed. This is very important to the effectiveness of your project.
6. Be sure that all volunteers are neatly dressed. Wear campaign or Republican t-shirts, showing our support for our candidates and the GOP.

### ***Important and Useful Tips:***

1. No one should wear a belt or pants with rivets during the project! This prevents volunteers from scratching cars, or even being accused of doing so. If possible, everyone should wear sweat pants.
2. Be careful with cars that may have an alarm system. Use your good judgment, especially if it is the kind of car that may likely have an alarm (e.g. BMW, Mercedes, etc.) If you do set off an alarm, DO NOT run away. Stay there and wait for the owner to return. Then, introduce yourself as a “Youth for Candidate X” volunteer, explain what you were doing, and apologize. If the owner continues to complain, explain to them that you are a volunteer, and have them call the campaign manager.
3. Handmade flyers are probably the most effective. See the example at the end of this chapter.
4. Print your flyers on bright fluorescent paper, such as orange or yellow.
5. You should check your local “\$1.00 Store” for supplies. Often you can find the window squeegees and

buckets for \$1.00 each.

6. Depending on your choice of site, someone, such as the management, may attempt to chase you away before the project is finished. You should anticipate this. Therefore, have the Window Wash troops divided into groups. Send the groups to opposite ends of the parking lot, instructing them to work toward the middle. Tell the volunteers that they should not stop working until an authority tells them personally to stop. You should also specify a meeting place for the end of the project. See a sample flier in the appendix of this manual.

### **Operation Clean Face**

For a congressional campaign, you can distribute napkins with the message “Clean Up Congress With Candidate X” stamped on them. This is an extremely low-cost project- all you need are napkins, a stamp pad, and a rubber stamp with the message on it. These could be distributed at events such as watermelon festivals, chili festivals, or even in school cafeterias around mock Election Day.

### **Operation Expose**

The purpose of this project is to make sure the opponent is kept to the issues. Through this project, a concentrated effort is made to place youth supporters at every public appearance made by the opponent. The activists will then subject the opponent to a thorough cross-examination on the issues. Tough questions will be asked, forcing the opponent to comment on issues his campaign will seek to avoid.

The youth activists participating in Operation Expose should be neat, presentable, and well-informed. The senior campaign staff should be utilized to brief our activists prior to their going to an opposition event. We do not want our youth volunteers to be tripped up by the candidate. Therefore, it is essential that they know what they’re talking about!

### **Operation Great Pumpkin**

Every parent knows the story of “the Great Pumpkin.” What they don’t know, however, is that the Great Pumpkin is endorsing our candidate’s campaign! This is a very simple project which is tailored for the season and the holiday. It is designed to cast a creative and youthful spin on your candidate’s campaign. By taking advantage of a holiday, Halloween, just about a week prior to the election, we will be able to persuade undecided voters and reemphasize the strong student support that our candidate has! The reason this special project works is precisely because it is corny. Parents usually expect college students to be causing trouble on Halloween, not promoting a positive civic cause like getting out the vote.

#### ***Procedures:***

##### *Trick or Treat Variation*

1. Supply the volunteers with door hangers announcing the Great Pumpkin’s endorsement of our candidate. See the sample door hanger at the end of this chapter.
2. During the appropriate trick-or-treating hours, volunteers go door to door (in costume, if they like) giving a door hanger to each household.
3. Approach the door and say, “Tax or Teat, the choice is clear”, or another creative message, while you hand the person the door hanger. Smile, laugh, or whatever the situation calls for. Wish the person a Happy Halloween and remind them to vote.

##### *Mystical Midnight Variation*

1. After everyone has gone to bed and all the ghouls and goblins have gone home, our youth activists

will just be getting started.

2. This procedure requires that you go from house to house simply hanging the door hanger on the door of each home.
3. You must make sure that one of these hangers ends up on the office doors of all the media outlets and, if possible, on the house doors of reporters and editors.
4. It is imperative that volunteers remain quiet and do not cause any disturbances!

### ***Cost-Saving Tip:***

It is possible to have flyers specially designed to be hung on doors. However, this is often extremely expensive. It is more economical to punch holes in the top of the flyers with a normal hold-puncher, and then loop rubber bands through the hold, for placing around door knobs.

An example used for Bush for President and Grams for Senate in Minnesota is located in the appendix of this manual.

### **Operation Alert**

On a predetermined night during the week before the election, youth activists assemble in teams and place preprinted posters in approved places around the community from dusk to dawn. Areas of heavy traffic should be targeted. This leaves the voter with the impression of widespread and growing support within the community.

### **Operation Rye Grass**

Six to eight weeks before Election Day, a team of specially-selected youth activists plant ryegrass seeds in an approved location, carefully spelling out the candidate's name or short slogan using twine or string as a guide. The seeds will grow quickly into a message favorable to our candidate. The location for planting should be a hillside easily visible to a high traffic road. In this case, motorists will be able to see our creative message as they drive by.

This will not harm any property, since the rye grass will not return the next year. It will usually disappear due to weather within a few weeks after the election.

Participants should be careful that the grass is planted properly so the rye grass message will grow properly. Try slogans such as "Smith for Congress".

### **Operation High Name Visibility**

At major events, a team of three youth activists will raise a double-sided banner above the crowd, urging them to vote for our candidate. The banner is actually just a sheet draped over some balsa wood which is raised up by two giant school-colors helium-filled balloons. This project is inexpensive and unforgettable! This is also effective at rallies, when the opposition removes previously posted signs, or attempts to block signs displayed in a more conventional manner!

### **Operation Balloon Cheers**

Upon completion of a highly press-covered event, our candidate will find red, white, and blue helium-filled balloons rising from behind him. This only takes a few volunteers and is easily orchestrated. The press will

love the enthusiasm of the youth “behind it all.”

### **Operation Bumper Branding**

Typically, campaigns spend large amounts of money on bumper stickers. Unfortunately, however, many bumper stickers are either not used or are displayed ineffectively. By utilizing youth manpower at large gatherings, like sports events or political rallies, it is possible to distribute large numbers of bumper stickers and to make sure that they are effectively displayed.

There should be teams of two—one cleaner and one sticker per team. Politely ask each driver for permission to brand a bumper sticker to his car. The most effective location for a bumper sticker is the front driver’s side bumper. Ask drivers for permission to brand the stickers there. The second best location is the rear bumper. You may wish to ask the driver for permission to place a bumper sticker there also. Be sure to tell the drivers that the stickers are easily removable (make sure they are) and will not damage their cars.

If the driver agrees, one person will use glass cleaner and paper towels to clean and dry the bumper/s. The second person affixes the bumper sticker/s. Sincerely thank each driver! Of course, if the driver will not let you post a sticker on either our #1 or #2 location, place it wherever he wants it!

### **Yard Signs**

Identify major traffic areas and canvass all private residences along these targeted streets. Families supporting your candidate should be asked, “May we put a Candidate X sign in your yard?” Many agree, resulting in an immediate increase in name recognition and acceptance for our candidate!

### **Operation Entourage**

As the candidate campaigns, he should often be accompanied by one or two youth volunteers. These bright shining faces will help reinforce his acceptance by all ages and also make him look “official” at speaking events and while campaigning door to door.

In addition, youth supporters will have the chance to rub shoulders with their own candidate. They will get to see their candidate in action.

It will be a reward for the faithful, hard-core youth supporters and will serve as a motivational tool. You could say something like, “Because you have done so well in this project, I’ll see that you get to accompany Mr. Candidate X for a day of campaigning.”

### **Sudden Issue Flyers**

Sometimes the media provides gifts—news stories discussing the negative points about our Democratic opposition. Cut out the article, place it on a piece of typing paper, and then highlight the negative points and make comments about them in the margin. Be sure to include, on the flyer, the name of the newspaper and date of publication. After duplication, the flyers should be distributed on campus via the canvass system, and throughout the community, perhaps in conjunction with a literature drop.

### **Operation Hometown**

This projects begins by taking photos of students with our candidate. The photos are then sent with press

releases to the appropriate hometown newspapers of the students. The releases should tell about the event being attended and then mention that the candidate paused to chat with Student X and Student Y from Hometown. The local-color angle will nearly always result in publication of your pictures and stories—even in hostile papers.

***Preparation:***

Select your target dates for this project well in advance to ensure scheduling the candidate when and where you want. Types of events to use for hometown press releases:

1. Candidate visits to campus.
2. Campaign schools.
3. Candidate appearances in a college town. Students can be taken to the even.
4. Large rallies.
5. Any event at which young people from five to ten towns are present and can be photographed with the candidate.

Arrange the candidate's schedule and be sure that your photographer arrives at least 45 minutes early, as should the students, so the candidate will not have to waste valuable time.

A variation is to name "Youth for Candidate X" Chairmen. There can be city chairmen, county chairmen, district chairmen, etc. Remember- EXPAND THE LEADERSHIP! Yet, these positions do not necessarily have to have any particular duties. Also, there can be a "Youth Volunteer of the Month". Of course, this award can be bestowed upon a volunteer in every county! Use any creative idea that will get the picture and press release published.

***Procedure:***

1. Students should be given prepared forms that ask for name, address, phone number, and any organizations that they may belong to. Also provide a space to be checked if they wish to endorse the candidate.
2. Students should be grouped by county or town (one media area to each group) so that the candidate may be moved from group to group for the pictures.
3. Be sure to have a person on hand to collect the information forms and to note which order the students appear in each picture.
4. Move the candidate and the photographer from group to group rapidly.
5. It is best to shoot two pictures of each group and have the best of the two developed, just in case some pictures don't come out.

***Press Releases:***

1. Pictures should be developed within 24 hours and the press release should be prepared in that amount of time as well. Our press releases must be timely!
2. Pictures should be black and white and about 3" by 5".
3. Caption sheets should be prepared for each picture and should be attached to the appropriate pictures. An alternative would be caption labels, affixed to the back of pictures.

**Press releases should be prepared containing the following information:**

- A. Description of the event where the pictures were made.
- B. A quote from the candidate.
- C. A quote from the students about how great the candidate is.
- D. This information should be in the caption in shortened form.
- E. The entire press release should not be over one page in length.
- F. Press release should be personally delivered or mailed to the appropriate newspapers.

### **Operation Clean Sweep**

If the opposition is an incumbent, have College Republican activists meet on the steps of City Hall, or the opposition's office, with brooms and posters. The objective is to "sweep City Hall clean". This is a great media event!

### **Bizarre Balloon Bash**

Select a location where there will be lots of parked cars. The objective is to loop strings connected to helium balloons around the side mirrors of all the cars.

In advance, you will need hundreds of 6-foot-long pieces of string, with loops tied on one end. You'll also need a canister of helium and balloons. If finances permit, the balloons could be preprinted with a message, "Vote for Candidate X". Otherwise, have a team of volunteers standing by with marker, writing the message on the balloons after they are inflated and tied.

The volunteers should be split into groups. The groups should begin their efforts at the ends of the parking lot, and work toward the middle. This will foil efforts to prematurely terminate this project! The only things that the volunteers need to do is loop the strings around the side mirrors of cars.

Imagine the surprise of exiting people seeing a sea of our balloons in the parking lot!

### **Operation Old Glory**

Assemble a group of youth activists for this creative Labor Day project. The volunteers drive around the city, writing down the address (and name, if possible) of every house that is flying a flag. Then, the candidate will send a letter, on campaign stationery, praising the resident's patriotism, and speaking of the candidate's patriotism. See the example letter at the end of this chapter.

### **Operation Meter Maid**

This project begins by arming each of several youth activists with a roll of quarters or dimes. Their objective is to go out into the city streets and look for meters with an expired time, and then place a quarter or nickel into the meter, to prevent the driver from getting a ticket. After doing so, the volunteer should place a flyer, face down, under the driver's side windshield wiper.

The flyer should say something like, "Your meter was expired, but a Youth Volunteer for Candidate X put in a quarter to prevent you from getting a ticket! Candidate X is committed to lowering taxes, so if you vote for him on November 2<sup>nd</sup>, you'll have a lot more change!"

### **Operation Absentee Ballot**

Certainly one of the most important special projects your College Republican chapter will carry out. The purpose of this project is to register as many Republican college students as possible to vote absentee. The reasoning is twofold: (1) It is a way to ensure that we increase the number of votes our candidate receives in a way that the College Republicans can track and take credit for; and (2) if a student has already voted, he will be available to volunteer on Election Day.

Our objective is not to register everyone to vote. Instead, we want to register only Republicans or those

leaning Republican who will vote for our candidate. We certainly do not want our efforts to benefit the opposition! Therefore, this project should be conducted jointly with and using the information obtained from the campus canvass.

From the canvass, we will know if each person has registered to vote, and the Party affiliation or leaning.

It would be a good idea to have several members apply to become a notary public, since notary services are required to register to vote by mail and for the absentee ballot request. Information on applying can be obtained at your county court house.

***Phase 1: Voter Registration:***

The dormitory and floor leaders should be supplied with voter registration postcards or forms. These are available from any county courthouse. Each dormitory or floor leader should visit all the Republican-leaning students who are not registered to vote. This information is readily available from the canvass sheets. (You should also make sure that all of your CRs are registered to vote!) Ask each student if he has registered to vote. If he has not, give him a voter registration post card, and ask him to fill it out right then, telling him you will put the stamp on it and mail it in for him.

After each voter registration post card is completed, take it with you to make sure that it gets mailed. Each card should be mailed to the county clerk of the county in which the student resides. Be sure to check your state's registration deadlines!

***Phase 2: Absentee Ballot Requests:*** After the voter registration of all the prospects is completed, the absentee ballot requests must be submitted. It is very important that we register as many students as possible to vote absentee. Not only do we deliver many more votes for our candidate, but we also free up activists for even more campaign activism on Election Day!

Be sure to research your state's laws concerning the voting procedures. For example, West Virginia state law specifies that a person who registers to vote by mail must vote in person the first time he votes. However, in the 1993 session, the West Virginia legislature made an exception for college students.

Each dormitory or floor leader should be supplied with absentee ballot requests. These are usually available from any county clerk, or from the Secretary of State. The forms should be distributed to every College Republican member, and to every Republican voter identified through the canvass- this includes the people that were registered in Phase 1, as well as people who we know had previously registered to vote.

Explain to the students the importance and easy nature of voting absentee, and that our candidate is really counting on their help. Either wait while they fill out the form right then, or tell them that you'll come back to get the form in a couple of hours or the next day.

Be sure to research your state's deadline for submitting absentee ballot requests.

Again, collect all the requests and mail them yourself. Not only will this ensure that the forms are actually sent, it also allows you to get a good count of how many votes you will be able to deliver to the candidate in the election, and will allow you to project when the absentee ballot will arrive. The forms should be mailed to the appropriate office, usually the county clerk or Secretary of State in which each student resides.

***Phase 3: The Absentee Ballot:***

The absentee ballot will be mailed directly to each student. The dormitory and floor leaders should then call or visit everyone who applied for an absentee ballot, the day after they arrive to make sure that he received it and to find out whether or not it has been mailed. Now is the last opportunity to personally ask these students for their votes. If the ballot has been completed, but not mailed, offer to take it and mail it for him.



#### ***Phase 4: Election Day:***

Finally, on the night before Election Day, the dormitory and floor leaders should contact all of their absentee voters, and invite them to Election Day campaigning projects.

#### **72-Hour GOTV Efforts**

In most states, the Republican Party will have an aggressive 72-hour grassroots get-out-the-vote effort planned. College Republicans should be an integral and effective volunteer force for your local Republican party and the campaigns to implement this effort. You are encouraged to be involved in all aspects of the planning, training, and execution of the Republican Party's GOTV efforts by coordinating and communicating with your College Republican National Committee Field Representative, College Republican state chair, Republican Party county or local chair, Republican Party state political director or ED, Republican Party RPD, candidates and campaign managers, or other officials. In many cases, RNC and state victory programs have funds set aside (eg. \$100/day) to hire college students and workers to watch polls and precincts, run phone banks, and engage in other Election Day get-out-the-vote efforts. For example, in 2001, approximately 1300 of the 2000 GOTV workers in New Jersey were college students recruited and mobilized by the College Republicans .

It is your responsibility as a College Republican leader to make sure that your College Republican members are not only involved in this process, but are recognized and appreciated as valuable members of the campaign team by the Republican Party, the candidate, and the campaign staff. Be sure and keep careful track of the contributions made by College Republicans over the course of the campaign, especially the numbers of volunteers, voter registrations, and absentee ballots generated by your efforts. If you don't take advantage of every opportunity to talk about the good work the College Republicans are doing, and point out to others what your chapter has accomplished for the candidates and the Party, it is unlikely that anyone else will. Unfortunately, sometimes campaigns fail to adequately thank or show their appreciation to grassroots volunteers as they should. It is therefore your responsibility to make sure your College Republican volunteers feel appreciated and important.

#### **Special Projects Wrap Up**

Be creative in concocting activities and special projects. Think of every liberal event as an opportunity to get out our message. In conclusion, consider the following creative ideas:

1. The next time a liberal group has hunger strike on your campus, wait a few days, and then have a College Republican barbecue adjacent (and upwind) from the hunger-strikers. This works equally well for any vegetarian protests as well.
2. President Nixon considered using a helicopter to extinguish the flames of the candle-light vigil peace protesters during the Vietnam War.

## Chapter 7: Post-Election Meetings and Activities

Though the majority of the special projects outlined in this manual center around the elections and winning victories for Republican candidates, the work of the College Republicans does not conclude on Election Day. In fact, it has just started.

After the Election Day celebrations are over, your College Republican chapter should continue to meet on a regular basis and sponsor events and activities both on and off campus. The following are just a few of the many ideas you can consider as you make your College Republican club vibrant and active, and one that attracts new members rather than declining after November 7<sup>th</sup>.

- ❑ Engage in lobbying efforts for conservative legislation
- ❑ Hold rallies or protests to highlight particular conservative issues
- ❑ Organize counter-demonstrations to disrupt the events of liberal groups
- ❑ Bring conservative speakers to campus
- ❑ Put together panel discussions and debates with other student groups
- ❑ Start a conservative newspaper, or write a column in the local or student paper
- ❑ Take over the College Democrats or other leftist clubs, and endorse Republicans and conservative causes and issues instead
- ❑ Sponsor a conservative talk show or news hour on the campus radio station
- ❑ Sponsor a Second Amendment Day at the local gun range
- ❑ Organize service projects at the local soup kitchen, with Habitat for Humanity, or with other community groups or organizations
- ❑ Sponsor a “Be a Friend to the Environment” trash clean up project
- ❑ Run or attend grassroots activism training seminars
- ❑ Attend conservative conferences or speeches as a group
- ❑ Take road trips to historical sites together
- ❑ Organize a tour of the state capitol building and make arrangements to be recognized on the floor or meet with elected officials
- ❑ Have tail-gate parties with other CR groups at football games
- ❑ Organize a conservative movie night
- ❑ Sponsor a club sports team thorough the campus or a city league
- ❑ Sponsor socials with fraternities and sororities
- ❑ Be the Best Party on Campus!

## **Chapter 8: Effective Fundraising Principles**

Many College Republican student organizations spend a great deal of time in ineffective fundraising. Although bake sales and T-shirt sales can be important and effective at times, the most effective means is personal solicitation. Our cause is so important, though, that we want to maximize our fund-raising efforts. This chapter has been adapted from Morton Blackwell's booklet, *The Famous Foolproof Fundraising Formula*.

There are five stages for this fundraising formula:

### **1: The Budget**

The first stage is to make an annual budget for your CR chapter. Every line item on the budget should be well-described and as detailed as is possible. For example, don't put down "Convention Expenses" when you could be more informative by putting down "College Republican National Convention Expenses." You should brainstorm with your officers to come up with all appropriate expenditures for the coming year. The budget should be one page in length. A sample chapter budget is located in the appendix of this manual, and can be used as a guide.

### **2: Identifying Donors**

The second stage is to identify the most likely donors. It is best to brainstorm with your officers and a few select members. List the best known prospects readily known to your group. Then start thinking of sources of other potential donors who might be willing to donate to a conservative cause. Conservative leaders in your community should also be able to direct you in the right way (no pun intended).

Although it is illegal to use information obtained from the Federal Election Committee for fundraising purposes, there are some other good sources. You can contact your state's Secretary of State and inquire about making copies of campaign disclosures. In Colorado and in many other states, for example, these records are part of the public record and therefore are legal to use for fundraising, and are often even made available online or in electronic format.

If you know a person who previously ran for a federal office, you may ask to use his personal fundraising list. This is also legal.

This part of the plan should take no more than one or two days. Next, designate teams of two, preferably male-female teams, and make appointments with each person on the list. These people should be intelligent and should have a pleasant demeanor and solid plan of action.

### **3: Meeting With Potential Donors**

When scheduling an appointment, if asked why you want to meet with the potential donor say something like, "We are very concerned about the current left-wing activities on our campus. We'd like to talk with you about what we're trying to do to correct this imbalance, and would very much appreciate having your thoughts on the matter."

The team should arrive slightly ahead of time for the appointment. Dress slightly better than average for students on your campus.

When you arrive, introduce yourselves. Take sometime to acquaint yourselves philosophically.

Describe the problems you are fighting on campus, and talk about the great things College Republicans have accomplished and are planning on doing this year. Ask him about his philosophy, since most people like to talk about their ideas.

If student government recently spent \$10,000 to bring a liberal activist to campus, let him know. Supplement your discussion with real-live examples such as this. Bring along recent news clippings, if appropriate.

Once you have established your philosophical position, explain how your particular program will benefit the campus, and be an investment in the future of the Republican Party.

Then take out your one page budget. Hand it to him, and let him carefully examine it. Ask if there are any items that are unclear. Be prepared to explain and defend every item on the budget.

Once you're sure he understands the budget, look him directly in the eye and, with a pleasant expression on your face, say this important sentence: "We were hoping you'd be able to help us financially meet this budget."

After you've said this, keep your pleasant facial expression and wait. You wait, and you wait silently.

If you have to wait thirty long seconds, continue to wait. Silence is your ally. At some point, the prospect will respond, in one of three ways: 1) He may remark that he thinks it's a good idea, and make a pledge or contribution right there. 2) He may remark that he is currently unable to contribute, due to unfavorable financial or personal circumstances. If a prospect says he just can't give you any money, thank him sincerely for his time and input, then leave on good terms. 3) Most frequently, though, the prospect will ask something like: "How much are you asking me to contribute?" or "What are we talking about in terms of money?"

Don't bother to solicit anyone whom you couldn't ask for at least \$100. If you're in doubt as to whether to ask a person for \$100 or \$500, ask for \$500. If in doubt between asking for \$1000 or \$2000, ask for \$2000. Always ask for the higher amount in the range you think reasonable.

Sometimes a donor will say, "I'm sorry. I'm happy to give you the money, but I can't give you anything until the fifteenth of this month, when my stock dividend check comes in." Thank him for his generosity, and offer to come by and pick up the donation after the fifteenth.

In all cases, whether you get a check, cash, or pledge, thank the donor genuinely.

#### **4: Expanding Your Base**

Now that you have your check or pledge in hand, and have expressed thanks, move onto the next step by saying, "Sir, there is another thing you can help us with. We'd greatly appreciate it if you would suggest others whom we might go see who would be willing to help us meet our goal." Since the donor has already made an investment in the program, he will likely give you several names, so his investment will not be wasted.

Carefully write down everything about the new prospects. Make sure you have identified each new prospective donor very clearly. Each new donor will give you a few names, ordinarily about a handful. When he has finished, ask him, "Can you think of any more?" Very often that first extra name will be the best prospect of all.

Ask if your donor will call and give an introduction over the phone. That way you won't be complete strangers when you make your visit.

### **5: Cultivate a Positive, Personal Relationship with Your Donor**

Immediately after your meeting, write down anything personal you observed about the contributor: his interests, names of family members, hobbies, diplomas and certificates on the wall, etc. Write and keep a short summary of what was said. Refer to these notes before any subsequent communications with the donor.

Within one or two days, write a warm and personal letter of thanks to your new donor. Be sure and keep your donor in the loop of what your chapter is doing, and invite him to major events and activities. Though they may not always attend, donors like to be informed that their contribution was put to good use, and that your chapter is successful as a result.

### **A Few Important Points to Remember:**

College Republican chapters are volunteer-based student groups who engage in "Party-building" activities. You are permitted to aggressively fundraise as much as you want to finance your activities, special projects, social events, and conservative speakers, but you need be mindful of the way you spend money during the election to avoid problems with certain federal and state campaign finance laws. As College Republicans, you should not give money to a particular candidate, and you should not pay for campaign materials that advocate the election of a single, particular candidate as they could be considered an "in-kind" contribution or an independent expenditure. In most cases, photocopied flyers that are not professionally designed that promote a Republican candidate are completely fine, but, if in doubt, as long as at least two or three Republican candidates are listed on materials produced and paid for by the College Republicans, you have nothing to worry about. You are certainly welcome and encouraged to carry around and distribute any materials produced and paid for by any campaign, or by the Republican Party.

As a member of your College Republican state federation and as an affiliate of the College Republican National Committee, you do not have to worry about filing IRS or FEC reports, as the law does not require them for student clubs such as yours. If you need to obtain an Employee Identification Number (EIN) from the IRS for the purpose of opening a bank account, you can obtain the necessary form (IRS Form SS-4) online at [www.irs.gov/pub/irs-pdf/fss4.pdf](http://www.irs.gov/pub/irs-pdf/fss4.pdf). Identify the organization as a non-profit association/student club. Detailed instructions on completing the form, along with the location to send or fax it, are available at the IRS website, [www.irs.gov](http://www.irs.gov). In most cases, you can probably use the same EIN number as your College Republican state federation to open up a checking account, or you can set up an account with minimal paperwork through the student activities office on your campus.

If you have specific concerns or questions about fundraising and what constitutes an appropriate expenditure relating to a campaign or election, please feel free to contact your College Republican state chair, or the College Republican National Committee office in Washington.

## **Chapter 9: Working With Other Conservative Organizations**

The following is an abbreviated list and description of a few of the most important national conservative organizations that you can tap into to help you in your efforts as a leader within the College Republicans. The majority of them are nonprofit, nonpartisan, 501c(3) conservative organizations, and as such cannot directly advocate a particular candidate or party, but they certainly can partner with the College Republicans on campus to help you advocate our conservative ideology. It is probably necessary to note that a few of these groups may have some interest in having you start independent student groups on campus associated with their particular organization, separate from the College Republicans. You should resist this, and instead tap into what they have to offer while keeping your identity as a College Republican clear. If it is absolutely necessary, you can always create a conservative front group, with the leadership on paper the same as your existing CR chapter. Nevertheless, you are strongly encouraged to contact these individuals and the organizations they represent to obtain materials and research publications, arrange conservative speakers, obtain assistance and advice, and take advantage of the many resources they can make available to you.

### **Accuracy in Academia (AIA) - [www.academia.org](http://www.academia.org)**

Accuracy In Academia, a nonprofit public service organization based in Washington, D.C., seeks the reassertion of traditional academic ethics in our universities. They contend that academic freedom is threatened by a progressive ideological orthodoxy, pervasive in the intellectual community, which degrades professional standards in teaching and scholarship, and inhibits speech and research which contradict orthodox views.

AIA wishes to see the academy return to its proper mission: the quest for truth. To promote our goal, it documents and publicizes political bias within the academy in its monthly newspaper, *Campus Report*. Articles focus on three issues: the exploitation of the classroom or university resources to indoctrinate students; discrimination against students, faculty or administrators based on political or academic beliefs; and campus violations of free speech. Contact Executive Director Dan Flynn at [dan@academia.org](mailto:dan@academia.org) or at (202) 364-3085. Accuracy in Academia mailing address: 4455 Connecticut Ave., NW, Suite 330, Washington, DC 20008.

### **American Conservative Union (ACU) - [www.conservative.org](http://www.conservative.org)**

The American Conservative Union is the nation's oldest conservative lobbying organization. ACU's purpose is to effectively communicate and advance the goals and principles of conservatism through one multi-issue, umbrella organization. The Statement of Principles makes clear ACU's support of capitalism, belief in the doctrine of original intent of the framers of the Constitution, confidence in traditional moral values, and commitment to a strong national defense. Providing annual ratings of Congress, publications, and engaging in lobbying efforts, the ACU is a strong voice for the conservative cause in Washington. David Keene serves as Chairman of the ACU, and Chuck Muth as Executive Director. You can reach the ACU at 1007 Cameron Street, Alexandria, VA 22314, 703-836-8602, 703-836-8606 fax, and at [acu@conservative.org](mailto:acu@conservative.org).

One of the most important events that ACU sponsors is the annual **Conservative Political Action Conference (CPAC)** held in late January or early February. Student registration for CPAC is only \$10, and the College Republican National Committee is one of the principal Co-Sponsors. You are encouraged to attend, and can register online and obtain more information about the conference at [www.cpac.org](http://www.cpac.org).

### **American Enterprise Institute (AEI) - [www.aei.org](http://www.aei.org)**

The American Enterprise Institute for Public Policy Research is dedicated to preserving and strengthening the foundations of freedom—limited government, private enterprise, vital cultural and political institutions, and a strong foreign policy and national defense—through scholarly research, open debate, and publications. Founded in 1943, AEI is one of America's largest and most respected conservative think tanks. The President of AEI, Christopher C. DeMuth, can be reached at 1150 Seventeenth Street, N.W., Washington, DC 20036, (202) 862-5800.

### **American Israeli Public Affairs Committee (AIPAC) - [www.aipac.org](http://www.aipac.org)**

The American Israel Public Affairs Committee was established in 1954 by leaders of the American Jewish community who recognized that Israel's needs could not be satisfied by philanthropy alone. The economic, military and political support necessary for Israel's survival could only come from the U.S. government. AIPAC's mission ever since has been to nurture and advance the U.S.-Israel relationship, to assure that the ties are continuing and solid. AIPAC's current agenda includes: stopping Iran from acquiring nuclear weapons, standing by Israel to ensure the security of the only democracy in the Middle East, preparing the next generation of pro-Israel leaders, and educating Congress about the U.S.-Israel relationship through active lobbying efforts.

Recently on many campuses, we have seen the left (and many College Democrat groups) increasingly hostile towards Israel and Jews. You are strongly encouraged to reach out to Jewish students and co-sponsor conservative pro-Israel rallies, speakers, and other events in conjunction with your local AIPAC affiliate or Hillel student group. For more information, please contact Rachel Murov at [rmurov@aipac.org](mailto:rmurov@aipac.org) or Eric Goldscher at [egoldscher@aipac.org](mailto:egoldscher@aipac.org) with any questions. You can also reach AIPAC at 440 First Street, NW, Washington, DC, 20001, 202-639-5200, or get in touch with one of their regional offices for more help.

### **Americans for Tax Reform (ATR) - [www.ATR.org](http://www.ATR.org)**

ATR opposes all tax increases as a matter of principle. The organization believes in a system in which taxes are simpler, fairer, flatter, more visible, and lower than they are today. The government's power to control one's life derives from its power to tax. ATR believes that power should be minimized. Since 1986, ATR has sponsored the Taxpayer Protection Pledge, a written promise by legislators and candidates for office that commits them to oppose any effort to increase the federal income taxes on individuals and businesses. ATR serves as a national clearinghouse for the grassroots taxpayers' movement by working with approximately 800 state and county level groups. The organization functions as a nonprofit 501(c)(4) lobbying organization, and also sponsors a 501(c)(3) educational and research foundation. Grover Norquist, President of ATR (and former Executive Director of the CRNC) is at the center of the conservative movement in Washington, sponsoring a weekly networking briefing that brings together the heads of every major conservative organization in the District. ATR can be contacted at 1920 L Street, NW, Washington, DC 20036, 202-785-0266, and at [friends@atr.org](mailto:friends@atr.org).

### **Cato Institute - [www.cato.org](http://www.cato.org)**

The Cato Institute is a non-profit public policy foundation that undertakes an extensive research and publications program dealing with the complete spectrum of public policy issues. Books, monographs, briefing papers and shorter studies are commissioned to examine issues in nearly every corner of the public policy debate. Policy forums and book forums are held regularly, as are major policy conferences, which Cato hosts throughout the year, and from which papers are published thrice yearly in the Cato Journal, all of which are accessible and archived on Cato's website. The Cato Institute seeks to broaden the parameters of public policy debate to allow consideration of the traditional American principles of limited government, individual liberty, free markets and peace. The Jeffersonian philosophy that animates Cato's work has

increasingly come to be called "libertarianism" or "market liberalism." It combines an appreciation for entrepreneurship, the market process, and lower taxes with strict respect for civil liberties and skepticism about the benefits of both the welfare state and foreign military adventurism. The Cato Institute may be contacted at 202-842-0200, 202-842-3490 fax. Mailing address is 1000 Massachusetts Ave., NW, Washington, D.C., 20001. If you have additional questions, you are encouraged to Susan Chamberlin, Director of Government Affairs, at [schamber@cato.org](mailto:schamber@cato.org).

**Center for the Study of Popular Culture/David Horowitz - [www.cspc.org](http://www.cspc.org)**

David Horowitz is launching a campaign to promote Fairness and Inclusion in Higher Education and would like to invite your chapter to participate. The Campaign will begin in the fall and touch on five areas: political bias in hiring of faculty and administration; political bias in selection of commencement speakers; political bias in allocation of student funds; adoption of a zero tolerance policy towards the obstruction of campus speakers and the theft of organizational literature; ending political indoctrination and grading in the classroom. The campaign will involve research into these areas, organization of pressure groups, lobbying government agencies and university trustees and agitation. If you are interested in joining this campaign or having David Horowitz speak at your school, please contact his assistant, Elizabeth Ruiz, at 323-556-2550 ext. 202, or at [elizabeth@cspc.org](mailto:elizabeth@cspc.org).

**Clare Boothe Luce Policy Institute - [www.cblpolicyinstitute.org](http://www.cblpolicyinstitute.org)**

A nonprofit, public policy institute, the Clare Boothe Luce Policy Institute's dual missions are to prepare young women for effective conservative leadership, and to promote school choice opportunities for children in America. If you are interested in bringing conservative women speakers to your campus, contact program director Lisa De Pasquale at 1-888-891-4288 or at [depaslj@erols.com](mailto:depaslj@erols.com).

**Foundation for Economic Education (FEE) - [www.fee.org](http://www.fee.org)**

Founded in 1946, FEE is one of the oldest free-market educational organizations in the United States. FEE promotes the ideals of individual freedom, private property, limited government, and free trade. In addition to publishing its monthly publication, "Ideas on Liberty," FEE hosts seminars for students, teachers, and business people, as well the annual FEE National Convention (set for May 15-18, 2003, at the Paris Resort in Las Vegas). The Foundation has recently taken over the operation of Laissez Faire Books ([www.laissezfairebooks.org](http://www.laissezfairebooks.org)), the world's largest seller of books on liberty. For more information, you are encouraged to contact The Foundation for Economic Education at 30 South Broadway, Irvington-on-Hudson, NY, 10533, 1-800-USA-1776, fax:914-591-8910, [fee@fee.org](mailto:fee@fee.org); or you can contact President Mark Skousen at [mksousen@fee.org](mailto:mksousen@fee.org).

**Foundation for Individual Rights in Education (FIRE) - [www.thefire.org](http://www.thefire.org)**

FIRE is a nonprofit educational foundation devoted to defending through legal means free speech, individual liberty, religious freedom, the rights of conscience, legal equality, due process, and academic freedom on our nation's campuses. Since its founding in October, 1999, FIRE has been involved in more than six hundred legal cases at more than 200 colleges and universities, private and public, large and small. Contact Executive Director Thor L. Halvorssen at 215-717-3473 or at [fire@thefire.org](mailto:fire@thefire.org).

**Fund for American Studies - [www.tfas.org](http://www.tfas.org)**

The Fund for American Studies is a nonprofit educational organization based in Washington, D.C. that has been educating young leaders on the values of freedom, democracy, and free market economies since 1967. Seven Institutes around the world, including summer programs at Georgetown University, bring college students together for educational summer programs, engaging them in a rigorous examination of economic concepts, political systems, and moral philosophy. The organization's goal is to prepare young



people for honorable leadership by educating them in the theory, practice, and benefits of a free society. Notable among the multiple institutes and programs run by the Fund for American Studies are the Institute on Political Journalism with internship placements in Washington (contact Director William A. Keyes at [wkeyes@tfas.org](mailto:wkeyes@tfas.org)), and the Institute on Philanthropy and Voluntary Service (contact Director Shane Goldsmith at [sgoldsmith@tfas.org](mailto:sgoldsmith@tfas.org)). 1706 New Hampshire Ave NW, Washington DC 20009, 1-800-741-6964 / 202-986-0384.

### **Heritage Foundation - [www.heritage.org](http://www.heritage.org)**

Founded in 1973, The Heritage Foundation is a research and educational institute, considered by most to be the country's leading conservative think-tank, whose mission is to formulate and promote conservative public policies based on the principles of free enterprise, limited government, individual freedom, traditional American values, and a strong national defense. The Heritage Foundation has a wide variety of material, including policy papers, independent research, lectures, online calculators, and other content that can be easily accessed via their website. Heritage also sponsors seminars, a speakers bureau, an active internship program and a job bank. Through its strong network and relationship with conservative speakers and other national and state-based conservative organizations and think-tanks (accessible online at [www.policyexperts.org](http://www.policyexperts.org)), you can. Heritage also administers [www.townhall.com](http://www.townhall.com), an interactive online community for the conservative movement with access to news and current events, columnists, job and internship postings, and other online resources. For more information, contact Bridgett Wagner, Director of Coalition Relations; Charlie Ponticell, Director of Lectures and Seminars; or Lynn Gibson, Job Bank Coordinator. The Heritage Foundation can be reached at 214 Massachusetts Ave., NE, Washington, DC 20002, 202-546-4400.

### **Independent Women's Forum - [www.iwf.org](http://www.iwf.org)**

A relatively new organization, the mission of the Independent Women's Forum is to affirm women's participation in and contributions to a free, self-governing society. The Independent Women's Forum speaks for those who believe in individual liberty and responsibility for self-governance, the superiority of the market economy, and the imperative of equal opportunity for all; respect and appreciate the differences between, and the complementary nature of, the two sexes, and affirm the family as the foundation of society. Contact Kate Kennedy, campus outreach director, at 703-558-4991, or via [www.shethinks.org](http://www.shethinks.org), or you can reach the IWF at P.O. Box 3058, Arlington, Virginia 22203-0058, 1-800-224-6000, or at [info@iwf.org](mailto:info@iwf.org).

### **Intercollegiate Studies Institute (ISI) - [www.isi.org](http://www.isi.org)**

The Intercollegiate Studies Institute is a non-profit, non-partisan, tax-exempt educational organization whose purpose is to convey to successive generations of college youth a better understanding of the values and institutions that sustain a free society. Founded in 1953, ISI works "to educate for liberty" by seeking to enhance the rising generation's knowledge of our nation's founding principles—limited government, individual liberty, personal responsibility, free enterprise, and Judeo-Christian moral standards. Through its integrated program of lectures, conferences, publications, and fellowships, the Institute annually works with hundreds of students and faculty. An array of free publications and other resources is available to students and teachers. ISI can be reached at 3901 Centerville Road, P.O. Box 4431, Wilmington, Delaware 19807, 302-652-4600, or at [isi@isi.org](mailto:isi@isi.org).

### **Leadership Institute (LI) - [www.leadershipinstitute.org](http://www.leadershipinstitute.org)**

Since 1979, the Leadership Institute's unique seminars and workshops have enrolled more than 30,000 students. The Institute offers 18 educational training programs, an intern program, an employment

placement service and a broadcast journalism placement service to train young conservatives and then place them in public policy positions. Morton Blackwell, President of the Leadership Institute, served for a number of years as Executive Director of the CRNC, and has long been a strong advocate and resource for the College Republicans. Of particular benefit to College Republicans are the Grassroots Activism School, Campaign Leadership School, Fundraising Workshop, Communications Workshop, and various journalism programs. Dates for scheduled upcoming training seminars are available via the website. In addition, College Republicans interested in sponsoring LI training seminars in their state or at their campus are encouraged to contact Amy Hamilton, Grassroots Activism School Coordinator, at [Amy.Hamilton@leadershipinstitute.org](mailto:Amy.Hamilton@leadershipinstitute.org). The Leadership Institute can be reached at 1101 North Highland Street, Arlington, VA 22201, 703-247-2000 or 1-800-827-5323.

### **National Rifle Association–Institute for Legislative Action - [www.nraila.org](http://www.nraila.org)**

Founded in 1871, the National Rifle Association is the undisputed leader in firearms educational programs and Second Amendment advocacy. Established in 1975, the Institute for Legislative Action (ILA) is the “lobbying” arm of the National Rifle Association of America. ILA is committed to preserving the right of all law-abiding individuals to purchase, possess and use firearms for legitimate purposes as guaranteed by the Second Amendment to the U.S. Constitution. At the grassroots level, you are encouraged to contact the NRA-affiliated state club (contact information is available at [www.nrahq.org/clubs/state.asp](http://www.nrahq.org/clubs/state.asp)), or get in touch with the NRA-ILA Election Volunteer Coordinator in your area (contact information at [www.nraila.org/VoterInfo.asp](http://www.nraila.org/VoterInfo.asp)). You can contact the NRA-ILA Grassroots Division at 1-800-392-8683, or can obtain more information at [www.nra.org](http://www.nra.org) or at [www.nrahq.org](http://www.nrahq.org).

### **Young Americas Foundation - [www.yaf.org](http://www.yaf.org)**

Young America’s Foundation sponsors conferences, seminars, educational materials, internships, and speakers to young people across the country. Of particular benefit to College Republican chapters is their speakers bureau, with biographies and information about how to bring a conservative speaker to campus, available online at [www.yaf.org/speakers/speakers.html](http://www.yaf.org/speakers/speakers.html), or you can contact Patrick Coyle at 1-800-292-9231. You are encouraged to contact them for assistance and advice on obtaining funding and help in bringing speakers to your campus—just be sure and promote the event as one that is sponsored by the College Republicans. Young America’s Foundation can be reached at 110 Elden Street, Herndon, Virginia 20170, 703-318-9608.

## **Chapter 10: Conclusion and Final Thoughts**

The College Republicans need strong, capable, conservative leaders like you to lead the charge on our college campuses and within our communities across America. We depend on you to implement the grassroots efforts to push the Party and the conservative movement forward. As has been stated before,

We are the unions of the right.  
We are the engines of democracy.  
We make a difference.

Not only will your efforts directly impact the outcome of elections and the political environment at your university today, you will be laying the groundwork for a solid and vibrant Republican Party for tomorrow.

Our first Republican President, Abraham Lincoln, declared the following in an address to the 164th Ohio Regiment on August 18, 1864:

"I am greatly obligated to you, and to all who have come forward at the call of their country...We have, as all would agree, a free government, where every man has a right to be equal with every other man. In this great struggle, this form of government and every form of human right is endangered if our enemies succeed. There is more involved in this contest than is realized by every one. There is involved in this struggle the question whether your children and my children shall enjoy the privileges that we have enjoyed. I say this in order to impress upon you, if you are already not so impressed, that no small matter should divert us from our great purpose."

Another esteemed Republican, President Ronald Reagan, affirmed, "We stand shoulder to shoulder in the thickest of the fight. If we carry the day and turn the tide, we can hope that as long as men speak of freedom and those who have protected it, they will remember us, and they will say, 'Here were the brave and here their place of honor.'"

The fight against the left on our campuses is real, and the stakes for America are high. Thank you for your willingness to get involved, learn more about the issues affecting our nation and the principles that have made our republic great, work hard for Republican candidates and the conservative cause, and help us make a real difference—on your campus, in your community, and for your country.

Join the College Republicans.  
Make a difference.

## **Appendix 1: Sample Chapter Constitution**

### **Article I. Name and Affiliation**

SECTION 1. The name of this organization shall be the [University] College Republicans, hereinafter referred to in this document as the College Republicans, or CR.

SECTION 2. The [University] College Republicans shall be the recognized campus affiliate of the [State] Federation of College Republicans, and of the College Republican National Committee, and shall be subject to and abide by the Constitutions, Bylaws, and Resolutions thereof.

### **Article II. Purpose**

SECTION 1. To make known and promote the principles of the Republican Party among members of the [University] campus and community.

SECTION 2. To aid in the election of Republican candidates at all levels of government.

SECTION 3. To encourage and assist in the organization and active functioning of the Republican Party at local, state, and national levels.

SECTION 4. To develop political skills and leadership abilities among Republican students as preparation for future service by them to the Party and community.

### **Article III. Officers**

SECTION 1. The officers which comprise the [University] College Republicans shall be Chairman, Vice Chairman, Secretary and Treasurer.

SECTION 2. All officers shall be elected at a regular CR meeting between April 1 and April 30 of each year, to be announced in writing to all members not less than two weeks in advance.

SECTION 3. Nominations of candidates for office in the College Republicans shall be made from the floor by any members in good standing.

SECTION 4. Officers shall be elected by a majority of those present and voting.

SECTION 5. Vacancies occurring among the officers shall be filled by the election of the Executive Board at the first meeting following the occurrence of the vacancy, provided however that notice that election is to occur must be included in an official notice of the Board meeting. A person elected to fill a vacancy shall serve as officer until the next annual election.

### **Article IV. Executive Board**

SECTION 1. There shall be an Executive Board, which shall govern the College Republicans.

SECTION 2. The Executive Board shall consist of the officers of the College Republicans. The Chairman of each standing committee shall be a voting member of the Executive Board.

SECTION 3. The Executive Board shall introduce, approve and implement all actions and activities necessary and proper for the functioning of the College Republicans and not inconsistent with this Constitution or the Bylaws.

#### **Article V. Membership**

SECTION 1. Any person affiliated or associated with [University] community may apply for membership. Membership application information may be obtained from the Secretary.

SECTION 2. Annual dues are required for membership in the CR. The Executive Board shall set the amount annually.

#### **Article VII. Impeachment**

SECTION 1. Any officer who, during his term in office, has demonstrated disloyalty to the Republican Party, negligence or incompetence in the performance of his prescribed Constitutional duties, or willfully impeded the CR program, may be impeached and removed from office.

SECTION 2. Specific charges against the impeached officer must be approved by absolute majority of the officers of the CR, excluding the officer being impeached, at a meeting of the Executive Board.

SECTION 3. From the approval of the charges until the next meeting of the Executive Board, the impeached officer shall remain in his office and be allowed to prepare his defense to charges.

SECTION 4. At the first Executive Board meeting after the meeting in which the charges were approved, an officer or other person selected by the officers shall present the charges and the impeached officer shall present his defense. Following these presentations, the impeached officer may be removed from his office by a three Executive Board.

#### **Article VIII. Parliamentary Authority**

SECTION 1. The parliamentary rules contained in the most recent edition of *Robert's Rules of Order, Newly Revised* shall govern the College Republicans in all cases to which they are applicable and in which they are not inconsistent with this Constitution nor inconsistent with the Constitution or Bylaws of the [State] Federation of College Republicans or those of the College Republican National Committee.

## **Appendix 2: Sample Annual Chapter Budget**

<b>REVENUE</b>	<b>AMOUNT</b>
Student Auction (servant for a day)	\$1,450.00
T-Shirt Sales	\$1,180.00
Dues at \$1.00 per member	\$120.00
Contributions	\$3,600.00
<b>TOTAL</b>	<b>\$6,300.00</b>

<b>EXPENDITURES</b>	<b>AMOUNT</b>
State Convention Delegate Expenses	\$1,000.00
Leadership Institute's Youth Leadership School Training	\$350.00
Photocopying and Paper	\$530.00
Postage	\$215.00
Telephone	\$550.00
Direct Mail expenses	\$250.00
Facility/Audio Rental	\$595.00
Charter Fee	\$300.00
Refreshments	\$680.00
Transportation	\$220.00
Office Supplies	\$190.00
T-Shirts/Buttons	\$420.00
Conservative Speaker Honorarium	\$1,000.00
<b>TOTAL</b>	<b>\$6,300.00</b>

### Appendix 3: Sample Meeting Flyers



Fight the left on campus.

## Join the College Republicans

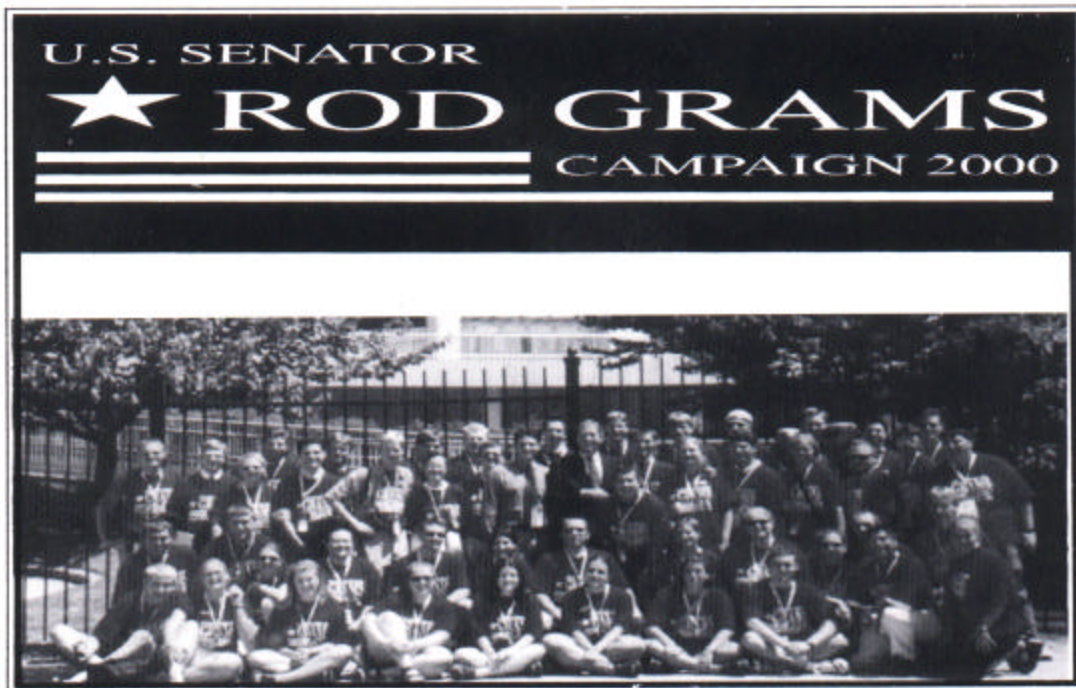
Meetings every Wednesday  
7:00 p.m.  
Baker Hall, room 250

## Appendix 4: Sample Special Projects Flyers

### Operation Kinfolk Card:

<p>Dear _____,</p> <p>I want to let you know that I am one of the hundreds of young people working hard to re-elect Rod Grams to the United States Senate.</p> <p>Senator Grams has pledged his commitment to saving social security. He also supports the elimination of the death tax and tax cuts in general.</p> <p>I would appreciate it if, as a personal favor to me, you would vote for <b><u>Rod Grams</u></b> on November 7<sup>th</sup>.</p> <p style="text-align: right;">Thank you,</p>	<div data-bbox="1057 422 1154 520" style="border: 1px solid black; width: 60px; height: 47px; margin: 0 auto;"></div> <hr/> <hr/> <hr/> <p style="text-align: center;">Paid for by the Republican Party of MN.</p>
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Back side of the Youth for Grams Kinfolk Card



Front of Youth for Grams Kinfolk Card.



**Operation Pig Skin:**

**To Enjoy Football, You Need to Know the Signals**



**Touchdown**  
Also indicates field goal, successful try, and robbery in progress.



**Safety**  
Scores two points. The official signal is often confused with a Yoga relaxation technique.



**First Down**  
Four tries to advance the ball 10 yards.



**Personal Foul**  
Although legal in hockey, it's a thou-shalt-not in football and causes the most injuries.



**Holding**  
When it's done by the offense or defense it's called holding.



**Unsportsmanlike Conduct**  
Called when vicious attacks are used. Players can be ejected from the game or even sent to prison.



**Offside**  
When a lineman moves into the neutral zone before the ball is hiked.



**Time Out**  
The official waves to the crowd with both hands.



**Interference**  
This is called when the defensive player contacts the offensive player before the ball arrives.

These signals are important in football. In the game of politics, Governor George W. Bush and Senator Rod Grams have some important and clear signals as well. Turn the page and find out what they are.

Paid for by the Republican Party of Minnesota.

**Governor  
George W. Bush**

- ★ Cut the High Marginal Tax Rates ★
- ★ Strong Defense ★
- ★ Supports Social Security Personal Retirement Accounts (PRA's) ★
- ★ Ensure School Safety ★

[www.georgewbush.com](http://www.georgewbush.com)

**U.S. Senator  
ROD GRAMS**

- ★ Author of the \$500/Child Tax Credit ★
- ★ Saving Social Security for the Current Generation and Improving it for the Next ★
- ★ Clarifying the Federal Government's Role in Education ★

[www.grams2000.com](http://www.grams2000.com)

Operation Clear Sight:

Your Windshield has  
been washed by a  
young volunteer for



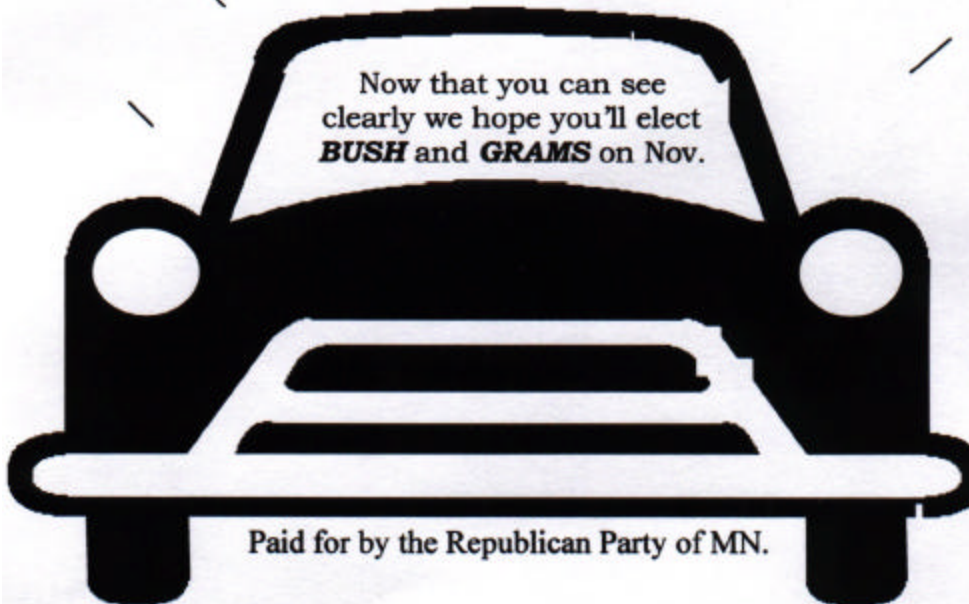
GEORGE W. BUSH

And

ROD GRAMS



Now that you can see  
clearly we hope you'll elect  
**BUSH** and **GRAMS** on Nov.



Paid for by the Republican Party of MN.

**Operation Great Pumpkin:**

# Tax or Treat?



Even the  
**Great Pumpkin**  
**SUPPORTS**  
**Bush & Grams**

Paid for by the Republican Party of Minnesota.

Governor  
**George W. Bush**

---

- ★ Cut the High Marginal Tax Rates ★
- ★ Strong Defense ★
- ★ Supports Social Security Personal Retirement Accounts (PRA's) ★
- ★ Ensure School Safety ★

[www.georgewbush.com](http://www.georgewbush.com)

U.S. Senator  
**ROD GRAMS**

---

- ★ Author of the \$500/Child Tax Credit ★
- ★ Saving Social Security for the Current Generation and Improving it for the Next ★
- ★ Clarifying the Federal Government's Role in Education ★

[www.grams2000.com](http://www.grams2000.com)

## Appendix 5: Campus Canvass Organizational Structure

Chapter Chair: \_\_\_\_\_

Canvass Director: \_\_\_\_\_

Area Director: \_\_\_\_\_

Dorm Chair: \_\_\_\_\_ Dorm Chair: \_\_\_\_\_

Floor Leader: \_\_\_\_\_ Floor Leader: \_\_\_\_\_

Floor Leader: \_\_\_\_\_ Floor Leader: \_\_\_\_\_

Floor Leader: \_\_\_\_\_ Floor Leader: \_\_\_\_\_

Floor Leader: \_\_\_\_\_ Floor Leader: \_\_\_\_\_

Floor Leader: \_\_\_\_\_ Floor Leader: \_\_\_\_\_

Floor Leader: \_\_\_\_\_ Floor Leader: \_\_\_\_\_

Dorm Chair: \_\_\_\_\_ Dorm Chair: \_\_\_\_\_

Floor Leader: \_\_\_\_\_ Floor Leader: \_\_\_\_\_

Floor Leader: \_\_\_\_\_ Floor Leader: \_\_\_\_\_

Floor Leader: \_\_\_\_\_ Floor Leader: \_\_\_\_\_

Floor Leader: \_\_\_\_\_ Floor Leader: \_\_\_\_\_

Floor Leader: \_\_\_\_\_ Floor Leader: \_\_\_\_\_

Floor Leader: \_\_\_\_\_ Floor Leader: \_\_\_\_\_

Dorm Chair: \_\_\_\_\_ Dorm Chair: \_\_\_\_\_

Floor Leader: \_\_\_\_\_ Floor Leader: \_\_\_\_\_

Floor Leader: \_\_\_\_\_ Floor Leader: \_\_\_\_\_

Floor Leader: \_\_\_\_\_ Floor Leader: \_\_\_\_\_

Floor Leader: \_\_\_\_\_ Floor Leader: \_\_\_\_\_

Floor Leader: \_\_\_\_\_ Floor Leader: \_\_\_\_\_

Floor Leader: \_\_\_\_\_ Floor Leader: \_\_\_\_\_



## **Appendix 7: College Republican Contact Information**

College Republican Chapter at: \_\_\_\_\_

Chapter office/ mailing address: \_\_\_\_\_

Chapter telephone: \_\_\_\_\_ Chapter website: \_\_\_\_\_

Chapter faculty advisor: \_\_\_\_\_

Chapter Chair: \_\_\_\_\_

Chapter Vice-Chair: \_\_\_\_\_

Chapter Secretary: \_\_\_\_\_

Chapter Treasurer: \_\_\_\_\_

Executive Director: \_\_\_\_\_

Canvass Director: \_\_\_\_\_

State Chair: \_\_\_\_\_

State Vice-Chair: \_\_\_\_\_

State Secretary: \_\_\_\_\_

State Treasurer: \_\_\_\_\_

State Executive Director: \_\_\_\_\_

Republican Party County Chair: \_\_\_\_\_

Republican Party County Office: \_\_\_\_\_

Republican Party State Chair: \_\_\_\_\_

Republican Party State Executive Director: \_\_\_\_\_

Republican Party State Political/Coalitions Director: \_\_\_\_\_

Republican Party Address: \_\_\_\_\_

telephone: \_\_\_\_\_ website: \_\_\_\_\_

## Notes: