



TURNING POINT USA
Chapter Handbook
College Edition 2017-2018



IDENTIFY★EMPOWER★ORGANIZE
WWW.TPUSA.COM

Table of Contents

Introduction	1-3
• What is a TPUSA Chapter?.....	2
• Chapter Obligations	2
• Chapter Leader Testimonials	3
Turning Point USA	4-5
• History of Turning Point USA	5
• Mission Statement.....	5
• How to Contact TPUSA HQ	5
Starting a New Chapter	6-10
• Request a Chapter Starter Kit from TPUSA	7
• Recruit Your A-Team (Officer Team).....	7-8
• Develop Officer Roles	8-9
• Sign the Chapter Charter Agreement	10
Getting Your Chapter Approved By The School	11-16
• Benefits of Being an Official Student Group	12
• Learn about Your School’s RSO Process	12
• Write a Constitution/By-Laws	12
• Find a Faculty Advisor.....	13
• Tips for Getting Your Chapter Approved.....	13
• Answers to Your School’s Commonly Asked Questions	14-15
• What To Do if Your Chapter Gets Denied.....	16
Internal & External Communication	17-22
Internal Communication	18
• Develop and Maintain a Membership Database	18
• Develop an Membership Communication Plan	18
• Designate an Officer to Manage Internal Communication	19
• Develop an Officer Communication Plan.....	19
• Email Tips & Strategies	20
External Communication	20
• Chapter Facebook Pages.....	20
• Chapter Twitter Accounts	20-21
• Chapter Email Accounts.....	21
• Chapter Website	21
• Media Communication	21
• How to Write a Press Release	21-22
• Sample Press Release	22

TPUSA Chapter Resources	23-27
• TPUSA’s Field Team	24
• Chapter Logos	24
• Chapter Banners	24
• Activism Supplies	24-25
• Promotional Graphics	25
• Promotional Videos	25
• Chapter Apparel.....	25-26
• Social Media Graphics	25-26
• Activism Grants & Funding from Regional Director	26
• Campus Speakers.....	26-27
• Online Resources	27
Maintaining Your Chapter	28-34
• Creating a Chapter Plan & Setting Goals	29
• Consistent Recruitment	29
• Tabling Tips & Strategies.....	29-31
• Planning & Executing Successful Chapter Meetings	31-33
• Sample Chapter Meeting Agenda	33
• Dealing with Pushback on Campus.....	33
• Working with Like-Minded Groups	34
Campus Events & Activism Ideas	35-46
• Campus Events & Activism Ideas	36
• How to Host a Successful Event	43-47
• TPUSA's Campus Speaker Policy	48
Fundraising For Your Chapter	49-52
• Creating a Chapter Bank Account	50
• School/SGA Funding	50-51
• School Resources	51
• TPUSA Activism Grants	51-52
• Partner Organization Activism Grants.....	52
Partner Organization Resources	53-54
Conclusion	55-56

INTRODUCTION

What is a TPUSA Chapter?

Turning Point USA chapters are groups of liberty-loving activists who work together to educate their peers about the importance of limited government and capitalism. TPUSA chapters also work to identify, empower, and organize other activists so that our movement consistently grows.

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

Chapter Obligations

Chapter Obligations

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

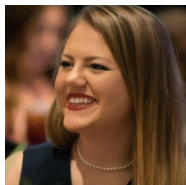
- I. Maintaining an Executive Board/Officer Team with at least three (4) positions: President, Vice President, and Treasurer. More positions may be required by the chapter's school.
- II. Submitting a Chapter Charter Agreement form (found online).
- III. Organizing at least one (1) activism initiative per academic semester.
- IV. Remaining in communication with a TPUSA Regional Director or Field Director on a regular basis.
- V. Adhering to TPUSA's Chapter Code of Conduct and ensuring all operations are in accordance to 501(c)(3) guidelines.

Chapter Code of Conduct

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

- I. TPUSA chapters may never endorse any candidates running for public office. Leaders of the chapter may endorse candidates in their personal time, but may not do so on behalf of the chapter.
- II. TPUSA chapters may never campaign for political candidates or aid political campaigns in any manner (donate money, recruit campaign volunteers, etc.). Leaders of the chapter may do these activities in their personal time, but may not do so on behalf of the chapter.
- III. Chapters may never design, offer, or sell apparel that is not designed and approved by TPUSA's national design team.
- IV. TPUSA chapters may never host a speaker on campus without approval from TPUSA's national headquarters. The application to host a speaker can be found at www.tpusa.com/RequestASpeaker.

Chapter Leader Testimonials



"I started a TPUSA chapter because I saw a lack of opposition on my campus. I was tired of sitting in classes that were clearly biased and feeling continually silenced by the leftist agenda. Since starting my chapter the students have been able to find their voice and to not feel so alone. More and more students are coming out of the conservative closet and standing up to liberal bias on campus as a result of TPUSA."

- Myah Baeza, Founder of TPUSA at Tarleton State University



"I found Turning Point USA at Cleveland State when I was walking to class and I saw a table with a "Big Government Sucks" poster. I saw that the people in the group had similar views to mine and I got involved and became chapter president. TPUSA has helped me expand my network on and off campus. I would tell anyone who is trying to make new friends, make a difference on campus, or gain leadership skills that TPUSA is the right group for them. I wouldn't be in the same position where I am today without TPUSA."

- Tiffany Roberts, Chapter President of TPUSA at Cleveland State University



"The moment I stepped foot onto campus, I saw the university becoming infested with safe spaces, trigger warnings, and an unopposed liberal bias; I knew that I had to start a TPUSA chapter. After becoming the quickest chartered group on campus, our hard work began to show. We started a conversation with students about the values of limited government, and many students finally found a message that resonated with them: "BIG GOV SUCKS!". TPUSA sparked a movement on my campus."

- Phillip Yurchenko, Founder of TPUSA at Wake Forest University

TURNING POINT USA

History of Turning Point USA

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

Mission Statement

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

How to Contact TPUSA

If you have a question about your chapter, campus activism, or campus events, it is best to contact your TPUSA Regional Director or Field Director. To find your Regional Director's contact information please visit www.tpusa.com/Regions.

The best way to contact TPUSA Headquarters is to email hq@tpusa.com.

STARTING A NEW TPUSA CHAPTER

Starting a New TPUSA Chapter

Starting a Turning Point USA chapter can be a great way to gain leadership experience, meet like-minded friends, and make a lasting impact on your campus and your country.

Not sure if we already have a Turning Point USA chapter at your school? Check out our Chapter Directory at www.tpusa.com/ChapterDirectory for a list of active TPUSA chapters.

If you have questions about starting a chapter, feel free to email hq@tpusa.com to speak with a staff member and get your questions answered.

Request a Chapter Starter Kit from TPUSA

If you're ready to start a Turning Point USA chapter please visit www.tpusa.com/StartAChapter to request your Chapter Starter Kit.

Someone from our Field Team will follow-up within a few days to offer assistance and help you get your chapter started.

Your Chapter Starter Kit will contain:

- TPUSA's Chapter Handbook
- Contact info for your local Regional Director and/or Field Director
- Assorted TPUSA activism supplies (rally signs, stickers, buttons, brochures, handouts, and sign-up cards)

Recruit Your A-Team (Officer Team)

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

The #1 reason that chapters fail is because they lack strong, united, and dedicated officer teams. Invest the time in identifying passionate and qualified leaders (as many as you can find) to help you lead your chapter.

TPUSA requires that each chapter have at least four (4) officers: a President, Vice President, Treasurer, and Secretary. TPUSA encourages chapters to create and fill additional officer positions as well. The more dedicated people you have on your team, the stronger your chapter will be!

Many campuses require certain positions to become a registered student organization. Be sure to familiarize yourself with your school's requirements as you begin the search for officers.

Finding leaders can be difficult, especially on small campuses. If you're struggling to fill your officer positions be sure to try:

- Posting on social media (let people know you're starting a club and need officers).
- Talk to similarly minded friends and classmates about TPUSA.
- Tabling and clipboarding (look for like-minded students; even if someone doesn't want to be an officer you can build your prospective membership list).
- Emailing Political Science and Economics professors (ask for names of students who may be interested).
- Reaching out to members of like-minded groups.
- Use Facebook Graph Search to find students on campus who have liked TPUSA or other similar conservative pages on Facebook.

Develop Officer Roles & Develop a Plan

As you begin to fill your officer positions it is important to define roles and determine a plan. You will need to determine each person's specific responsibilities and duties, as well as when/how your leadership team will meet and operate.

A summary of what each officer role could do is provided below. Feel free to edit, adjust, and add to these job descriptions as you see fit.

President

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

Vice President

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

Treasurer

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

Secretary

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

Optional Positions

Outreach Coordinator

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

Social Media Coordinator/Digital Director

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

Historian

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

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

Sign the Chapter Charter Agreement

The final step to make your chapter official with TPUSA is to read and sign our Chapter Charter Agreement. This document needs to be filled out by the Chapter President, and he/she will need to provide the name and contact information for the chapter's Vice President, Secretary, Treasurer and other officers.

The Chapter Charter Agreement can be accessed online at www.tpusa.com/ChapterCharter.

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

GETTING YOUR CHAPTER APPROVED BY THE SCHOOL

Benefits of Being an Official Student Group

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

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

Learn About Your School's RSO Process

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

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

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

TPUSA is committed to helping each and every chapter achieve official recognition from their school. If you have any questions about the process at your school or need help navigating the details, please reach out to your Field Director and/or TPUSA HQ by emailing hq@tpusa.com.

Write a Constitution/By-Laws

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

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

When your Constitution is complete, feel free to ask a TPUSA Regional Director and/or Field Director to review your document prior to submitting it.

Find a Faculty Advisor

Most schools require registered student organizations to have a faculty advisor to sponsor and/or sign-off on the club.

If you are having difficulty finding a faculty advisor we recommend:

- Reaching out to like-minded groups on campus. Ask who they have for an advisor. Some professors will sponsor more than one group, or may recommend other professors who may be a good fit for your group.
- Emailing professors of Political Science, Economics, and Business. Ask them if they would like to be an advisor or if they know someone who would.
- Contacting your Regional Director or TPUSA HQ. TPUSA works with a number of organizations that can recommend professors to serve as advisors. Don't be afraid to reach out if you need help finding an advisor.

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

Tips for Getting Your Chapter Approved

Most schools require registered student organizations to have a faculty advisor to sponsor and/or sign-off on the club.

- Take the time to learn about your school's process and make sure everything gets done on time.
- Be prepared. Sometimes student groups are asked to present in front of a Student Senate meeting and/or prepare a report. Be prepared for whatever may be asked of you; this will show the decision makers that you're committed to your new club.
- Build positive relationships with the key decision makers. Find out who determines student group approvals, and make an effort to build a genuine, positive relationship with them. Don't be disingenuous (or a suck-up) -- just get to know them and be friendly!
- Focus on ROI (return on investment). Be prepared to explain how your chapter will positively impact your campus and the student body.
- Contact your TPUSA Regional Director or Field Director. TPUSA staff members would be happy to help you work through the process and get your chapter approved.

Answers to Your School's Commonly Asked Questions

When you're applying to register your new student group, the Student Activities Department and/or the Student Government Association may require that you answer a few questions about your new group, its purpose, and its value. Sometimes these questions are asked on a paper application, or sometimes they're asked in a face-to-face meeting. Either way, it is important to be prepared and know how to answer these critical questions. Your answers could determine whether or not your chapter is approved.

Every school is different, so if you're unsure how to navigate the process please feel free to contact your Regional Director or TPUSA HQ at hq@tpusa.com. We are here to help!

Some commonly asked questions (and our suggested responses) are below:

1. What is the purpose of your Turning Point USA chapter?

The purpose of Turning Point USA is to educate students about the benefits of limited government, capitalism, free markets, and freedom.

2. What kinds of activities would your chapter partake in?

Our chapter plans to achieve our mission of educating students and promoting our message through tabling and distributing informational materials, bringing a diverse range of speakers to campus, and hosting thought-provoking events such as panels or debates.

3. How is your group unique and unlike other clubs already on campus?

Turning Point USA is nonpartisan and will never partake in campaign activities of any kind (such as advocating for a specific candidate, making political phone calls, encouraging students to participate in campaign events, etc.). TPUSA does not associate with any political party. We also focus strictly on economic issues (no talk about abortion, gay marriage, etc.).

Because of our economic-based approach and lack of affiliation with a political party, we are able to attract a wider range of students to join. We believe it is important to offer a non-partisan educational group for students who are independent or have mixed viewpoints. No other organization on campus is tabling every week to talk about the benefits of limited government {or insert your own ideas}.

4. What value will your student group add to the campus?

Turning Point USA will offer a forum for debate on campus, and allow a wide variety of viewpoints to be heard. We believe that students deserve a chance to hear about a wide range of issues that are impacting young people such as the national debt, the student loan crisis, and the future of our healthcare system. TPUSA offers a venue for open-minded discussions.

TPUSA also offers unmatched leadership opportunities for its members such as opportunities to attend national conferences like the Young Women's Leadership Summit, CPAC, Student Action Summit, and much more. TPUSA also offers leadership training and scholarships to its members.

5. How do you know there will be support for your club?*

Our chapter has already prepared a list of {insert number} prospective members and {insert number} officers. These students have signed-up to be part of our chapter and/or lead the group if we are approved.

*Ideally, you would have already clipboarded or tabled and you have a list of prospective members. At minimum, having a list of dedicated officers is very helpful.

6. How do you plan to ensure that your group succeeds after the first semester?

We already have identified {insert number} freshman and sophomore members who plan to be part of the organization for the rest of their college-career. Additionally, we plan to recruit new members on at least a bi-weekly basis. With {insert number}+ executive board members and bi-weekly recruitment efforts, our club is destined to grow and remain sustainable.

Additionally, Turning Point USA's Headquarters offer a wide variety of resources to ensure that our chapter succeeds for a long time. Some of these resources include:

- Training at TPUSA HQ for Chapter Leaders (includes session on succession planning)
- On-campus recruitment and planning support from trained Field Directors
- Chapter Handbook and other online resources

7. How do you plan to fund your group?

Turning Point USA's national office provides materials and resources such as tabling supplies, posters, banners, sign-up cards, and apparel. Our TPUSA Regional Director has a budget from the national organization that can be used for miscellaneous chapter expenses such as food at our meetings and event advertising costs. TPUSA's Headquarters also offer activism grants for chapters in amounts ranging from \$100 - \$5,000.

We plan to request funding from the Student Government Association to fund campus-wide events that are designed for the entire student body. Additionally, we plan to self-fundraise through {insert ideas such as restaurant fundraisers, bake sales, etc.}.

8. What is your chapter's relationship with Turning Point USA's national organization?

Turning Point USA's national office provides a wide range of resources to chapters such as free activism supplies, on-campus staff support, activism grants, custom graphics, and general guidance through tools like the Chapter Handbook. Our formal relationship with TPUSA HQ is described in the Chapter Charter Agreement {insert link to form on website}. TPUSA does not require our chapter to participate in specific events or use specific materials. Our chapter has total autonomy in that regard.

What To Do if Your Chapter Gets Denied

DON'T GIVE UP! Sometimes TPUSA chapters will get denied by the school when they apply to be a registered student organization.

If you find out that your group was denied because you missed a deadline and/or a key piece of information in your application, make the necessary edits and re-submit your application as quickly as possible.

If the reason was something less specific, ask if you can receive a reason for the denial in writing. Many schools require that this be provided if you request it.

Next, contact your TPUSA Regional Director and/or Field Director or TPUSA HQ. Be sure to include the reason for your denial (if it was provided) and any correspondence from the school.

Never worry or feel bad if your chapter is denied; TPUSA will provide assistance and work with you until your group gets approved!

INTERNAL & EXTERNAL COMMUNICATION

Internal Communication

Communicating effectively with your members is a critical part of your chapter's success. One of the most common reasons a student leaves a chapter is because there isn't enough communication. As you prepare to lead your chapter, be sure to form a comprehensive internal communication plan to ensure that everyone feels "in the loop" at all times.

Develop and Maintain a Membership Database

From the moment you start your chapter it is important to have an organized and accessible membership database. We recommend organizing a membership database on Google Drive in a Google Spreadsheet so that your file is backed up and multiple people can access the database as it is updated.

At minimum, your membership database should contain the following pieces of information for each member:

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

We also recommend tracking of each member's grade level and/or graduation year. If you're tracking this information on a spreadsheet, be sure to separate each item into a separate column for easy sorting.

Designate an officer to update and maintain the membership database. This person should be responsible for adding new members and updating contact information as needed.

Develop a Membership Communication Plan

Meet with your officer team to develop a membership communication plan. Decide how often you will contact your members (weekly newsletters, biweekly newsletters, etc.) and how you will make announcements (emails, Facebook posts, text alerts, etc.).

Make your membership communication plan known to members at the beginning of the semester so they know when and where to expect updates.

Designate an Officer to Manage Internal Communication

Keeping people “in the loop” is an important task. Designate an officer to manage internal communication (this may or may not be the person who manages your membership database).

This person should be responsible for announcing meetings and events, sending weekly newsletters, and providing updates on chapter operations (everything from when your chapter is tabling to when and how elections will be held). Your members shouldn’t have to attend a meeting to know when the chapter will be tabling or when the next big event is happening.

Develop an Officer Communication Plan

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

We recommend setting a schedule for in-person meetings (for example, every other Monday at 5:00pm).

Since most people are busy, try to keep meetings to a minimum and use digital communication for quick announcements. When you do host officer meetings, be respectful of people’s time and come prepared with an agenda.

Some officer teams communicate via email, while others prefer email for announcements and a Facebook Group or GroupMe for brainstorming and discussions. Pick something that works well for your team.

Email Tips & Strategies

Email is one of the most common ways you will communicate with your members. Use the following tips and strategies to maximize your effectiveness at communicating via email:

- BCC recipients to protect privacy and prevent spamming.
- Use Gmass or Mail Merge to personalize your emails.
- Be as brief as possible (without leaving out key details).
- Use lists and bullet points to highlight key information.
- Use MailChimp (or other mass email services) for emails to longer lists.

External Communication

Having a plan for external communication is an important part of managing your chapter's brand and reputation on campus.

Chapter Facebook Pages

TPUSA chapters are encouraged to create a Facebook page to communicate with members and the general public. Be sure to create a public Facebook page rather than a private Facebook Group (groups are best for member-only communication).

TPUSA requires that Facebook page titles follow this standard format: "Turning Point USA at (insert university name here)." An example of a proper page title would be: Turning Point USA at the University of Alabama.

TPUSA lists each chapter's Facebook page link (and the chapter email address if one exists) on the TPUSA Chapter Directory. Facebook messages are an easy way for prospective members to get in touch.

Once you create a Facebook page, be sure to designate an officer to update the Facebook page on a regular basis. An inactive page can make your entire chapter look inactive, so be sure to post at a few times per week and respond quickly to private messages.

Chapter Twitter Accounts

TPUSA chapters are encouraged to start Twitter accounts.

TPUSA requires that chapter Twitter handles follow this standard format: "TPUSAatSchool." An example of a proper handle would be: @TPUSAatUSC or @TPUSAatClemson.

Once you create a Twitter account, be sure to designate an officer to post new tweets on a regular basis. An inactive account can make your entire chapter look inactive, so be sure to post at a few times per week and respond quickly to direct messages.

Chapter Email Accounts

If more than one person will be emailing your members, we recommend creating a chapter email account. You can create a free email account at www.gmail.com. TPUSA recommends using Gmail because of the additional resources available such as Google Calendar, Google Drive, etc.

Your chapter's email address should be easy to remember. For example, TPUSAatUSC@gmail.com.

TPUSA lists each chapter's email address (and the Facebook page link if one exists) on the TPUSA Chapter Directory. Listing a chapter email is a great way for prospective members to get in touch.

Once you set-up your chapter email account, be sure to designate an officer to check the account and respond to emails on a regular basis.

Chapter Websites

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

Some schools offer a website platform to registered student organizations. If your school offers this service we recommend that you create a basic website for your chapter on that platform. If you want a website and your school does not provide a service, you can design one for free at Wix.com or Weebly.com. Both of these website services are free and easy to use.

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

Media Communication

TPUSA chapters are permitted to give comments to school press or local press on behalf of their individual chapter, provided that comments do not violate TPUSA's 501(c)(3) restrictions. TPUSA chapters are not authorized to give a comment on behalf of Turning Point USA's national organization. TPUSA prefers that chapters bring requests from national media outlets to the attention of someone at TPUSA HQ.

How to Write a Press Release

A press release is an official statement issued to media outlets to provide information on a particular event or topic. When writing a press release, always remember that you are writing a pitch. The quality of your press release will determine whether or not your event is covered. Media outlets receive countless press releases everyday, and pick only the best to publicize.

Tips for Writing a Press Release

- Keep it short. A press release should never be longer than one page.
- Write a short, descriptive, and engaging headline. Your press release is a pitch, and your headline must grab your reader's attention.
- Get to the point in the first paragraph. Assume that your reader will scan and only read the first sentence or two. Get your message across quickly, and use the following paragraphs for supporting information.
- Use exact dates. For example, state that your event is on "Friday, May 5th, 2017" rather than "next Friday."
- Make it flawless. Proofread multiple times to avoid spelling and grammar errors.
- Include contact information. Be sure to list a name, number, and email for someone who can quickly field and respond to requests from the press. Be sure that your contact person is accessible and prepared to take calls and emails.

Sample Press Release

{Chapter Logo as Header}

FOR IMMEDIATE RELEASE

Date

Contact: FirstName Last Name, Title, Email, Phone

Descriptive and Engaging Headline

CITY, STATE -- Insert a brief description of your event. Be sure to include the who, what, where, when, and why. Be brief and descriptive.

Provide additional important details in the second paragraph. Do not put any opinion statements here.

"If you have a quote from an authority figure like a professor or a famous person who is coming to your event, put it here. Quotes should be the only location where opinion is expressed." said Famous Person.

"Here's a quote from a leader or member of your chapter," said Chapter Member. "But don't make it the same person as the Contact at the top of the page."

Provide any additional, less important information about the event here. End with the below footer.

Turning Point USA is the nation's largest and fastest growing conservative youth organization. Learn more at www.tpusa.com.

###

TPUSA CHAPTER RESOURCES

TPUSA's Field Team

Connecting with a TPUSA Field Director is the single best way to ensure that your chapter succeeds. Our professional, trained, and experienced Field Directors are ready and willing to help your chapter with everything from getting your group approved to recruiting new members to organizing the best event on your campus this year. Most of our Field Directors are former TPUSA chapter leaders or members who now work full-time to grow our movement on college campuses.

To find your local TPUSA Field Director, visit www.tpusa.com/FindYourFieldDirector.

Chapter Logos



at
**DEPAUL
UNIVERSITY**

Turning Point USA will provide school-specific logos for each chapter. In order to ensure that all TPUSA chapters have consistent and uniform graphics, it is important that chapters only use the logo provided by TPUSA and do not attempt to create their own.

To request a logo, please visit www.tpusa.com/ChapterLogo. Logos will be provided in .png, .jpg, .eps, .gif and .pdf forms.

Chapter Banners

Turning Point USA will provide chapters with school-specific 2x4 vinyl banners that can be used for tabling and decoration at events.

To order a custom banner, please visit www.tpusa.com/ChapterBanner. Please note that TPUSA can only provide one (1) banner per group per school year.

Activism Supplies



Turning Point USA's national office provides a wide range of activism supplies for TPUSA chapters including sign-up cards, buttons, stickers, brochures, booklets, informational flyers, t-shirts, bumper stickers, and much more!

If you're looking for an assortment of supplies to use while tabling, order a TPUSA Chapter Activism Kit at www.tpusa.com/ActivismKits. Note that the "TPUSA Chapter Activism Kit" is offered exclusively to TPUSA chapters and contains more supplies than a standard activism kit.

If you're looking for extras of your favorite item or something specific, contact your Regional Director who may be able to provide those resources to you. You can also email your special requests to hq@tpusa.com.

Be sure to check out the “Partner Resources” section of this Chapter Handbook to learn about the supplies offered by TPUSA’s partner organizations.

Promotional Graphics & Flyers

If your chapter is hosting an event with an expected attendance of 50+, TPUSA will provide a custom promotional graphics package that contains:

- Promotional Poster (11x17)
- Promotional Flyer
- Promotional Facebook Cover Photo
- Promotional Facebook Post Graphic
- Promotional Twitter Post Graphic

To request a graphics package, please visit www.tpusa.com/EventGraphics. Our design team will work with you to design graphics that meet your needs.

If your school does not offer discounted or free on-site printing, TPUSA will provide 50 posters and 100 flyers to your chapter at no cost.

Please allow at least two (2) weeks for design, and an additional week for printed posters and flyers to be delivered.

Promotional Videos

If your chapter is hosting an event with an expected attendance of 100+, TPUSA will provide a custom 30-60 second promotional video that can be used to promote your event on Facebook and Twitter. To request a video, please visit www.tpusa.com/RequestAVideo. Our Video Director will work with you to design a video that meets your needs.

Please allow at least three (3) weeks for design and delivery.

Chapter Apparel

If you are planning to offer chapter t-shirts or other apparel items, your chapter should request a custom design at www.tpusa.com/ChapterApparel. TPUSA only allows chapters to offer apparel that is designed by TPUSA’s design team (to preserve brand consistency).

TPUSA’s design team will work with you to design a t-shirt you love. Please allow up to three (3) weeks for design.

TPUSA will order your apparel from TPUSA's primary supplier (pre-payment required), or provide your design in vector format so you may have it printed at the vendor of your choice. TPUSA's supplier requires a minimum order of 15 t-shirts. Shirts from TPUSA's primary supplier are approximately \$4-7/shirt. The final price depends on quantity, t-shirt style, design, and number of colors.

Social Media Graphics

Turning Point USA offers a wide range of pre-made social media graphics include cover photos, profile images, and post graphics. These graphics can be used on chapter's social media accounts. To download these graphics please visit www.tpusa.com/ChapterGraphics.

Activism Grants & Funding from Regional Director

Turning Point USA offers activism grants to high school and college chapters, and other like-minded student groups. Activism grants from TPUSA range from \$100 - \$5,000.

TPUSA activism grants can be used for activism supplies, bringing a speaker to campus, hosting an event, and more. To learn more about our process or to request an activism grant please visit www.tpusa.com/ActivismGrants.

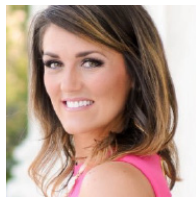
Refer to the "Fundraising For Your Chapter" section for tips on getting your activism grant approved.

For smaller funding requests (for example, \$50 to have pizza at your meeting, or \$75 for a free speech ball), chapter leaders are encouraged to contact their Regional Director who has a budget for day-to-day chapter expenses. Funding from Regional Directors is available on a first-come, first-serve basis.

Campus Speakers



Tomi Lahren



Kimberly Corban



Jason Riley

TPUSA offers a wide range of speakers that chapters can invite to campus. A complete list of speakers can be found online at www.tpusa.com/SpeakersBureau. Chapters are permitted to invite speakers who are not on the list, provided that they are approved by TPUSA HQ.



Larry Reid



Antonia Okafor



Charlie Kirk

The form to request a speaker on campus can be found at www.tpusa.com/RequestASpeaker.

The best types of speakers to bring are people who can speak to the importance of free markets and capitalism, and/or educational speakers who have insight to give on

a relevant topic or current event. Speakers who represent campaigns and/or people who are currently running for a political office will never be approved due to TPUSA's 501(c)(3) status.

Online Resources

Turning Point USA offers many additional resources online including a PDF of this Handbook, activism ideas and instructions, free downloads, checklists and more. To access these resources please visit www.tpusa.com/ChapterResources.

MAINTAINING YOUR CHAPTER

Creating a Chapter Plan & Setting Goals

Before the start of every semester, your officer team should meet to set plans, priorities, and goals. We recommend hosting at least one major event each semester, planning at least one trip to a TPUSA conference, and organizing several activism and/or tabling events.

Be sure to select realistic, attainable goals. If you try to take on too much, your team will be stretched too thin. If you don't solidify plans early enough, nothing will get done. Take the time to develop a definitive plan and delegate tasks immediately.

Having a plan and realistic goals should motivate your members. Be sure to share your vision with them and allow them to play a role. Whether your goal is to grow your chapter by 500 members or bring a big name speaker to campus, find a way for your members to get involved. Planning a trip to a TPUSA conference is a great way for everyone to get involved with the national organization -- there is no limit to how many members can attend, and TPUSA HQ will work with you to make the trip affordable for your group.

Consistent Recruitment

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

One of the primary ways to ensure that your group is always growing is to consistently recruit new members while tabling and hosting activism events. Whenever you organize a chapter activity such as a meeting or event, be sure to have a clipboard with a sign-up sheet ready to go (you can download free sign-up sheets from the TPUSA website). Never miss out on an opportunity to recruit new members.

Tabling Tips & Strategies

TPUSA encourages every chapter to table on a regular basis. Tabling allows you to educate your peers about important issues, initiate powerful public policy discussions, recruit new members for your club, and have a great time with your members.

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

Organize a team of activists to help you.

Tabling is a lot to take on by yourself. Before you organize your tabling event, find a core group of activists to help you. Effective tabling usually requires at least 2-3 people. If you plan to table for several hours, you may want to schedule shifts so that the table is staffed throughout the day and your team doesn't get tired.

Maintaining Your Chapter

TPUSA Field Directors and Regional Directors are happy to help you table on campus (they'll even man the table for a few hours if your members need to head to class). Feel free to invite your Field Director or Regional Director to table with you.

Pick a good location.

It's important to select a high-traffic area on campus to set-up your table. Some common areas include the quad, the student union, or outside a popular academic building. It is best to table when students are in class. We recommend tabling between the hours of 9am and 3pm.

Some colleges and universities restrict where you can table to a "Free Speech Zone." TPUSA believes that "Free Speech Zones" are unconstitutional as the First Amendment should apply to every square inch of America.

Many TPUSA chapters choose to challenge or speak out against Free Speech Zones (petitioning to eliminate the zone, organizing a pro-free speech campaign, etc.).

If you would like help challenging a free speech zone, be sure to contact your local Field Director or TPUSA's national office.

Be prepared with the proper supplies.

Effective tabling requires the right supplies. TPUSA offers a wide variety of free tabling supplies such as sign-up cards, posters, buttons, rally signs, stickers, giveaways, and informational flyers and booklets. You can order these supplies by ordering a TPUSA Chapter Activism Kit at www.tpusa.com/ActivismKits. Please allow one week for delivery.

If you're tabling at a big event like your school's annual organization fair, be sure to have hundreds of giveaways, posters, buttons, and stickers. You will go through materials faster than you can imagine! If you need additional supplies, feel free to contact your Regional Director or TPUSA's national office at hq@tpusa.com.

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

Prior to tabling on campus it is important to ensure that your activists are well-versed in the issues that you will be discussing. Nothing is more unprofessional (or damaging to our movement) than having unprepared activists making illogical arguments.

Do your research ahead of time so that your team is well-versed and prepared to discuss and debate the issues. Develop a few talking points for everyone to use so that your message is uniform. Be sure to communicate these talking points to everyone who will be tabling. If you're short on time, ask your members to watch a quick video on the topic (videos by TPUSA, Learn Liberty, and PragerU are great for this).

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

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

Stand in front of your table.

Stand in front of your table as you engage students. It is easier to engage people in conversations if you're able to approach them (respectfully, of course).

Think of engaging questions that you can ask students as they pass your table. Some questions we suggest include:

- "Do you think big government sucks?"
- "Do you love capitalism?"
- "Have you heard about our new student organization?"
- "Would you like a free bumper sticker?"
- "Would you like to hear XYZ speak on campus next week?"

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

Put your phone away.

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

Follow-up immediately with your new members.

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

Planning & Executing Successful Chapter Meetings

Throughout the semester you may need to host general membership meetings to conduct chapter business and prepare for upcoming events.

It is important to make your meetings interesting and worthwhile. If students feel that meetings are boring they will stop showing up.

Select a Good Venue

Select a date and time that works well for your officer team. Check your university's calendar to make sure your meeting doesn't conflict with a major campus-wide event.

When selecting a venue, consider your expected attendance and the audio-visual equipment you will need (projectors, screens, etc.). Be sure to pick a room that you know you can fill with people. Standing room only is better than empty chairs. Smaller rooms also offer more opportunity for members to socialize and get to know each other before and after the meeting.

Maintaining Your Chapter

If possible, select a meeting location in a well-known, central location on campus. If your meeting room is hard to find, plan to hang up signage so people can easily find the room.

Promote Your Meeting

Start promoting your meeting as soon as you confirm your venue. Some ways to promote your meeting include:

- Sending an email (every week and on the day of your meeting) to everyone in your membership database
- Sending follow-up text messages to everyone in your membership database (personal follow-up is highly effective)
- Handing out flyers and/or hanging posters to promote your meeting
- Chalking about your meeting on a high-traffic sidewalk

Meetings are a great way to get new members involved. Always encourage your members and officers to bring a friend.

Gather The Right Materials

Start promoting your meeting as soon as you confirm your venue. Some ways to promote your meeting include:

- Signage for outside the meeting room
- Sign-up sheets to collect names, emails, and phone #'s from all attendees
- A/V equipment (if needed) to show slides and/or videos during the meeting
- “What is TPUSA?” Slides (if it’s your first meeting and/or a new member meeting, download a template from the TPUSA website and customize the presentation to fit your chapter’s needs)
- TPUSA giveaways (buttons, stickers, rally signs, etc.)
- Snacks and drinks

Prepare an Agenda

It’s important to prepare your meeting agenda ahead of time. Meet with your officer team to develop a list of everything that needs to be covered. Check out our Sample Chapter Meeting Agenda for ideas on what to include.

We recommend making sure that every officer gets a chance to talk (no one wants to hear one person talk for 45 minutes). As you plan your agenda, be sure to designate who will lead each activity and presentation.

The ideal chapter meeting is 30-45 minutes in length. Be sure to set time limits on each activity so that your meeting stays on time.

Follow-Up After the Meeting

After your meeting, be sure to add all new members to your membership database. If new people attended, designate an officer to send a personal follow-up/welcome message to the new members. A sample message is below:

Hey {Name}!

Thank you for coming by our TPUSA meeting last night! It was great to meet you!

I'll be tabling with TPUSA on Monday from 1:00pm-3:00pm. If you're available, I'd love for you to stop by so I can tell you more about some events we have coming up!

We're having our next meeting on Thursday, May 4th at 7:00pm in McCormick 301. Will you be able to make it?

Thanks again for coming! I hope to see you soon!

Sample Chapter Meeting Agenda

- I. Sign-In Reminder
 - A. Ask members to sign-in as they arrive. Remind members who didn't sign-in to do so before the meeting starts.
- II. Officer Introductions
 - A. Introduce the officers.
- III. Chapter Update
 - A. Provide a brief update on the activities of the chapter; summarize the success of previous events and recognize the people who made those events possible.
 - B. Promote upcoming events and activities.
 - C. Invite members to sign-up for committees, tabling shifts, and upcoming events.
 - D. Invite members to suggest ideas for upcoming events or activism initiatives.
- IV. Speaker/Main Activity (ideas below)
 - A. Bring an educational speaker to your meeting to lead a public policy discussion.
 - B. Organize a debate, panel, or video screening/discussion.
 - C. Discuss talking points for an upcoming tabling event. Ask members to contribute ideas.
 - D. Divide members into groups to help make protest signs, hang up promotional posters, or chalk the sidewalks for an upcoming event.
- V. Closing/Swag Giveaway
 - A. Take a group picture to document your meeting.
 - B. Close the meeting and invite members to take TPUSA swag on their way out.

Dealing with Pushback on Campus

It's no secret that higher education is not always friendly to conservatives. If you ever feel that your group is being treated unfairly by the school, a faculty member, and/or the administration, please reach out to your Field Director or TPUSA HQ immediately. We will review the facts and advise you on next steps.

When organizing activism on campus, be sure to remember your first amendment rights. You and your members should be allowed to freely discuss ideas and principles anywhere on campus, especially on public university campuses. TPUSA is here to help and support chapters that face pushback on campus. If you have

any questions or would like information about how TPUSA can help, please reach out to your local Field Director and/or contact hq@tpusa.com.

Working with Like-Minded Groups

Turning Point USA recommends reaching out to like-minded groups on campus that may have a similar mission and/or message. While each student group on your campus has a different purpose, there may be opportunities to work together on events, recruitment, and activism initiatives.

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

CAMPUS EVENTS & ACTIVISM IDEAS

TPUSA's National Activism Campaigns

Each semester, Turning Point USA organizes a series of national activism campaigns. Examples of past campaigns include the “Socialism Sucks” campaign, the “National School Choice” campaign, and the “Big Government Sucks” campaign.

During each campaign, TPUSA chapters across the country join together to promote a specific issue, policy, or message on their campus. TPUSA's national office issues a press release, and features the events and activism initiatives being planned by local chapters. Chapter members who are participating in the national activism campaign will have the opportunity to give a quote and/or be part of media interviews.

There are numerous ways that a chapter can participate in one of TPUSA's national activism campaigns. You can hang up signs, bring a speaker to campus, promote the topic while tabling, host a film screening, or organize another event that relates in some way. There is no limit to what you can do!

Chapters are encouraged to be part of each campaign, but participation is never required. If our campaign is “Socialism Sucks” you're still free to talk about school choice, healthcare reform, or whatever issue you prefer. Our campaigns are a guide, not a requirement.

To view a list of upcoming activism campaigns, please visit www.tpusa.com/Activism. TPUSA provides videos, talking points, and event ideas for each campaign.

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

Activism Ideas

TPUSA chapters are required to host one activism event each semester. While a basic tabling event would fulfill this requirement, many chapters wish to do more than that.

Some of the most popular events and activism initiatives organized by TPUSA chapters are described below. If you need help executing any of these events, please feel free to contact your TPUSA Field Director or Regional Director.

Human Debt Clock

To prepare for this event you will need to organize a group of at least 14-15 club members. Organizing such a large group may be difficult, so it is important to select a date and time that works for everyone well in advance.

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

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

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

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

Cut the Debt Cake

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

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

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

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

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

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

Drowning in Debt

Hosting a “Drowning in Debt” event is a fun and engaging way to start conversations about the national debt. To host this event, start by selecting a date and time for your event. This event will need to be done outside, so try to pick a day with good weather.

Next, research and rent a dunk tank. Before you confirm the rental and delivery, you’ll need to make sure your school permits you to set-up a dunk tank on campus.

Prior to your event, create a list of 15+ national debt trivia questions to ask students.

As students approach your dunk tank and table, ask each person to answer 1-2 trivia questions from your list. If a student answers correctly, they have the opportunity to throw the tennis ball/soft ball at the dunk tank target.

Trivia examples:

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

Be sure to have 3-4 people working the event at all times. You will need someone to run the dunk tank, someone to sit in the dunk tank, someone to run the info table, and someone to conduct trivia. If you have enough members, consider creating shifts for each job at the event so that students get a chance to try different things.

Before and during your event, advertise the event on all social media platforms as well as on flyers and/or chalking around campus.

Affirmative Action Bake Sale

Hosting an affirmative action bake sale demonstrates the unfairness and inadvertent racism of affirmative action. It also offers a real life example of why big government sucks! This event requires 5-8 members to execute.

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

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

Next, decide how to set-up your table. You will need at least one poster board for affirmative action prices. Prices for cookies/brownies should be a variation of the following: \$2.00 for White Students, \$1.50 for Asian

Students, \$1.00 for Latino Students, \$.50 for Black Students, and Free for Native American Students. Consider adding a \$0.25 cents discount for all women.

If you want an “Affirmative Action Bake Sale” sign, you will need more poster board. Prior to your event, hang up signs/posters around campus to advertise for your bake sale. If you need a lot of signs, consider having members make them at a chapter meeting. You’ll also want to include TPUSA sign-up materials and giveaways on your table.

Some schools will publicize your event in campus wide event emails; see if that is an option as well. Advertise your event for approximately one (1) week.

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

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

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

Note: This event is known for getting a lot of attention on campus. More than other events, an affirmative action bake sale draws a lot of student outrage and local media attention. Be sure your officer team is ready for this if you decide to host an affirmative action bake sale.

Free Speech Ball

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

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

Once you have your supplies, organize a team of activists to help execute the event. You will need 1-2 people to manage the ball, 2-3 people to collect sign-ups, and 1 person to take pictures. Everyone should meet at least an hour prior to your scheduled start time so that you can blow up the beach ball and prepare your sign-up sheets. To execute the event, simply roll the giant beach ball around on campus and asking students to write anything and everything they want on the ball. Nothing should be crossed out (even if it’s offensive).

The purpose is to allow uncensored speech on your campus. The students rolling the ball should have markers/ sharpies on hand so that interested students can write something on the ball. Be friendly with everyone who

writes on it, and tell them about your student group as they write. If they are interested in getting involved be sure to collect their contact information.

Pong Off the Debt

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

First, you will need to buy the materials listed below:

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

If your budget allows you can order a pre-assembled set of supplies at bearpong.com.

Next, you will need to reserve an outdoor space in a high-traffic area on campus. If the weather is not ideal, it is in your club’s best interests to reschedule the event. You will need at least 3 chapter members present to help put on this event.

Before students begin to play, make sure they sign up to get involved with your TPUSA chapter. The goal of the game is to make a shot in each bucket, until there are no buckets remaining. Throughout the event, be sure to talk with participants on how the programs and/or departments on the buckets are wasteful.

Film Screening

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

Select a film that relates to current events, capitalism, elections, history, or free market values. Some ideas for movies include *America: Imagine the World Without Her*, *Climate Hustle*, *Can We Take a Joke*, *American Sniper*, and *FrackNation*.

Check your school’s policies on hosting movie screenings, then obtain a copy of the movie (buy the DVD, verify it is on Netflix, etc.).

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

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

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

Watch Party

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

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

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

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

Campus Blitz/Chalk Your Campus

One of the most effective ways to get your message across is to blitz or chalk your campus. All you need to do is select your message (for example, Big Government Sucks, Socialism Sucks, or maybe a combination of a few messages). If you use the same poster (or a small assortment of posters) your message will be more obvious.

Once you've determined your message for the blitz campaign, stock-up on TPUSA rally signs. You'll need at least 100+ signs to get started.

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

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

If you can't hang up posters, consider chalking your message on the sidewalks instead.

Petitions

Circulating a petition to gain support for your cause can be a highly effective activism strategy.

Prior to your petition event you will need to select an issue for your petitions. You can petition for a national issue or a local issue facing your campus or community. Once you select an issue, create your petitions and include a title at the top of each petition page (example: Students for Concealed Carry or Students Against Free Speech Zones or Students for Allowing XYZ to Speak on Campus). TPUSA offers sample petitions and templates on the TPUSA website. If you are making your own, be sure to include a place for students to write their name, email address, and phone number.

Once you have your petitions ready, place them on clipboards and gather pens. On the day of your petition event, walk around campus with your clipboard and ask students to sign the petition for your cause. Be friendly with everyone, and if someone doesn't support your issue, use it as an opportunity to educate them about your perspective and viewpoints.

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

If your petition relates to an issue that impacts your campus and you collect enough signatures, you may consider submitting a copy of your petition to the Student Government Association and/or the school administration.

Professor Debates/Student Debates

Hosting a debate (between professors, experts, students, etc.) is a great way to spark a thought-provoking conversation on your campus.

First, determine your debate topic. Examples include: Socialism vs. Capitalism, School Choice, or The Future of Healthcare in America.

Next, select your debate guests (or teams). Be sure to pick people that are equally qualified to represent each side (you don't a professor debating a student). You will also need to find a moderator. We recommend a student from each side, or a professor.

Prior to the debate, you will need to determine the debates rules, guidelines and structure. Be sure to communicate these details to your debate participants and verify that everyone agrees to the terms. If possible, allow representatives from the opposing side to be part of the planning process.

Promote your debate (refer to the "How to Host a Successful Event" checklist provided in this Chapter Handbook). If you have professors involved, they may be willing to offer extra credit. Consider reaching out to your Student Government Association to see if they would promote the event as well (SGA's are much more willing to promote and/or sponsor fair and balanced events like debates).

On the day of your debate, arrive early to set-up the room. Be sure to have a table, chair, and microphone for each debate participant, as well as a table and chair for your moderator.

Host a Speaker on Campus

TPUSA offers a wide range of speakers that chapters can invite to campus. A complete list of speakers can be found online at www.tpusa.com/SpeakersBureau. Chapters are permitted to invite speakers who are not on the list, provided that they are approved by TPUSA HQ.

Prior to inviting a speaker, be sure to have your chapter finances in order. Consider the cost of the speaker's honorarium and travel expenses, as well as miscellaneous event expenses such as food, A/V equipment rentals, and advertising costs. See the "Fundraising For Your Chapter" section of this Chapter Handbook for advice and guidance on acquiring funds.

A complete overview of how to prepare for a campus-wide event can be found in the "How to Host a Successful Event" section of this Chapter Handbook. Abbreviated instructions are provided below.

Once you've decided to host a speaker on campus, select a date and venue. Check your school calendar to make sure there are no major conflicts, and be sure to pick a room that you know you can fill (bigger isn't always better). Standing room only is better than empty seats. You'll need to reserve the room a few hours before to your scheduled start time so you have time to set-up. Assume that set-up will take at least one hour.

Prior to your event, you will need to coordinate logistics with the speaker (travel plans, A/V requirements, specific requests, etc.). You'll also need to plan an agenda for your event and designate someone to introduce the speaker.

The most important aspect of preparing for your event is advertising. Be sure to follow the steps in the "How to Host a Successful Event" checklist. Consider inviting TPUSA leaders from nearby schools. Encourage each officer to bring a minimum of five friends.

On the day of your event, arrive early to set-up the room. Be sure that the TPUSA logo and/or general TPUSA branding is incorporated into the backdrop. Test any A/V equipment that you're using (microphones, sound systems, etc.). Be sure to collect contact information from every attendee. Events are a great way to get connected with prospective members!

Whenever a chapter hosts a speaker on campus, TPUSA will assign a Field Director or Regional Director to oversee the event and support your chapter. The TPUSA staffer will ensure that you're taking full advantage of all the resources offered by TPUSA and that you're on track for a successful event.

How to Host a Successful Event

Planning an event can be a daunting task, but TPUSA is here to help! The checklist below is designed to help you organize and execute a successful campus-wide event. The event planning process takes several weeks, so be sure to start early.

Step 1: SET GOALS

6-8+ Weeks Before Your Event

Meet with your officer team to determine the following:

- What is the purpose of your event?
- What impact will your event have?
- What do you want to get out of your event?
- What does success look like to you?
- What is your expected event attendance?

Be sure to set realistic goals. If you've never hosted an event before, expecting 300+ people to come for a speaker most people don't know isn't realistic. Set goals that you know you can achieve, and involve your Regional Director and Field Director early in the process.

Step 2: PLAN

4-6+ Weeks Before Your Event

Meet with your officer team to determine the following:

- » Discuss the event with your TPUSA Field Director or Regional Director.
 - Tell them your goals.
 - Let them know where you need the most help.
 - In most cases, your Field Director or Regional Director will connect you with a Field Program Administrator from TPUSA HQ. This person will be your go-to for questions, resources, and advice.
- » Build a team of activists to help plan and execute the event. It is important to have at least 3-4 people who can dedicate time and help you complete this checklist.
 - Your team doesn't need to be exclusively chapter officers; allow chapter members to take on a leadership role.
 - Assign specific tasks (from this checklist) to each team member. Write down each person's assignments so you have a record.
 - Assign someone to manage the event and ensure all delegated tasks are getting done. This person should "trust, but verify."
- » Develop an event budget. Be sure to account for:
 - Venue Rental Fees
 - A/V Equipment Rental Fees
 - Food/Beverages
 - Advertising (printing, online ads, etc.)
 - Honorariums/Travel Expenses (if you're having a speaker)
 - Materials and Supplies
 - Invite the speaker AFTER you confirm that your finances are in order.
- » Develop a plan to raise sufficient funds. Refrain from committing to expenses you may not be able to afford.
 - Request funding from student government.
 - Request activism grants if you plan to apply for them.
- » Select a date and time for your event.
 - Verify that the event date does not conflict with major campus events (check your school's calendar).
 - Pick a date that isn't too close to fall/spring break, midterms, or finals.
 - Coordinate with key players (speakers, partner organizations, officers, etc.). Make sure the date works for people who need to be there.

- » Invite the speaker and confirm his/her attendance (in many cases, TPUSA will handle all of this for you).
 - Confirm the details of the speaker’s participation.
 - Will he/she talk then answer questions?
 - Do you want to offer a meet and greet?
 - Do you want to have a photo line-up?
 - Ask the speaker if he/she requires A/V equipment and/or plans to show slides.
 - If the speaker has slides, ask for the files ahead of time so you can test them on the day of your event.
 - Ask the speaker for day-of contact information.
 - Coordinate travel reservations if applicable.
- » Reserve a venue for your event.
 - Pick a space that accommodates less people than you expect. Standing room only is better than empty seats.
 - Pick a central, well-known location on campus.
 - Be sure that you request the space at least 90 minutes prior to your event start time so you have time to set-up.
 - If you plan to offer food, be sure that the venue allows food in the event space.
 - Submit A/V requests to your venue if applicable (microphones, projectors, etc.).
 - Send the room set-up requests to the venue coordinator at your school. Specify if/when you need the following:
 - Chairs
 - Easels
 - Tables
 - Podiums
 - Plan a way to incorporate TPUSA branding into the backdrop/stage (project the logo on a projector screen, use banners, etc.).
- » Place an order for food/beverages if you plan to offer them.
 - If ordering outside food, be sure food is allowed. Some schools require student groups to order from in-house catering.
 - Assign someone to pick-up the food if it isn’t being delivered to the venue.
 - Assign someone to buy/bring “extras” like plates, napkins, cups, and cutlery.
 - Verify that you’ll have tables for the food. If your event is taking place in a theatre or auditorium, you may need to make a special request for tables.
- » Develop an agenda for your event.
 - Determine when doors will open and who will introduce your speaker.
 - Plan a time for a group picture.
 - Plan a time for a reception/photo line-up (if applicable).
 - Determine if/when you’ll make chapter announcements.
 - Determine how you’ll run Q&A (if applicable).
 - Share your agenda with your team.
- » Consider adding security for your event (or asking your speaker(s) and your school if they require it). Security can be a large hidden cost and sometimes the school will not tell you that they require it until a few days before.

- » Gather materials that you'll need for the event.
 - TPUSA Giveaways (rally signs for each chair)
 - TPUSA Sign-Up Materials (every attendee should sign-in)
 - TPUSA Branding Materials (posters for the main stage, etc.)
 - Ask your Field Director, Regional Director, or TPUSA HQ for additional branding items (photo back-drop walls, pull-up banners, etc.).
 - Food/Beverages (and serving supplies and cutlery)
 - Signage (for doors, entryways, etc.)
- » Assign roles to your team for the day of your event. Consider assigning members to:
 - Greet/pick-up the speaker
 - Even if the speaker is reporting directly to the event venue, designate an officer to greet him/her and escort the speaker backstage.
 - Set-up for the event
 - Place TPUSA giveaways on every chair
 - Set-up the check-in/sign-up table
 - Set-up a TPUSA informational table
 - Manage check-in/sign-ups at the door
 - Staff the TPUSA Information table
 - Emcee the event and/or introduce the speaker
 - Run audience Q&A
 - Set-up and serve food
 - Take pictures and document the event
 - Broadcast the event on Facebook live
 - Clean-up after the event

Step 3: ADVERTISE

3-4+ Weeks Before Your Event

- » Request a graphics package and/or a promotional video from TPUSA HQ.
 - Graphics are provided for events with 50+ expected attendees.
 - Videos are provided for events with 100+ expected attendees.
- » Create a Facebook event (or an Eventbrite page if you're offering tickets).
 - Include the event date, time, location, and other pertinent details. Use Canva to create graphics (or request graphics from TPUSA).
 - Invite all of your friends to attend the event.
 - Ask your officers and members to invite all of their friends to attend the event.
 - Email your members with a link to the Facebook event. Ask them to RSVP.
 - Share the event on your Chapter's Facebook page.
 - Ask like-minded organizations to share the Facebook event.
- » Email your membership with weekly reminders.
 - Email your membership once per week to remind them of your event. Include a graphic with the date, time, and location so the details are easy to find. Email your membership with weekly reminders

- » Ask each officer to commit to bringing 5 friends.
 - Ask each officer to submit names, emails, and phone #'s for their confirmed RSVP's. This will give you "guaranteed" attendance.
- » Reach out to like-minded groups.
 - Invite them to attend your event and/or co-sponsor (co-sponsoring leads to higher turnout).
 - Ask them directly to email their membership and/or mention it at a meeting.
- » Ask professors to help you advertise the event.
 - Email the Political Science, Economics, Business, and other like-minded departments with a flyer for your event. Ask them to circulate it to students and post it in their offices/classrooms.
 - Ask professors that may have an interest in your event (Political Science, etc.) if they would be willing to offer extra credit and/or encourage their students to attend. Attach a flyer with all relevant event details.
- » Cover your campus in posters (remember that TPUSA will design and provide posters for events with expected attendance of 50+). Hang posters around campus on bulletin boards, walls, windows, and inside classrooms. Replace posters if they get taken down.
- » Create a promotional video for Facebook and run ads with the video (remember that TPUSA will design and provide a promo video for events with 100+ expected people).
- » Chalk your campus with event details. Cover all high-traffic sidewalks and walkways.
- » Hand out flyers/table.
 - Distribute flyers with event details to students as they walk by. This becomes more effective as the event gets closer.
- » Get the event posted on your SGA calendar and/or TV screens on campus.
 - Ask SGA for access to any and all promotion avenues they may offer.
- » Reach out to Greek Life on campus. Offer to give out service hours to students who help with your event.
- » Invite activists from local TPUSA chapters. If your school allows outside guests, encourage TPUSA members from other chapters to attend.
 - Contact TPUSA HQ if you need help finding contact information.

Step 4: EXECUTE

Days Leading Up + Day Of Your Event

- » Send a day-of reminder to your email list and like-minded groups.
- » Personally text or Facebook message each RSVP to confirm that they're attending.
- » Arrive early to set-up your event space.
- » Test all A/V (microphones, video sound, projector quality, etc.).
- » Take pictures of your event. Post the best pictures on social media.
- » Collect contact information from everyone who attends your event.
- » Import sign-ups from your event to your chapter membership database. Email all attendees to thank them for attending.

TPUSA's Campus Speaker Policy

Turning Point USA requires that chapters request approval from TPUSA's national office prior to hosting a speaker on campus. TPUSA HQ must approve the event before the chapter books the speaker.

The application for hosting a speaker on campus can be found at www.tpusa.com/RequestASpeaker. Turning Point USA has a Speakers Bureau with 50+ possible speakers for your group to invite to campus. You can view this Speakers Bureau online at www.tpusa.com/SpeakersBureau.

Chapters are always permitted to host speakers who are not part of the Speakers Bureau, provided that the speaking event has been approved by TPUSA HQ. The best types of speakers to bring are people who can speak to the importance of free markets and capitalism, and/or educational speakers who have insight to give on a relevant topic or current event. Speakers who represent campaigns and/or people who are currently running for a political office will never be approved.

FUNDRAISING FOR YOUR CHAPTER

Running an impactful TPUSA chapter takes money, and fundraising can be a daunting task. With proper planning and a thorough understanding of all the resources available to you, your chapter can secure funding for big events and impactful activism.

Creating a Chapter Bank Account

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

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

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

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

School/SGA Funding

Have you ever noticed that fee tacked on to your tuition bill called the "Student Activities" fee? At most schools, students are required to pay a fee (typically ranging from \$40 - \$500) for "Student Activities." These fees typically go to the Student Government Association (SGA) on campus who then manage and allocate the funds to various student groups.

SGA's often manage a funding application process in which student groups can apply for funding for events, initiatives, and special projects. TPUSA chapters should ALWAYS start the fundraising process by requesting money from the school/SGA. Just think -- if you don't use that funding, someone else will. Don't pass up on this awesome opportunity.

Some TPUSA chapters have received \$30,000+ from their school for just one event. Take advantage of this incredible resource and request funding from your school.

Tips for Securing SGA Funding:

- Make your request early! Most schools require you to submit funding requests at least one (1) semester in advance.
- Follow all of the necessary application steps. Some chapters miss out on massive funding opportunities because they don't follow instructions or complete all of the (often tedious) steps. Take the time to learn about your school's funding application process and make sure everything gets done on time.
- Build positive relationships with the key decision makers. Find out who determines funding allocations, and make an effort to build a genuine, positive relationship with them. Don't be disingenuous (or a suck-up) -- just get to know them and be friendly!
- Make the case for ROI (return on investment). Be prepared to explain how your event or initiative will positively impact your campus and student body.

Some schools offer general funding to every official student group on campus. This is not always well-advertised (you either claim it or lose it). Check with your Student Life or Student Activities department to find out if this benefit is offered at your school.

School Resources

Be sure to take advantage of perks and benefits offered by your school that can help you save money. Some schools offer free printing, free poster board and craft supplies, and other money-saving benefits to official student groups. Contact your Student Life/Activities Department to find out what perks and benefits your school offers.

TPUSA Activism Grants

Turning Point USA offers activism grants to high school and college chapters, and other like-minded student groups. Activism grants from TPUSA range from \$100 - \$5,000.

TPUSA activism grants can be used for activism supplies, bringing a speaker to campus, hosting an event, and more. To learn more about our process or to request an activism grant please visit www.tpusa.com/ActivismGrants.

Funding requests under \$100 (for example, pizza for a chapter meeting or a free speech ball) should be directed to your Regional Director, who has a budget for smaller-dollar activism grants.

Tips for Receiving a TPUSA Activism Grant:

- Submit your request early! TPUSA is more likely to support an event that is well-planned and organized in advance.
- Thoroughly explain your promotion plan. Show TPUSA how you're planning to maximize attendance and expose our ideas to as many people as possible.

- Secure additional funding from alternative sources. Let us know if you already have funding from SGA, your school, or a partner organization.
- Be thorough. Provide a detailed summary of your event plan. Show TPUSA that you're organized and prepared for the event you're trying to host.

Partner Organization Activism Grants

Turning Point USA works with a number of partner organizations that offer activism grants to TPUSA chapters.

Leadership Institute

The Leadership Institute (LI)'s activism grant application can be accessed at <https://www.leadershipinstitute.org/campus/?Resources=5>.

The Atlas Network

The Atlas Network offers grants to support student projects that make a big difference in educating, organizing, and cultivating the next generation of think tank leaders. Visit www.atlasnetwork.org to learn more about Atlas Network funding opportunities.

PARTNER ORGANIZATION RESOURCES

Partner Organization Resources

Turning Point USA is proud to partner with a wide range of organizations. For an updated list of partners and resources being offered to TPUSA chapters, please visit tpusa.com/PartnerResources. New organizations are added on a regular basis.



PragerU

PragerU offers 100+ short, factual, and entertaining educational videos that your chapter can use at meetings and trainings and/or share on social media. Visit www.prageru.com to learn more and access their free video resources.



Leadership Institute

The Leadership Institute (LI) offers one-of-a-kind grassroots trainings at their Headquarters and on campuses across the country. If you're interested in hosting an activist training at your school or requesting an activism grant for an upcoming event, please visit www.leadershipinstitute.org for more information.



Foundation for Economic Education (FEE)

FEE offers "Liberty Kits" to student groups with 20+ members. To learn about what is included or to order a free kit, please visit <https://fee.org/resources/liberty-kits/>.



The Heritage Foundation

The Heritage Foundation offers Pocket Constitutions to TPUSA chapters. Any student can request Pocket Constitutions from The Heritage Foundation by writing an email request to YoungLeadersProgram@heritage.org with their name, contact information, amount of pocket constitutions, and address for mailing.



National Review Institute

The National Review Institute invites TPUSA chapters to host an NRI Fellow as a campus speaker. Some of their fellows include Jonah Goldberg, David French, and Richard Brookhiser.

To view a list of current fellows, please visit <http://nrinstitute.org/programs/nri-fellows>. If you're interested in bringing one of these speakers to your campus, please request the speaker on TPUSA's "Request a Speaker" form at www.tpusa.com/RequestASpeaker.



Victims of Communism

Victims of Communism will partner with TPUSA chapters to plan and execute fully-funded campus events such as film screenings, campus speakers, or panels. Visit www.tpusa.com/VOCPartnership to learn more about working with VOC.

CONCLUSION

Conclusion

Thank you for stepping up to lead a Turning Point USA chapter on your campus. It is leaders like who make our national student movement possible.

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

This movement is about education and empowerment, not partisan politics. Through grassroots organization, face-to-face conversations, and thought-provoking activism, we can make a difference on every campus in America.

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

Best,



Charlie Kirk
Founder & Executive Director
Turning Point USA



IDENTIFY★EMPOWER★ORGANIZE
WWW.TPUSA.COM

217 1/2 ILLINOIS STREET, LEMONT, IL 60439
501(C)(3) NON-PROFIT ORGANIZATION