AMP Global Youth

Chapter Guide

Revised May 2016

Introduction

AMP chapters play an important role in growing our presence on the ground, bringing all of our work amplifying the story, voice and power of global youth to the local level. This guide will show you how to get started and run an effective AMP campus chapter at your school! Don't be intimidated by what you see here, you don't have to have a huge sprawling organization as you are getting started, find a few interested people that want to help and go from there.

What is AMP Global Youth?

We amplify the story, voice and power of global youth. Through training programs, blogging, social media, a storytelling campaign and more, we're empowering the next generation of young global leaders. A virtual, youth-run network, we're demanding and creating a more peaceful, healthy, just, and sustainable world. We believe that our generation has an immense amount of power and potential to change the playing field at every level.

Founded as Americans for Informed Democracy in 2002, in 2016 we're rebranding as AMP Global Youth. We're hoping to grow quickly, expand our reach and impact, and play an even bigger role empowering the next generation of young global leaders. As part of this re-brand we are re-launching our successful campus chapter program! AMP chapters are on the front line, working to create youth-led positive social change.

Read more about AMP's history here: http://ampglobalyouth.org/our-story/

Getting Started

So you are interested in changing the world? But how do you get going? Critical to what we believe at AMP is that we each have a voice, but we are more powerful when we stand and act together. Finding others who are interested in amplifying the story, voice and power of global youth is our first step. If you are having trouble through your established friends and networks, seek out other clubs that might have some overlapping interest, like student government or campus political/issue clubs.

Navigating University Bureaucracy

Most colleges and universities have an official process for organizing a student organization. Check with the group in charge of student activities on campus for the process that will apply to you. Registering as an official organization often has a lot of benefits that will help you and your organization, so it is worth taking the time to figure out how to officially register with your university. Below are some potential things you will encounter, but may not be applicable to all schools.

Faculty Advisor: Many schools require that each organization have a faculty advisor that sponsors the organization. They usually don't have to be involved in every single activity like regular meetings, etc. but are a valuable resource for navigating the school's processes. A good place to start is with any professors you might already have a relationship with, but otherwise you can look to ones who are in departments like

Political Science, International Relations, or other related fields to the issues you will be working on through AMP.

Organizational Funding: Student activities boards, student government, and academic departments often have funding that is available to registered student organizations to help them run their programs. Depending on the group there are different requirements for applying and receiving funding, be it for general programming or as a sponsorship for a particular event your AMP chapter will be running.

Organizational Constitution/Leadership Structure: As part of the process of registering as a student organization, you may be required to file an organizational constitution, and many times this will include an outline of how your AMP chapter will handle leadership positions. Schools that require a constitution will often have samples available for you to modify to fit your chapter. Before establishing one of these, it is worth meeting with fellow leaders if you have already established a working board to decide how the group should govern itself, how it will replace leaders over time (ex. yearly elections?).

We have seen chapters with a variety of leadership structure types that have worked for them, and to be an AMP chapter we don't have any set requirements for how you chose to govern yourselves. Below are some example leadership structures along with some useful roles that people can take to help the organization.

Traditional Structure: This is what most people are familiar with, a President, Vice President, Secretary, Treasurer often make up the core of a leadership team. This is a fairly straightforward grouping of people that can be tweaked and added to with specialized roles like a marketing coordinator to handle group and event promotion, or a recruitment coordinator to focus on bringing new people in to the organization.

Governing Board: If you and your fellow leaders don't like the idea of official delineating titles and all want to chip in on different roles at different times a small governing board might work well for you. Within this structure it still makes sense to have at least one person and usually a back-up person who is in charge of finance for the organization, since you will often need to setup a bank account for your chapter for any funds you have for your operations.

Building Your Group

Tabling and Promoting on Campus
The start of the semester, particularly in the Fall is a great time to recruit members! There are often activity fairs put on by the school where registered student organizations are allowed to have a promotional table. If you are just starting up around this time you might not be able to participate until the following year when you are officially registered, so make sure you are paying attention to the process of how to get your group at those events if there is anything you need to do before leaving for summer break to be ready to recruit new members in the Fall.

Outside of these formal events, a great way to start recruiting is by getting a table setup in the student union or other highly trafficked areas of campus. Again, you will likely need to have formally been established as a registered student organization, and then reserve a table through campus facilities management, or the administration of the particular building you are looking to table within. You can use these tables to promote joining your organization, to advertise for an upcoming event, and to get people to take an action around the work you are doing. For example, getting people to write a letter to to Congress, or sign a petition to your school's administration about a particular issue. Having multiple opportunities for interaction depending on people's engagement with you at the table is a good idea!

Tabling Tip!!! The number one thing that people tend to do wrong when tabling is to sit behind the table and wait for people to come to them. You want the people at the table standing, often times at the front and to the side of the table to ask people walking past to come to the table and do whatever you are there to do. If you personally aren't comfortable with this, that's why recruiting others with different skills is so important!

You should also advertise your meetings along with your events by posting flyers in public areas on campus on bulletin boards. Schools have different rules for where you can post, so double check before doing so. Some schools even allow you to promote through chalk on the sidewalks, and other campuses even have special traditions of objects you can paint/decorate with messages.

Recruiting Leaders through One-on-ones
Organizing is all about building relationships, and a very important skill and tactic is meeting people One-on-one. These meetings can help you recruit new members, address group issues, get influential community members to lend their voices to your campaign. Here are some tips on conducting successful one-on-one meetings.

Be Prepared: Be ready to explain who you are and what you are trying to accomplish. Refresh your memory on what you already know about the person's interests, experience, activities, family, etc., or have questions in mind to spark conversation on those topics if this is a new acquaintance.

Legitimize Yourself: Share a little bit about yourself, particularly points of connection you have with the other person. If you have places, people, experiences, or interests in common, share those. Mention other people they know, or organizations they are a part of, that have already joined your cause. Tell them about your organization's accomplishments.

Listen: This is key! You want to get to know the other person to set the foundation for a longer-term relationship, and to begin to imagine how their unique interests and talents might add to your effort. Listen to understand what issues and topics are important to this person, and also listen for any special skills, useful contacts, and organizational networks they may mention.

Get a Commitment: Before ending the conversation, ask the person to commit to a specific action - like, for example, coming to or helping plan your next event. Try to match the organization's needs to the person's interests and talents.

Follow up: Thank people for meeting with you and check in with them about the commitment they've made. When they come through on their promises, make it a point to recognize their efforts and contribution! Continue building up the foundation for a long-term relationship.

Conducting Chapter Meetings

Regular chapter meetings keep people engaged in the work you are doing, and serve as the way you can continue to build a strong organization, and in particular one that is sustainable over time. Setting a regular meeting time and date is important so that members can incorporate it into their schedules.

The number of meetings is up to you, and can range from weekly, to bi-monthly or monthly depending on what works best for you and your members and the amount of work you all are doing.

You will likely have more frequent planning meetings with the leadership team to prep for these chapter meetings, and to do the more involved planning. That being said, be sure to include your larger group in decision making about the chapter. This allows people to feel "buy-in" to the group, and can help facilitate the training and leadership development of younger chapter members to take over the organization so it continues on after you graduate.

Some important things to think about when planning and conducting your chapter meetings:

Create an Agenda: Meetings for the sake of meeting aren't that fun, so be sure you and your team have a plan for what you want to accomplish at each meeting. Write it up with your team beforehand, and stick to it as much as possible. Your members will appreciate feeling like they are there with a purpose.

Encourage Participation: Make sure it is not just one person standing up at the front of the room speaking for an hour and then the meeting is adjourned. Have different leaders be responsible for different parts of the agenda, as well as encouraging younger members to speak/present. Be sure to open up for questions and ideas from your members during meetings.

Also, a way to facilitate people feeling more comfortable and ready to talk during the meeting (and a way to get to know each other) is to open each meeting with an icebreaker. These are short, fun activities that everyone participates in, usually while introducing themselves and tied to a question they have to answer or activity in which, they participate. A quick online search will reveal more of these than you could ever go through in your whole academic career!

Welcome New Members: Be sure to pay attention when someone new shows up at a meeting, and make sure they are welcomed to the group. This is a good leadership responsibility you could give to a newer chapter member.

Keep Things Fun: Shake things up at your meetings, and come up with different types of activities aside from just sitting in the room in talking. Get up and moving to brainstorm. Include an educational component like showing a short video, even a fun or funny one not necessarily related to what you all are working on as a chapter.

Socialize Outside of the Meeting: Related to the previous point, it is also important to get out of the formal meeting setting and just have fun together as a group. This encourages people to open up and trust one another more, and feel more a part of the group. As a bonus, people are more likely to come back when their fellow AMP members are their friends, and are also more likely to follow-through on any assigned tasks.

Generating Campaigns/Issues to Tackle

There are a multitude of interconnected issues facing our world, from our local campuses to across the world. The biggest challenge when becoming aware of an issue that you want to do something about is identifying the root causes. When we think about issues, usually we are first aware of the apparent effects. To become effective, we need to look beyond the symptoms for where we can make an impact. This is also an important exercise for group formation to create a shared understanding and vision for your organizing efforts.

Keep your eye on the AMP blog, Facebook, and Twitter feeds for ideas on what your chapter might want to work on, along with specific opportunities around campaigns through AMP and our partners.

Campaigning vs. Events

It is important to quickly note that there is a difference between working as a group and hosting events, and organizing a cohesive campaign to change something. While there is nothing wrong with hosting a film screening or taking an opportunity to partner with a local or national group for a one-off event that fits within the ideals of AMP, making an impact often requires longer term work and planning around a campaign, that will take a series of connected actions and events to achieve your goals. We encourage our chapters to work to create campaigns on their campuses that can have a big impact. But we also don't want you all to miss opportunities to explore other issues related to AMP, so don't be discouraged from venturing and pursuing some other opportunities to engage people along the way!

Power Mapping

Once you found an issue you want to work on, an important next step is figuring out who holds the power to make a decision that will make a positive impact on that issue. This is done through an exercise called power mapping. The decision maker might be

an official at your university, a local elected official, or even a national office holder, and the more you work in your community and understand the power structure the more effective you can be at campaigning. Below is a basic list of categories of influences that you can map.

• Public Influences
    ○ Media
    ○ Public Opinion
    ○ Voters
    ○ A specific group or organizational affiliation
	• Personal Influences
	    ○ Family
	    ○ Friends
	    ○ Church
	    ○ Inner Circle
	    ○ Future Ambitions (Political aspirations)

• VIP Influences
    ○ Experts (Professors)
    ○ Elected officials
    ○ Notable interest groups
    ○ Business leaders
    ○ Faith Leaders
	• Financial Influences
	    ○ Campaign contributors
	    ○ Investors
	    ○ Consumers
	    ○ Competitors

Setting Campaign Goals

Finding out who to influence and how to influence them will prepare you to set goals for your campaign. Some large goal is going to be your finish line for a successful campaign, but you will need to break that down into sub-objectives along the way to figure out what types of programming, events, and actions will be required to reach your ultimate goal.

A useful framework for doing this is called creating SMART Goals. This acronym is broken down below:

- **S**pecific – What you exactly want to accomplish, the Who, What, Where, and Why.
- **M**easurable – What does success look like, how will you be able to evaluate whether you achieved it or not.
- **A**chievable – Goals should stretch you to excel but they can still be attained.
- **R**elevant – It's easy to stray and do things because they are interesting or cool, but how will this goal fit into your broader mission/campaign?
- **T**ime-bound – Set a target date when the goal needs to be completed.

Advocacy Action Ideas & Tips

To get you thinking about ways to influence your identified decision maker(s), here are some actions that are often used! The below actions can be used in a variety of ways, and targeted at different people, from the university to the local and up to national level.

Petition: This is a way to engage people at the broadest level, by getting them to sign their name and information to a statement or request. Make sure you are getting info beyond just a person's name. Email address should be captured so you can stay in

touch with them and get a person further involved in follow-up actions. It also shows the person you are sending the petition to that you aren't just making up the people.

When out on campus use paper petitions, but you can also use online forms to collect digital signatures.

Letters: This tried and true method is still very important to influencing decision makers. While it is tempting to come up with a form letter that you have others just sign their name to to get lots of letters sent, a customized, hand written letter captures more attention, and shows that there is commitment behind the words people wrote. That being said, you can still come up with some draft "talking points" for people to write, especially as it relates to your "ask," and then encourage people to fill in personalized details.

Phone Calls: You mean you can call people from your smartphone? I know, it is weird, but a great way to quickly get in touch is by calling the office of say your Senator. The person picking up the phone will be a staff member, and they won't grill you on specific policy details, so don't be nervous! This is a great way to get in an ask before an important vote, when there isn't enough time to get in letters or schedule a meeting.

Letter to the Editor: A great way to both capture the attention of the people you are trying to influence, while also getting exposure for your issue in the public. Check your local newspaper's website for info on where to submit these, and be sure to not only write about the issue, but also mention the name of who you are trying to influence so that it lands on their desk as their staff scouts the media for their boss's name.

Social Media Posts: More and more public figures are using social media to interact with their constituents. Use these channels to send messages, post on their wall, and tweet mentioning their username and try to start a dialogue.

In-person Meeting: Sitting down with a decision maker and/or their staff is one of the most important advocacy actions you can take. This is usually a step you want to take once you've gathered some local support for your issue, say by collecting some petition signatures and hand written letters that you can actually bring to the meeting with you. Be clear and firm as to why you are there, make sure they know its not just you, but that you are representing others in the community that care about issue X, and make a direct ask as to what you want them to do.

Online vs. Offline Advocacy: In this digital age we have new tools at our disposal, making organizing easier in some ways. That doesn't mean we can abandon traditional forms of mobilization. For example, in studies on what influences Members of Congress, Phone Calls, Handwritten Letters, and In-person meetings still more impactful than other digital tools.

Final Note: This is by no means a comprehensive list of actions you can take/facilitate others taking. There are tons of resources online for other creative actions, and expertise on how to be awesome at campaigning!

Planning Events

Event Ideas

Start a conversation: Organize a guest speaker to foster conversation around a current issue. You probably have lots of fascinating and engaging speakers already on your campus – from other students to professors to community members.

Screen a film: Movies and documentaries are great tools for inspiring dialogue and action.

Share a meal: Bring together people from different backgrounds to share food and drink! This is a great way to build relationships in your community, which is key for taking action later on.

Help others: Organize a day of service to help others in your community in their time of need, highlighting our inherent interconnectedness.

Organize a conference: Bring your peers together to talk about key issues through panels and workshops over the course of a day or a weekend. Your university will probably love (and sponsor) the idea.

Make a scene: Raise awareness around an issue you care about in a loud and fun way. Organize a flash mob. Get everyone to sing a song in class. Do something engaging and visible, and people will notice.

Get fancy: Organize a fundraising dinner or mocktail party to bring people together to discuss an important issue. People like to dress up and have fun, and it will be easy to grab their attention for 10 or 15 minutes to talk about why everyone has come together. This is a great way to build support for other actions down the road.

Get artsy: Invite an artist or musician to share his/her works on campus. The arts are a powerful way to dissect issues you care about.

Organize an advocacy day: Want more funding for foreign assistance? Want your local government to start a recycling program in your community? Get a bunch of people together to go talk to the people that have the power to give you what you want!

Other ideas: pajama party, training workshop, benefit concert, activity fair, sporting event, theater, poetry night, talent show…think about what would work on your campus to get people excited and ready to take action!

Event Planning Steps
1. Basics
- What type of event does your chapter want to hold? (See above for ideas)
- What will be the goals of the event to help our campaign? (Examples below)
  - Advocacy goal: produce X letters and Y calls
    - Influence goal: Our University President, or Senator X
  - Education goal: create awareness and interest in global hunger
  - Outreach goal: recruit 10 new members for our AMP chapter

2. Who will help?
- Who from the group will help organize the event? If you have a large chapter, you might form a small committee/taskforce.
- Are there opportunities for including other groups that might have an interest in the issue you are working on?

3. What is the scope of the event?
- What time should the event be? This will depend on both space availability and when works well for your intended audience.
- Will you need to book a space for the event? As a student organization you often have free access to venues on campus. Also, if you are looking to get off-campus and engage locals, many communities have free space for nonprofit organizations. Check with your local public library, community centers, faith centers and even local restaurants and venues to see if they waive charges for nonprofit groups.
- Will you need speakers or presenters? Speakers could be professors, community leaders, elected officials, people in your community who have experience in the issue you are highlighting. There are also opportunities through different issue organizations to bring speakers or film screenings to your campus.
- How will you staff the event? You might need someone at a sign-in table, someone to handle multimedia, etc.
- What equipment (tables, projector and screen, sound equipment) will you need?
- What handouts and support materials will be necessary at the event?

4. How will you get the word out?
- Determine your target audience. Who do you want at the event?
- Create a Facebook event for your event and invite all of your friends on campus. You should also ask them to invite their friends and networks.
- Create flyers and post them in places that will likely get traffic.
- Send an event announcement to the campus newspaper, and local papers if it is a community event.
- Determine if inviting the media is appropriate. Depending on the type of event and who you have there is an opportunity to get your event covered.

AMP

5. Final Event Prep
- Develop an exact flow for the event, including how long each part will take, and brief participants on how long they have to speak, etc.
- Write talking points for speakers and participants if they need them, including for yourself.
- Create any handouts or advocacy materials. For example, if you show a film and then have a call to action to write to Congress about legislation related to the issue you could put a small handout together with some basic points they could write and provide them with paper to write the letter. Then you can collect those letters and deliver them to the local office.
- Print sign-in sheets with a field for name and email at the least so you can follow-up with future events, and hopefully recruit more people to join your organization.

6. Capture the event and follow-up
- Make sure someone brings a camera to the event and is responsible for taking pictures/video.
- Post photos/video them to any of your social media channels for your chapter.
- We'd also love to feature campus events on the AMP blog! Send a brief write-up with the best photos to: info@aidemocracy.org
- A few days after your event, follow-up with attendees. You can include any things you might have mentioned at the event, like links to articles, etc. You should include an opportunity to stay involved, from coming to the next chapter meeting, an action they can take, or info on the next public event if you have one scheduled.

Digital Tools for Running Your Chapter
Staying in Touch
Facebook Groups/GroupMe/Group Chat Apps: A great way for your leadership team and core members to stay in touch and do planning is through a closed Facebook Group. Another alternative or additional tool is GroupMe, which allows you to setup a group texting thread for similar communication and planning purposes. For these tools, keep your audience limited to those who are actively involved with the planning and implementation of your programs so no one feels spammed and wants to no longer take part in the group.

Facebook Pages: A great way to build an audience of broader campus contacts and to stay in touch with members who aren't as active in your chapter's operations is by starting up a Facebook Page for your AMP Chapter. You can post updates about your activities with calls to action, create events that members can use to invite others to attend, etc. Oh and be sure that the chapter page likes our national AMP Global Youth page!

Email: A good old fashion email list is a great way to stay in touch with your members. Keep a good collection of the email addresses of your members, and then use a tool like MailChimp to create a list that you can send our newsletters, event invites, etc. from. Just be sure to not overwhelm people with too many emails so they won't unsubscribe.

Keeping Track of Things & Planning
Google Docs: The different tools that Google has, include Docs, Sheets, and Forms, are all super useful to running an AMP chapter. And they are free! Docs can be used to create a shared planning space for events, creating meeting agendas, and other collaborative documents. Google Sheets can serve as a database for your member roster and email list. And Forms can work as online petitions, allow people to signup to be a member, or as an RSVP for an event or conference you are hosting.

Other Tools: There is always some new app or social network busting on the scene. Outside of the uses of keeping up with friends, etc., always think about if it is something that can help further the operations of your AMP chapter!

Staying in Touch with AMP HQ

Just getting started with your chapter? Let us know by emailing and registering your chapter at info@aidemocracy.org! We also want to stay in touch about the great work you are doing! Send us updates as you are coming up with campaigns and putting on events. We are also here to help and bounce ideas.