



CHAPTER HANDBOOK

THE **FUTURE** STARTS HERE!
BECOME A FUTURE WINNER, RISK-TAKER, LEADER

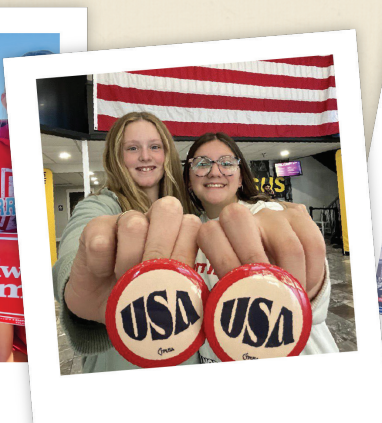


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INTRODUCTION



WHAT IS A CLUB AMERICA CHAPTER?

A Club America chapter is a civic engagement club of freedom loving people who work together to educate their peers about the importance of freedom, free markets, and limited government. A Club America chapter also works to identify, empower, and organize other activists so that our movement consistently grows.

As a chapter leader, you will have the opportunity to build a strong network of future leaders in your school & community, plan and execute civic engagement initiatives, help students get registered to vote, and inform your peers about the importance of freedom, free markets, and limited government. You will be building the next trailblazers, risk-takers, and leaders, united to make free thinking the new TRADITION!



CHAPTER OBLIGATIONS

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In order to remain an active Club America chapter, the club is responsible for:

- I. Maintaining an Executive Board/Officer Team with at least three 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 Club America Field Representative on a regular basis.
- V. Adhering to Club America's Chapter Code of Conduct and ensuring all operations are in accordance to 501(c)(3) guidelines.

CODE OF CONDUCT

A Club America chapter is expected to adhere to the following conduct expectations:

- I. 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. 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 Club America's national headquarters.
- IV. Chapters may never host a speaker on campus without approval from Club America's national headquarters.



**CLUB AMERICA,
POWERED BY TPUSA**



HISTORY OF CLUB AMERICA, POWERED BY TPUSA

Club America is the premier High School department of Turning Point USA (TPUSA). 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, the organization has reached over 3,700 college and high school campuses nationwide.

MISSION STATEMENT

This isn't just a club, it's a MOVEMENT! Club America is where High School trailblazers, risk-takers, and leaders unite to make free thinking the new TRADITION.

Club America's students educate about the importance of freedom, free markets, and limited government. Through non-partisan debate, dialogue, and discussion, Club America chapter leaders are the community organizers of the future.

HOW TO CONTACT CLUB AMERICA

If you have a question about your chapter, campus activism, or campus events, it is best to contact your Club America Field Representative. To find your Field Representative's contact information, please visit clubamerica.com/getinvolved.



A photograph of three young women with long hair, all wearing heart-shaped sunglasses. They are smiling and posing together outdoors. The woman on the left is wearing a red jacket with a white 'A' on the sleeve and a white t-shirt. The woman in the middle is wearing a white t-shirt. The woman on the right is wearing a pink top and a brown jacket. They are holding a banner that says 'I Love America' and 'IDENTIFY * EMPOWER * ORGANIZE TPUSA.COM'. The banner also features the text '#IHEARTAMERICA' and 'TURNING POINT USA'.

STARTING A NEW CLUB AMERICA CHAPTER





STARTING A NEW CLUB AMERICA CHAPTER

Starting a Club America chapter can be a great way to gain leadership experience, meet like-minded friends, and make a lasting impact on your campus and your community.

Not sure if we already have a chapter at your school? Check out our Chapter directory at clubamerica.com for a list of active chapters.

If you have questions about starting a chapter, feel free to go to clubamerica.com/getinvolved.

RECRUIT YOUR A-TEAM [OFFICER TEAM]

Club America requires that each chapter have at least three (3) officer positions filled: a President, Vice President, Treasurer, and/or Secretary. We encourage chapters to create and fill additional officer positions as well. The more dedicated people you have on your team, the stronger your club 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.

STARTING A NEW CHAPTER

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

- ★ Talking to similarly minded friends and classmates about Club America.
- ★ Emailing History or Economics Teachers (ask for names of students who may be interested).
- ★ Reaching out to members of like-minded groups.
- ★ Searching social media pages affiliated with your school to find new members.

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
- Keeps chapter on track for Legacy Chapters & Patriot Rewards
- Appoints committee chairs and/or appointed officer positions
- Develops plans and goals for the organization
- Maintains contact with affiliated High School or Homeschool
- Maintains contact with chapter advisor
- Maintains contact with a Club America Field Representative
- 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

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

SIGN THE CHAPTER AGREEMENT

The final step to make your chapter official with Club America, 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:

clubamerica.com/chaptercharteragreement

Once the Chapter Charter Agreement is signed, your club will be considered an official Club America 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

There are many advantages to becoming an official student group that is recognized by your school.

Benefits of being an official student group may include: official recognition, access to school funding, access to classroom/event space, tabling space, listing on your school's student group directory, and much more. It is imperative that every 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 require that you fill out a few forms, while others 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 at your school.

If you are unsure where to start, begin by reaching out to your school's Student Life, Student Activities department, or Principal. The staff in those departments 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 club's pending approval.

Club America 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 Representative.

WRITE A CONSTITUTION/BY-LAWS

Most schools require new student clubs 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.

Club America offers a sample Chapter Constitution on our website. To access this template navigate to clubamerica.com/samplechapterconstitution. 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 your Field Representative to review your document prior to submitting it.



FIND A FACULTY ADVISOR

Most schools require registered student clubs 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 clubs on campus. Ask who they have for an advisor. Some teachers will sponsor more than one club, or may recommended others who may be a good fit for your chapter.
- Emailing teachers. Ask them if they would like to be an advisor or if they know someone who would.
- Contacting your Field Representative. Club America works with a number of organizations that can recommend teachers/staff 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 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.

GETTING YOUR CHAPTER APPROVED SUMMARY

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 clubs are asked to present in front of a Student Government 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 -- 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 school, student body, and community.
- Contact your Field Representative, who 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 club, the Student Government Association, or Principal may require that you answer a few questions about your new club, 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 Field Representative. We are here to help!

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

1. What is the purpose of your Club America chapter?

The purpose of Club America is to educate about the importance of freedom, free markets, and limited government. Through non-partisan debate, dialogue, and discussion, Club America cultivates community leaders of the future.

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

Our club 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 chapter meetings, and hosting thought provoking panels or debates.

3. How is your club unique and unlike others already on campus?

Club America is non-partisan and will never partake in campaign activities of any kind (such as advocating for a specific candidate, taking positions for or against any legislation, making political phone calls, or encouraging students to participate in campaign events). Club America does not associate with any political party.

Because of our educational 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.

4. What value will your student club add to the school?

Club America will offer a forum for debate, and allow a wide variety of viewpoints to be heard. We believe it is important to offer a non-partisan educational group for all students and all viewpoints.

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

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

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

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

We already have identified {insert number} freshman and sophomore members who plan to be part of the club for the rest of their time in high school. Additionally, we plan to recruit new members at least on 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, Club America'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 Club America HQ for Chapter Leaders
- Planning support from trained Field Representatives
- Chapter Handbook and activity resources

7. How do you plan to fund your group?

We plan to request school funding, if available, to fund chapter events that are designed to benefit the student body.

Club America's national office provides materials and resources such as tabling supplies, posters, banners, sign-up cards, and apparel. They often assist with miscellaneous chapter expenses, such as offer activism grants for chapters in amounts ranging from \$100 - \$1,000 for food at our meetings, or supplies for recruitment.

8. What is your group's relationship with the Club America national organization?

Club America's national office provides a wide range of resources to chapters such as free civic engagement supplies, staff support, funding grants, custom graphics, and general guidance through tools like the Chapter Handbook.

Our formal relationship with Club America HQ is described in the Chapter Charter Agreement

at clubamerica.com/chaptercharter. Club America does not require our chapter to participate in specific events or use specific materials. Our chapter has autonomy in that regard.





WHAT TO DO IF YOUR CHAPTER GETS DENIED

DO NOT GIVE UP!

Sometimes a Club America chapter will get denied by a school when they apply to be a registered student organization.

If you find out that your club 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 Field Representative. 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; Club America will provide assistance and work with you until your group gets approved!

As a last case resort, chapters may also charter as an activism hub, which is associated with a geographical area rather than a school. Visit clubamerica.com/activismhub to learn more.





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.

You should consider maintaining the following information in the membership database for each member:

- ★ First Name
- ★ Last Name Initial
- ★ Contact Information

It is important that access to this document is reserved to officers of the Chapter and no information is used from this form for any purpose other than authorized Chapter activities and communications. Do not track any sensitive information in this form such as Driver's License information, Student ID number, medical information or any other sensitive information.

We also recommend tracking 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, bi-weekly, etc.) and how you will make announcements (emails, social media posts, text alerts, etc).

Make your membership communication plan known to members at the beginning of the school year, after any long breaks (winter, summer break), 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 updates to your chosen communication channel (emails, social media posts, text alerts, etc), 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 lunch period).

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 text, or messaging app, while others prefer email for announcements and social media for brainstorming and discussions. Pick something that works well for your team.





EXTERNAL COMMUNICATION

Having a plan for external communication is an important part of managing your chapter's brand and reputation at school and in your community.

CHAPTER INSTAGRAM ACCOUNT

Chapters are encouraged to create an Instagram page to highlight great pictures of their chapter meetings, tabling, and events.

Club America requires that chapter instagram handles follow this standard format: "@TPUSA(school)"

Once you create an instagram page, be sure to designate an officer to post on a regular basis (at least twice per week). Instagram stories are recommended to be posted daily. An inactive account can make your chapter look inactive, so be sure to post consistently and respond to DM's promptly.

CHAPTER FACEBOOK PAGE

Chapters are encouraged to create a Facebook page to communicate with members and the general public. Working with the community, educators, and parents is an important part of a successful Club America chapter. Facebook provides a strong outlet for everyone in the community to see club activity. Be sure to create a public Facebook page rather than a private Facebook Group.

Club America requires that Facebook page titles follow this standard format: "Club America at (school name)."

Once you create a Facebook page, be sure to designate an officer to update the page on a regular basis. An inactive page can make your entire chapter look inactive, so be sure to post 1 - 3 times per week and respond quickly to private messages.

CHAPTER X ACCOUNT

Chapters may start an X account if wanted by your Officer team. Club America requires that chapter X handles follow this standard format: "TPUSAatSchool." An example of a proper handle would be: @ClubAmericaatAFHS. Once you create an X account, be sure to designate an officer to post new posts on a regular basis.

An inactive account can make your entire chapter look inactive, so be sure to post 1 - 3 times per week and respond quickly to direct messages.

Ownership of Chapter Social Media Accounts

All Club America chapter social media accounts are the property of Club America. While these accounts are managed by chapter leaders, Club America reserves the right to take control of these accounts in certain circumstances, including but not limited to cases of inactivity, misuse, or violation of Club America policies. Chapter leaders are responsible for maintaining appropriate use of these accounts in alignment with Club America's mission and brand guidelines.



CHAPTER EMAIL ACCOUNTS

If more than one person will be emailing your members, you may want to create a chapter email account. You can create a free email account at gmail.com. Club America 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, **ClubAmericaatAFHS@gmail.com**.

Chapter email addresses (and the social media page link if one exists) are listed on the 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.

MEDIA COMMUNICATION

Chapters are permitted to give comments to school press or local press on behalf of their individual chapter, provided that comments do not violate Club America's 501(c)(3) restrictions. Chapters are not authorized to give a comment on behalf of the national organization. Club America requires that chapters bring requests from national media outlets to the attention of someone at HQ or your Field Representative immediately, before any response or comment is provided to the media outlet. In this case, please email **HQ@tpusa.com**.

MARKETING COMMUNICATIONS & CONSENT

By engaging with Club America and providing your contact information, you agree to receive recurring automated promotional and personalized marketing text messages from Club America at the cell number used when signing up. Message frequency varies. Consent is not a condition of any purchase. Reply HELP for help and STOP to cancel. Msg & data rates may apply.

You may unsubscribe from Club America email communications at any time. For more information on how to unsubscribe and our privacy practices, please review our Privacy Policy.

MARKETING PHOTOS & VIDEOS CONSENT

If you do not wish for your photo or content to be used, please refrain from submitting or sharing content with Club America Field Representatives or tagging Club America or TPUSA accounts. Any content you share may be used without compensation by TPUSA for promotional, educational or fundraising purposes.



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 every day, 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 the press release 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: First Name 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.

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CHAPTER RESOURCES





CLUB AMERICA'S FIELD TEAM

Connecting with a Club America Field Representative is the single best way to ensure that your chapter succeeds. Our professional, trained, and experienced Field Representatives are ready and willing to help your chapter with everything from getting your club approved to recruiting new members and organizing the best event at your school this year. Many of our Field Representatives are former chapter leaders or members who now work full-time to grow our movement.

CHAPTER LOGOS



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

To request a logo, please visit clubamerica.com/orderachapterlogo. Logos will be provided in .png, .jpg, and .pdf forms.

CHAPTER BANNERS

Club America will provide chapters with school-specific 2x4 vinyl banners that can be used for tabling, decoration at events, and group photos.

To order a custom banner, please visit clubamerica.com/orderachapterbanner. Please note that only one (1) banner per group, per school year will be provided.

ACTIVISM SUPPLIES

Club America national office provides a wide range of activism supplies for chapters including sign-up cards, buttons, stickers, brochures, booklets, informational flyers, t-shirts, and much more! If you're looking for an assortment of supplies to use while tabling, order an Activism Kit at clubamerica.com/ActivismKits.

If you're looking for extras of your favorite item or something specific, contact your Field Representative who may be able to provide those resources to you.

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

WEEKLY THEME RESOURCES

The Club America Resource Library is a hub for chapters, Parents, and Educators to further education & support within the community. Chapters can find ways to enhance weekly meetings & activism within the Activism Library. This Library includes presentations, themed games, recommended publications, and activity sheets for each weekly activism theme.

Parent & Educator resources include ways to support each other and chapters.

See more at clubamerica.com/highschoolresources

PROMOTIONAL GRAPHICS & FLYERS

If your chapter is hosting an event, Club America will provide any of the following graphics:

- Promotional Poster (11x17)
- Half-Page Promotional Flyer
- Full-Page Promotional Flyer
- Social Media Graphics
- Foam Boards

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

Please allow at least TWO (2) WEEKS for design, and an additional week for printed posters and flyers to be delivered. It is imperative that graphic requests are completed fully and submitted well in advance.

Only ONE round of edits can be made!

CLUB AMERICA, POWERED BY TPUSA APP

The official Club America app, is the TPUSA app. This app is your one-stop-shop for signing up new chapter members while tabling, being notified about upcoming events, viewing chapter resources, and so much more.

The TPUSA app is available to download on Apple & Android devices.



SOCIAL MEDIA GRAPHICS

Club America offers a wide range of pre-made social media graphics, including cover photos, gifs, profile images, and post graphics. These graphics can be used on chapters' social media accounts. To download these graphics please visit clubamerica.com/downloadsocialmediagraphics.

ACTIVISM GRANTS

Club America offers activism grants to chapters, and other like-minded student groups. Activism grants range from \$100 - \$1,000.

Activism grants can be used for civic engagement supplies, bringing a speaker to a chapter meeting, hosting an event or a social, and more. To learn more about our process or to request an activism grant please visit clubamerica.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 Field Representative who has a budget for day-to-day chapter expenses. Funding from Field Representative is available on a first-come, first-serve basis.

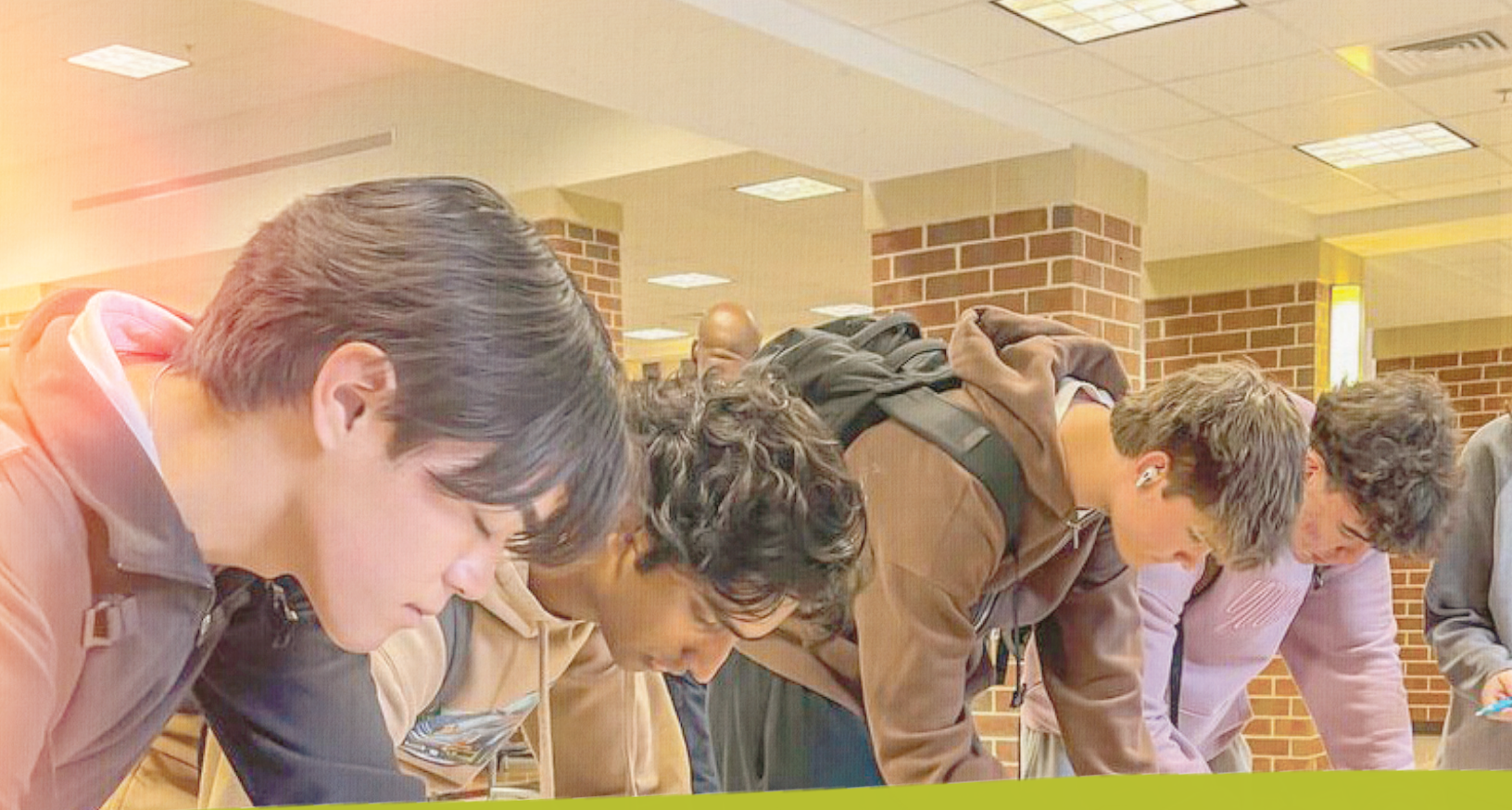
CHAPTER SPEAKERS

Club America offers a wide range of speakers that chapters can invite to your school. A complete list of speakers can be found online at clubamerica.com/speakersbureau. Chapters are permitted to invite speakers who are not on the list, provided that they are approved through a speaker request.



The form to request a speaker can be found at clubamerica.com/requestaspeaker.

The best types of speakers to bring are people who can speak to Club America values & mission, 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 may be approved with the completion of a 501(c)(3) status compliance form.



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 event each semester, planning at least one trip to a TPUSA conference, and organizing several tabling events.

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

Having a plan and realistic goals should motivate your members.

Whether your goal is to grow your club by 20 members, or to bring a speaker to your school, 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 Club America HQ may be able to help make travel more affordable for your club.

CONSISTENT RECRUITMENT

The key to building and maintaining a successful chapter is to consistently recruit and expand your membership base. Your club 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 club 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 the TPUSA app open on phones or tablets, a clipboard with a sign-up sheet, or sign-up cards ready to go (you can download free sign-up sheets from the Club America website). Never miss an opportunity to recruit new members.

If you are not growing - you are shrinking!

TABLING TIPS & STRATEGIES

Club America encourages every chapter to table on a regular basis. Tabling allows you to educate your peers about important issues, recruit new members to 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 VOLUNTEERS 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.

Field Representatives are happy to help you table (if given permission to be on school premises). Feel free to invite your Field Representative to table with you.

PICK A GOOD LOCATION

It's important to select a high-traffic area to set up your table. Common areas include the lunchroom or locations outside where students enter or exit for the day. It's best to table before the first bell, during lunch, or directly after school.

Some high schools may try to limit the times and amount your club can table. Be sure to look up school policies and work with your Field Representative on any issues the school may give you.

BE PREPARED WITH THE PROPER SUPPLIES

Effective tabling requires the right supplies. Club America offers a wide variety of free tabling supplies such as sign-up cards, posters, buttons, rally signs, stickers, and informational flyers. You can order these supplies by ordering an Activism Kit at clubamerica.com/activismkits. Please allow one week for delivery.

If you're tabling at a big event like your school's club fair, be sure to have many posters, buttons, and stickers. You will go through materials faster than you can imagine! If you need additional supplies, feel free to contact your Field Representative. **Remember to give away free materials if students sign up for your club.**

BE SURE THAT YOUR MEMBERS ARE WELL-VERSED ON TALKING POINTS

Prior to tabling, it is important to ensure that your club members are well-versed in the issues that you will be discussing. Nothing is more unprofessional than having unprepared chapter members making illogical or incomplete arguments.

Do your research ahead of time so that your team is well-versed and prepared to discuss the weekly activism theme. Develop a few talking points for everyone to use so that your message is uniform. A great time to prepare for tabling talking points is at the prior week's chapter meeting.

HAVE SIGN-UP SHEETS READY TO GO AND EASY TO ACCESS

As you are tabling, you will meet students who are interested in the club. Be sure to make these students a top priority and collect contact information (name, phone number, and email). You can collect sign-up information using the TPUSA APP on a phone or tablet, sign-up sheets, or sign-up cards. 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 love freedom?"
- "What do you think of big government?"
- "Do you love capitalism?"
- "Have you heard about our new club?"
- "Would you like a free sticker?"
- "Have you heard about our event happening next week?" or "Did you get a ticket to our event yet?"



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

Unless your phone has the TPUSA App up and ready to receive a sign up, your phone should be put away at all times. 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 chapter meetings to conduct chapter business, prepare for upcoming events, or to just have fun. We suggest hosting a meeting weekly, bi-weekly, or monthly at minimum.

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 school calendar to make sure your meeting doesn't conflict with any school-wide or community events.

When selecting a venue, consider your expected attendance and if you will need a projector, 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.

If possible, select a meeting location in a well-known area, such as a popular classroom or community spot. 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 follow-up text messages to everyone in your membership database (personal follow-up is highly effective)
- Posting on social media & tagging regular members to promote your meeting
- Handing out flyers and/or hanging posters to promote your meeting
- Sending an email (every week and on the day of your meeting) to everyone in your membership database

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



GATHER THE RIGHT MATERIALS

Materials you may need for your chapter meetings:

- 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
- Weekly activism theme presentation (can be found on the Club America activism theme library)
- Snacks and drinks, or pizza.

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.

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

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.

CHAPTER MEETING IDEAS

Host meetings often! Consistency is important, either once a week, bi-weekly, or monthly. Remember to always keep meetings fun and engaging, so consider these ideas below and ask your Field Representative for assistance and further ideas if needed.

★ **CURRENT EVENTS:** Using a presentation, video, or games, go over events happening locally or nationally in a non partisan fashion - just present the facts. Always allow for discussion and be open to all viewpoints of chapter members.

★ **WEEKLY ACTIVISM THEME MEETING:** Use the activism theme library to use one of the presentations, games, or activities for your entire meeting.

You can view each theme at clubamerica.com/highschoolresources

★ **DEBATE:** Offer a club that holds opposite viewpoints to Club America, to debate with one or several of your chapter members on a topic relating to our activism themes. Have them invite their chapter members to attend and ask your Field Representative about providing food!

★ **GUEST SPEAKER:** Have a local community member attend your meeting to discuss getting involved in your community, such as internships, voting, etc. Or they can discuss their professional life and share their experiences.

★ **GAME NIGHT:** Turn one of your meetings into a fun game night. Games can range from conservative-themed Jeopardy/trivia, Heads Up app with a political theme, and scavenger hunts. Consider offering prizes for a winning team or person!



- ★ **SOCIAL MEETING:** Host a meeting that focuses on creating social bonds between chapter members, aka have fun! Consider going bowling, laser tag, axe throwing, holiday themed meetings, movie nights, and many more! This should at least be hosted once a semester.
- ★ **THIS OR THAT DISCUSSION:** A great icebreaker activity to consider for the first or second meeting is a quick round of introductions paired with a fun question. Create a presentation with topics that are widely contested such as drug legalization, border security, and pineapple on pizza. Have everyone stand on one side of the room to agree, the other to disagree. Keep it fun and engaging to learn and hear from everyone!

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 Club America meeting last night! It was great to meet you!

We're having our next meeting on Thursday, May 4th at 7:00pm in Mr. Bob's classroom. 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 tabling shifts and upcoming events.
 - D. Invite members to suggest ideas for upcoming events or civic engagement 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.
- V. Closing/Swag Giveaway
 - A. Take a group picture to document your meeting.
 - B. Close the meeting and invite members to take Club America swag on their way out.



DEALING WITH PUSHBACK AT YOUR SCHOOL

It's no secret that high school administrations are not always friendly to conservatives. If you ever feel that your club is being treated unfairly by your school, a faculty member, and/or the administration, please reach out to your Field Representative immediately. We will review the facts and provide you with suggestions for next steps and support.

When organizing at your school or your community, be sure to remember your first amendment rights. You and your members should be allowed to freely discuss ideas and principles anywhere, especially on public high school campuses. Club America is here to help and support chapters that face pushback. If you have any questions or would like information, please reach out to your local Field Representative.

WORKING WITH LIKE-MINDED CLUBS

Club America recommends reaching out to like-minded groups at your school that may have a similar mission and/or message. While each student group has a different purpose, there may be opportunities to work together on events, recruitment, and civic engagement initiatives.

At a minimum, you should introduce yourself and your officer team to the leadership of like-minded organizations. Examples include Speech & Debate, FFA, FCCLA, SkillsUSA, DECA, FBLA, and others. If you're unsure how to find other groups, start by reviewing your school's club or organization list, which is usually available on the school's website.



A photograph of three young people at a chapter event. On the left, a young man with dark hair, wearing a grey hoodie with orange drawstrings and a 'BAFFIN' logo, is smiling and looking to the right. In the center, a young man wearing a black t-shirt, a black baseball cap worn backward, and a chain necklace is looking to the right with an open mouth. On the right, a young woman with glasses and a pink shirt is smiling and looking to the right. They are standing in front of a purple backdrop with white text that includes 'TURNING' and 'NT USA'. A large green banner with white text is overlaid across the middle of the image. In the bottom right corner, a sign is visible with the text 'I PLED ALLEGIANCE TO THE FLA' and an American flag graphic.

CHAPTER EVENTS & ACTIVISM IDEAS

Jully Weston
I PLED
ALLEGIANCE
TO THE FLA



COMMUNITY IMPACT

Working with your community can have many rewarding aspects, such as showing your club cares for your community's future! Not only that, but you'll likely strengthen the support system from the community, expand your chapter's activism network, increase fundraising potential, and grow event attendance. Work with your Field Representative to connect with non-student, like-minded groups in your community, as they are versed in the best ways to do this.

WHERE TO START:

- Seek like-minded, non-student groups to connect with.
- Ask to attend their group meetings, potentially tabling with your Field Representative.
- Request to speak at their next meeting to share chapter updates and consider inviting the group to your next public event and our national conferences.

CLUB AMERICA NATIONAL ACTIVISM THEMES

Each school year, Club America organizes a series of national activism campaigns. Examples of past campaigns include the "Socialism Sus" campaign, the "Free the First" campaign, and the "Love Your Land" campaign.

During each campaign, chapters across the country join together to promote a specific issue or message at their school. Club America's national office issues a newsletter that features the events and activism initiatives being planned by local chapters.

There are numerous ways that a chapter can participate in one of the national activism campaigns. You can hang up signs, bring a speaker to school, promote the topic while tabling, host a film screening, or organize another event that relates in some way.

Chapters are encouraged to be part of each campaign, but participation is never required. Your chapter may always talk about whatever issue you prefer. Our campaigns are a guide, not a requirement.

By participating in our national activism campaigns, you will be joining hundreds of clubs across the country that are advocating for the same issues and principles.

ACTIVISM IDEAS

As a Club America chapter, it is recommended to host one activism event each semester. While a basic tabling would fulfill this requirement, many chapters wish to do more than that.

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



FREE SPEECH

Free speech is probably one of the most important topics and the most relatable to fellow students! Here are a few easy ways you can host free speech activities: a Free Speech ball, an inflatable animal, or a wall. All of these options allow students to express their right to freedom of speech. While tabling or in an open space, have students write whatever they want or propose a question, such as ‘What do you think about [a popular hot topic]?’ Be sure to gather photos of students writing down their responses and collect their contact information before they write.

What Is Needed:

- **Free Speech Ball:** work with your Field Rep to find the best option to purchase a large (at least 4ft) beach ball.
- **Inflatable Animal:** similar to a free speech ball, this is a fun way to bring more attention to your display. Online you may be able to find large inflatable animals (at least 4ft tall) such as unicorns.
- **Free Speech Wall:** gather old boxes or purchase new ones, tape, and a roll of craft paper. Construct the boxes at least 4ft tall and tape them together, then add the craft paper on top to complete your own wall.

How Much: Can cost anywhere from \$30-\$50. Funds may be drawn from your school sponsored student funds, a local supporter, or through a Club America activism grant.

How Many Volunteers Needed: At least 2 chapter volunteers should be present.

YOUR HOLIDAY ON SOCIALISM

Harness the spirit of holidays like Halloween and Thanksgiving to enlighten your peers about the perils of socialism. These occasions provide prime opportunities to engage creatively and educate others on the detrimental effects of socialist ideologies.

What Is Needed:

- **Halloween Graveyard Display:**
Create a chilling graveyard setup, symbolizing the victims of socialism. Utilize 4-6 foam tombstones, readily available at costume or Halloween stores. Affix statistical data about socialism onto these tombstones, either through paper information or painted details. This visually impactful display serves to inform your peers about the dangers inherent in socialist systems.
- **Thanksgiving Comparison Display:**
Organize a dual display contrasting Thanksgiving under capitalism with Thanksgiving under socialism. Set up two tables: one representing the abundance of a capitalist Thanksgiving, and the other portraying the scarcity and desolation of socialism.
 - **Capitalism Thanksgiving Display:** Decorate with fall motifs, a faux turkey, and other items exemplifying the richness of capitalism.
 - **Socialism Thanksgiving Display:** Use items that evoke emptiness and deprivation, such as fake bugs, cobwebs, and barren table settings.

How Much: Budget between \$30-\$70 for materials. Reach out to your Field Representative for potential assistance with costs or explore options for obtaining an activism grant if school funding is unavailable.



How Many Volunteers Needed: Aim to have 2-4 volunteers present to assist with setup, management, and engagement during the event.

Harness the power of these holiday-themed displays to spark conversations and raise awareness about the dangers of socialism. Remember to think creatively and leverage your imagination to effectively convey your message to your peers.

HONORING PUBLIC SERVICE

From firefighters to veterans, there are so many local public service heroes who rarely get the recognition they deserve. You and your chapter can work together to honor these service members to say thank you for the sacrifices they make for our country. Writing letters or setting up memorials are just a few ways you can show your thanks and bring students together to do it!

What Is Needed:

- Cards or paper to write letters to public servants on.
- Mini American flags that can be placed on lawns in memory of lost service members.
- School Permission (if conducted on school grounds)

How Much: Can cost anywhere from \$10-\$30. Consult your Field Representative for details on how they can assist with the costs.

How Many Volunteers Needed: Writing letters to veterans can have as little as 2 volunteers present, but for larger activities like placing miniature flags around campus, as many as 5 can be needed to complete in a timely manner.

VOTER REGISTRATION DRIVE

Voter registration is the first step for students to become civically engaged. Voter registration drives are an important activity for Club America chapters to do to serve your community. To have a successful voter registration drive, make sure to choose a location where there's foot traffic, such as a hallway at your school or at an outside event in your community. Make sure to bring paper ballots or have a computer for online registration. Make sure to take activism photos and post your voter registration drive on your chapter's social media!

What Is Needed:

- Knowledge of state voter registration laws. These laws vary by state, but many states allow high school students under 18 years old to pre-register to vote. Research your state laws and consult your field representatives.
- Voter registration forms or access to digital registration if available in your state. You'll also need a computer or laptop for registration.
- Table and Club America Voter Registration materials.
- School permission (if conducted on school grounds).

How Much: Voter registration drives can be organized at no financial cost. Consult your field representative for details!

How Many Volunteers Needed: A voter registration drive should have at least 2-3 volunteers capable of registering individuals to vote, but more volunteers are always beneficial!



HONOR THE FLAG

The objective of Honor the Flag is to display the deep respect our country holds for the American flag and the freedom that it symbolizes.

Installing a Flag: Find either a classroom with a missing flag or one in need of a proper flag. You can request a classroom flag through your Field Representative. Bring 10 chapter members to film the flag being installed in the classroom and to say the Pledge of Allegiance.

Flag Unveiling: Coordinate with school leadership to hang an American flag in the school. Activism grants may be available to help purchase a large flag. Organize a date for a meeting where students can participate in a 'flag unveiling.'

Pledge of Allegiance: Help lead the whole school in the Pledge of Allegiance. Work with administrators to have a chapter member lead the school in the pledge via the schools PA system. Film the student reciting the pledge over the PA.

Meet you at the Flag Pole: Organize a chapter meeting at your school's flagpole. Provide snacks or food for chapter members, and assign one chapter leader to make a short statement on the significance of the American flag.

Flag Folding Workshop: Provide students with a short presentation that outlines the proper steps to fold an American flag, or reach out to your local ROTC club. Designate one student as the workshop leader, and record the students as they participate in a flag folding activity. Post these videos to social media with the #Honorthetheflag

FOOD ACTIVISM

Students love free food! Use the offer of free food or candy to draw them over to the table, where you can talk to them more about what Club America does in your school or community and how they can get more involved!

What Is Needed:

- **Freedom Floats** - Gather supplies to make root beer floats! Hand out free root beer floats and talk to students about Club America to get them involved. You can find boat themed supplies at dollar stores or online, such as inflatable ships, floaty toys, or pirate hats! Make sure you have freedom-themed activism materials on hand!
- **Dunking on Socialism** - Hand out donuts to interested students who stop by the table, talk about why we believe that Capitalism should be promoted, and why we should stay away from socialism. If this resonates with the student, sign them up to come to the next chapter meeting!

How Much: These events can vary from \$10-\$100

How Many Volunteers Needed: Food Activism Events should have at least two volunteers at the table to help attract students to the table and sign up interested students.

Food Activism events are perfect for any school, and relatively easy to put together.

TAXATION IS THEFT

Taxes can be a difficult topic for students to grasp, but by using fun activities, you can make the information easier to understand. These suggested activities will help you teach others about tax rates to government spending, all of which helps them be more informed citizens!

What Is Needed:

- **Taxation Cornhole** – Use an activism grant to purchase a portable cornhole set and labels for the different departments that tax dollars can go to, placing one label on each hole.
- **Twizzlers** – Use individually wrapped Twizzlers and a pair of scissors to cut each candy into ‘Twizzler Tax Rates.’ Cut the length of the Twizzler according to the tax rate the student recommends.
- **Guess Who Pays the Most in Taxes** – Get a poster board with printed-out photos of various careers, from tech founder to mailman, for students to guess who pays the most in taxes.

How Much: These events can vary from no cost to \$50. Consult with your Field Representative for details on how they can assist with cost.

How Many Volunteers Needed: These types of activism activities should have at least 2 volunteers to assist with the interactive components and signing up interested students.





CAMPUS EVENTS

FILM SCREENING

Film screenings are a great way to draw people into your club who may not be familiar with Club America. Screenings also double as social events where members can bring their friends and meet new people.

Select a film that relates to current events, capitalism, elections, history, or free-market values.

Before the event, be sure to reserve a space that can accommodate your anticipated audience. If possible, choose a space with comfortable seating (lounge chairs, rather than desks).

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

On the day of the screening, arrive early to set up the room, put out snacks for your guests, and test the 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 a presidential debate, local debates, etc.). Find out the time it will start, which channel will be showing it, and/or if it will be available to stream online.

Once you confirm the date and time, you can begin planning your event. First, reserve a space to watch the debate. Be sure that you 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 with comfortable seating (couches rather than desks). If your budget allows, offering food at your event is a good idea.

Once all logistics are confirmed, start advertising 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 bring 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.

TEACHER DEBATES/STUDENT DEBATES

Hosting a debate (between teachers, experts, students, etc.) is a great way to spark a thought-provoking conversation at your school.

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 who are equally qualified to represent each side (you don't want a teacher debating a student). You will also need to find a moderator—ideally a student from each side or a teacher.

Prior to the debate, determine the rules, guidelines, and structure. Be sure to communicate these details to your 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 teachers are involved, they may be willing to offer extra credit.

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

HOST A SPEAKER

Club America offers a wide range of speakers that chapters can invite to their school. A complete list of speakers can be found online at clubamerica.com/SpeakersBureau. Chapters are permitted to invite speakers who are not on the list, provided that they are approved by Club America HQ.

A complete overview of how to prepare for a school-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 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 Club America leaders from nearby schools (if public). 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 Club America logo and/or general Club America 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 Club America chapter hosts a TPUSA contributor, the Strategic Specialist, Field Manager, and Field Representative will be assigned to ensure the event meets certain criteria. This criteria includes, but isn't limited to, Club America branding used at the event, event size and attendance, and creating an agenda.

COMMUNITY EVENTS

Be a force for good locally by hosting an event with your community! Examples include beach/park cleanups, tree planting, food/coat/blood charity drives, thank-you cards for public service workers (like police, veterans, and rescue workers), U.S. flag placement during patriotic holidays, and many more!

- Pick the community project you want to take on as a chapter.
- Reach out to your Field Representative and any group that you're considering working with—such as a like-minded school club or community group.
- Plan a date to host your event!





HOW TO HOST A SUCCESSFUL EVENT

Planning an event can be a daunting task, but Club America is here to help! The checklist below is designed to help you organize and execute a successful 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 Field Representative 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 Field Representative.
 - Tell them your goals.
 - Let them know where you need the most help.
 - Submit a speakers request form if you plan bringing a speaker of any kind (TPUSA contributor, local community member) clubamerica.com/requestaspeaker
- » 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 (if a free one isn't available)
 - A/V Equipment Rental Fees
 - Food/Beverages
 - Advertising
 - 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 school 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, Club America will handle all of this for you if you have requested a contributor).
 - 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 at your school.
 - 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 Club America 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 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.



- » Gather materials that you'll need for the event.
 - Club America Giveaways (rally signs for each chair)
 - Sign-Up Materials (every attendee should sign in)
 - Club America branded Materials
 - Ask your Field Representative, 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:
 - 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
 - Set-up the check-in/sign-up table
 - Set-up a Club America informational table
 - Manage check-in/sign-ups at the door
 - Emcee the event and/or introduce the speaker
 - Run audience Q&A
 - Set-up and serve food
 - Take pictures and document the event
 - Clean up after the event

STEP 3: ADVERTISE

3-4+ Weeks Before Your Event

- » Request a graphics package from Club America HQ through clubamerica.com.
- » Create a Google form to gather RSVPs.
 - Gather at double the amount RSVPs needed compared to your room size. If your goal is 30 in attendance, gather 60 RSVPs.
 - Include the event date, time, location, and other pertinent details. Use a graphics request from Club America or use Canva.
 - 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 event sign up. Ask them to RSVP.
 - Share the event on your chapter's social media pages.
 - Ask like-minded clubs to share on their social media.
- » Email & Post 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. Post on social media weekly and be sure to tag chapter members and any like-minded groups.
- » Ask each officer to commit to bringing 5 friends.
 - Ask each officer to submit names, emails, and phone #'s for their confirmed RSVPs. This will give you "guaranteed" attendance.
- » Ask teachers & professors to help you advertise the event.
 - Ask teachers if they would be willing to offer extra credit and/or encourage their students to attend.
- » Hang posters around campus on bulletin boards, walls, windows, and inside classrooms where permission is given. Replace posters if they get taken down.



STEP 4: EXECUTE

Days Leading Up To + Day Of Your Event

- » Send a day-of reminder to your email list and like-minded groups.
- » Personally text or social media DM each RSVP to confirm that they're attending.
- » Arrive early to set up your event space.
- » Test all A/V equipment.
- » 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.





CLUB AMERICA'S CHAPTER SPEAKER POLICY

Club America requires that chapters request approval prior to hosting a speaker. Club America must approve the event before the chapter books the speaker.

The application for hosting a speaker can be found at clubamerica.com/requestaspeaker. Club America has a Speakers Bureau with 50+ pre-approved speakers for your chapter to invite. You can view this Speakers Bureau online at tpusastudents.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 Club America HQ through a speakers request form. The best types of speakers to bring are people who can speak to the importance of freedom & civic engagement, 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 may be approved with the completion of a 501(c)(3) status compliance form.

A woman with sunglasses and a dark jacket is holding a large sign. The sign has a pink top section with the word 'FREE' in large yellow letters, and a white bottom section with 'THE 1ST' in black and '#FREETHEFIRST' in grey. Below this, there is a red banner with white text and a logo for 'TURNING POINT USA'. The background shows a clear blue sky, bare trees, and a construction site with a building under construction.

FREE
THE 1ST

FUNDRAISING FOR
YOUR CHAPTER

TURNING POINT USA
IDENTIFY * EMPOWER * ORGANIZE
TPUSA.COM
FREE THE 1ST #FREETHEFIRST



Running an impactful Club America 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 club can secure funding for events and impactful civic engagement.

SCHOOL FUNDING

Club America chapters should ALWAYS start the fundraising process by requesting money from the school. Just think — if you don't use that funding, someone else will. Don't pass up on this awesome opportunity.

TIPS FOR SECURING SCHOOL FUNDING:

- Make your request early! Most schools require you to submit funding requests at least one semester or school year in advance.
- Follow all of the necessary application steps. Some chapters miss out on 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.
- Make the case for ROI (return on investment). Be prepared to explain how your event or initiative will positively impact your school and community.

Some schools offer general funding to every official student group. This is not always well-advertised (you either claim it or lose it). Check with school leadership 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.

CLUB AMERICA ACTIVISM GRANTS

Club America offers activism grants to chapters, and other like-minded student groups. Activism grants range from \$100 - \$1,000.

Activism grants can be used for activism supplies, bringing a speaker to school, hosting an event or social, and more. To learn more about our process or to request an activism grant please visit clubamerica.com/ActivismGrants.

Funding requests under \$50 (e.g., pizza for a chapter meeting or a free speech ball) should be directed to your Field Representative, 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 RESOURCES



Club America is proud to partner with a wide range of organizations. See below for a list of some of the partners and resources being offered to chapters.



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 prageru.com to learn more and access their free video resources.



STUDENTS FOR LIFE

Student for Life offers free pro-life materials that can be utilized for tabling and activism. Students can access free activism kits, as well as other free training resources and videos by creating a free account at studentsforlifehq.com.



THE HERITAGE FOUNDATION

The Heritage Foundation offers Pocket Constitutions to Club America 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.



ATLAS SOCIETY

The Atlas Society advocates for free-market principles and capitalism, offering a range of resources such as activism kits, articles, podcasts, and books that TPUSA students can utilize to their advantage. See more here: atlassociety.org/atlas-university/activism-kits (available to Club America chapters)



GUN OWNERS OF AMERICA

Gun Owners of America is one of the largest Second Amendment advocacy groups in the nation. They're offering free Second Amendment speakers who can come to your chapter to speak on the importance of 2A rights and our Constitution. Check out their free speakers at 2adefenders.gunowners.org/speakers.



AMERICAN CONSERVATION COALITION

If you're interested in learning more about environmental and climate-related solutions from a conservative perspective, ACA has free courses for students to learn why conserving the environment is a conservative stance.

Find their free courses at marketacademy.eco/collections



TURNING POINT EDUCATION

Turning Point Educators can join the Turning Point Education Association. Members gain access to training, resources, and curricula, as well as opportunities to connect with other like-minded educators and organizations. To learn more or to join the association, visit: **TurningPointEd.com/association**.



LEADERSHIP INSTITUTE

The Leadership Institute (LI) offers unique grassroots trainings both 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, visit: **leadershipinstitute.org**



TPUSA FAITH

Club America students who are interested in the intersection of faith and politics can access TPUSA Faith's free three-part course, *Should Christians Be Involved in Politics?* Learn how faith and politics connect. Sign up at: **courses.tpusafaith.com/courses/should-christians-be-involved-in-politics**. You can also access TPUSA Faith activism kits by scanning the QR code.



A photograph of a young man with dark hair, looking upwards and to the right with an expression of awe or concentration. He is wearing a blue t-shirt with a white star pattern, reminiscent of the American flag. He is holding a black VR headset in his hands. In the background, a woman with blonde hair and glasses is also looking in the same direction, her mouth slightly open. The scene is lit with warm, orange and yellow lights, suggesting an indoor event or exhibition. A thick, green, hand-painted brushstroke banner is superimposed across the middle of the image, containing the word 'CONCLUSION' in a bold, black, sans-serif font.

CONCLUSION

CONCLUSION

Thank you for stepping up to lead a Club America chapter at your school or in your community. It is leaders like **you** who make our national student movement possible.

Throughout the course of your involvement with Club America, it is imperative that you remember why you're part of this organization. We believe that the **government is too big, the national debt is too large, and students are uninformed about the dangers threatening our freedoms**. We also believe that our principles of freedom, free markets, and limited government 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 civic engagement, face-to-face conversations, and thought-provoking activism, we can make a difference in every community in America.

You are the future winners, risk-takers, and leaders of America—don't forget that!

The Left has been organizing on college and high school 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 Club America chapter succeed. **Thank you for being part of this movement!**

Best,

Charlie Kirk

Founder & Executive Director
Turning Point USA



NOTES

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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EDUCATE ★ EMPOWER ★ ORGANIZE
CLUBAMERICA.COM

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