



CHAPTER HANDBOOK

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

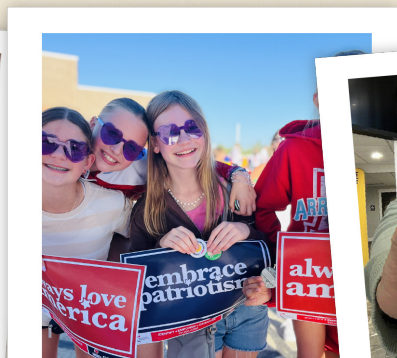


TABLE OF CONTENTS

1. CLUB AMERICA, POWERED BY TPUSA.....	1
• History of Club America	
• Mission Statement	
2. STARTING A NEW CLUB AMERICA CHAPTER.....	2
• Build Your Executive Team	
• Chapter Obligations	
• Code of Conduct	
• Utilize Your Field Representative	
• Contact Club America Headquarters	
• Develop Officer Roles & Optional Roles	
3. GETTING YOUR CHAPTER APPROVED BY THE SCHOOL.....	5
• Benefits of Being An Official Student Group	
• Learn about Your School's RSO Process	
• Write a Constitution/By-Laws	
• Finding an Advisor	
• Homeschool Co-Ops & Activism Hubs	
• Answers to Your School's Commonly Asked Questions	
• What to Do If Your Chapter Gets Denied	
4. INTERNAL CHAPTER COMMUNICATION.....	9
• Communication with Your Field Representative	
• Communication with Your Chapter Executive Team	
• Communication with Chapter Members	
5. EXTERNAL CHAPTER COMMUNICATION.....	10
• Utilizing Social Media & Other Platforms	
• Do's & Don'ts When Interacting with Media	
• Marketing Consent	
6. CHAPTER RESOURCES.....	12
• Chapter Logos & Banners	
• Activism Kit	
• Weekly Activism Themes	
• Promotional Graphics	
• TPUSA App	
• Activism Grants	
• Register to Vote	
7. MAINTAINING YOUR CHAPTER.....	14
• Creating a Chapter Plan & Goals	
• How to Execute Successful Meetings	
• Tabling Tips & Strategies	
• Work with Like-Minded Clubs	
8. CHAPTER EVENTS & ACTIVISM IDEAS.....	16
• Chapter Event Ideas	
• National Campaigns & Semester Activism Themes	
• How to Host a Successful Event	
• Host a Speaker	
• Dealing with Pushback at Your School	
9. CHARLIE'S LAST MESSAGE TO CLUB AMERICA.....	18





CLUB AMERICA, POWERED BY TPUSA

THE HISTORY OF CLUB AMERICA

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 its inception, the organization has reached **over 5,000** 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.





STARTING A NEW CLUB AMERICA CHAPTER

BUILD YOUR EXECUTIVE TEAM

Club America requires that each chapter have at least three (3) officer positions filled: a **PRESIDENT**, **VICE PRESIDENT**, and a **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.

Once you find 3 officers, head over to clubamerica.com/chaptercharter to become an official chapter with TPUSA!

CHAPTER OBLIGATIONS

To remain an active Club America chapter, the club is responsible for:



Maintaining an Executive Board / Officer Team with at least three positions: 1) President, 2) Vice President, and 3) Treasurer and/or Secretary. More positions may be required by the chapter's school.



Submitting a Chapter Charter Agreement form (found online).



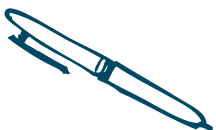
Organizing at least one (1) activism initiative per academic semester.



Remaining in communication with a Club America Field Representative regularly.



Adhering to Club America's Chapter Code of Conduct and ensuring all operations are in accordance with 501(c)(3) guidelines.



CODE OF CONDUCT

501(c)3
AND MORE

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

-  **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.
-  **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.
-  **Chapters may never design, offer, or sell apparel** that is not designed and approved by Club America's national headquarters.
-  **Chapters may never host a speaker on campus without approval** from Club America's national headquarters.

UTILIZE YOUR FIELD REPRESENTATIVE

Club America has full-time Field Representatives across the country to help your chapter succeed. They are equipped and ready to carry Charlie's legacy through your chapter. **Your Field Representative will be your best resource** for questions, conflicts at school, event ideas, etc. Your chapter should make it a priority to **communicate with them weekly**.

CONTACT CLUB AMERICA HEADQUARTERS

Please do not hesitate to reach out to Club America:

 students@tpusa.com

 tpusastudents.com/startachapter

DEVELOP OFFICER ROLES

Your chapter executive team will be working harmoniously to carry out Charlie's mission. Read below to see the responsibilities for each position.



- ★ Presides over chapter meetings.
- ★ Appoints office positions.
- ★ Develops plans and goals for the chapter.
- ★ Maintains contact with the Field Representative.
- ★ Maintains contact with advisor.
- ★ Serves as a spokesperson for the chapter.

- ★ Assists the President with any/all tasks, especially in their absence.
- ★ Directs constitutional updating and revisions.
- ★ Facilitates the election of officers.



- ★ Serves as the primary signatory on financial accounts.
- ★ Develops and executes fundraising initiatives.
- ★ Applies for and manages activism grants.
- ★ Maintains financial history of the chapter.

- ★ Obtains appropriate facilities for chapter activities.
- ★ Maintains a record of all members in the chapters.
- ★ Prepares and maintains the chapter calendar.



OPTIONAL ROLE: OUTREACH COORDINATOR

- ★ Plans and executes outreach initiatives.
- ★ Maintains a relationship with like-minded groups on campus.
- ★ Develops strategies to collaborate with like-minded groups.

OPTIONAL ROLE: SOCIAL MEDIA MANAGER

- ★ Manages all the chapter's social media accounts.
- ★ Creates creative content from all chapter events.
- ★ Posts weekly on all platforms.



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 include:

OFFICIAL
RECOGNITION
BY YOUR
ADMINISTRATION

ACCESS TO
SCHOOL FUNDING
FOR FOOD AND
ACTIVITIES

ACCESS TO
CLASSROOMS TO
HOST EVENTS
AND MEETINGS

LEARN ABOUT YOUR SCHOOL'S RSO PROCESS

The process for becoming a Registered Student Organization (RSO) varies at each school. As you begin to make plans for your new chapter, it is important to **research and understand the process of attaining and maintaining your RSO status**. You can learn more about the process through your school's Student Life office, principal, etc.



**BE READY TO EXPLAIN WHY YOUR CHAPTER SHOULD RECEIVE RSO STATUS
AND HOW YOU WILL POSITIVELY IMPACT YOUR SCHOOL.**



It is important that someone from your chapter is responsible for following up with the school after the paperwork/application has been submitted. Club America is committed to helping every chapter achieve official recognition from their school. **Contact your Field Representative if you are having difficulty with your RSO status.**

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. Some schools have very specific guidelines for the constitution that your club must follow.

FINDING AN ADVISOR

Most schools require registered student clubs to have a faculty advisor to sponsor and/or sign off on the club. Once you have a faculty advisor, meet with them to determine communication preferences and their ideal role in your club. Regardless of their role in the club, be sure to keep them updated with major events and club happenings.

TO FIND AN ADVISOR,
WE RECOMMEND:

- ★ Reaching out to **like-minded clubs** on campus.
- ★ **Emailing teachers.** Ask them if they would like to be an advisor or if they know someone who would.
- ★ **Contact your Field Representative** if experiencing difficulty.

HOMESCHOOL CO-OPS & ACTIVISM HUBS

Rules and procedures differ for homeschool co-ops and activism hubs. They operate similarly to a high school campus chapter while not being affiliated with an institution.

When filling out the Chapter Charter Agreement, select **CITY/COUNTY HUB** as your chapter type.

Please contact your Field Representative to discuss the steps of becoming an official chapter!



ANSWERS TO YOUR SCHOOL'S COMMONLY ASKED QUESTIONS

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.

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 Women's Leadership Summit, AmericaFest, 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 have already 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. Our executive board will do bi-weekly recruitment efforts.

Additionally, Club America's Headquarters offers a wide variety of resources to ensure that our chapter succeeds:

- Training at Club America HQ for Chapter Leaders
- Planning support from trained full-time Field Representatives
- Event ideas 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, and sign-up cards. Additionally, Club America has financial activism grants for chapters to apply for.

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.

Before any meetings with your school's administration, prepare with your Field Representative to ensure success! For any other additional questions, please contact your Field Representative!

WHAT TO DO IF YOUR CHAPTER GETS DENIED

DO NOT GIVE UP!

- ★ **Contact your Field Representative.** Be sure to tell them the reason for your denial (if it was provided) and any correspondence from the school.
- ★ 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 resubmit** 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 this be provided if you request it.
- ★ **Never worry or feel bad** if your chapter is denied; Club America will assist 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.



INTERNAL CHAPTER COMMUNICATION

Communicating effectively with your members is a critical part of your chapter's success. As you prepare to lead your chapter, be sure to **form a comprehensive internal communication plan** to ensure that members and your Field Representatives are in the loop.

ONE OF THE MOST COMMON REASONS A STUDENT LEAVES A CHAPTER IS BECAUSE THERE ISN'T ENOUGH COMMUNICATION.

COMMUNICATION WITH YOUR FIELD REPRESENTATIVE

Club America prioritizes your chapter's success by connecting you with a full-time Field Representative. They will assist you and your executives when it comes to events, recruitments, and communication strategies. Therefore, it's essential to keep your Representative updated on all chapter events and activities.

COMMUNICATION WITH YOUR CHAPTER EXECUTIVE TEAM

We recommend:

- ★ Scheduling bi-weekly meetings
- ★ Create a meeting agenda
- ★ Confirm the best ways to communicate with executives
- ★ Set realistic and attainable goals



COMMUNICATION WITH CHAPTER MEMBERS

It's essential to **designate an officer to communicate with members** about upcoming meetings and events.

From the moment you start your chapter, it is important to **keep track of all your members' information**. We recommend organizing the database in Google Drive or a Google Spreadsheet. Do not track any sensitive information in this form, such as Driver's License, Student ID number, Social Security Number, or any other personal information.

Collect the following information:



FIRST NAME, LAST NAME, CONTACT INFORMATION, GRADE



EXTERNAL CHAPTER COMMUNICATION

UTILIZING SOCIAL MEDIA



INSTAGRAM AND X

Chapters are encouraged to create an Instagram page and an X account to highlight great pictures of their chapter meetings, tabling, and events. Be sure to designate an officer to post regularly for your chapter to appear active!

Club America requires that your chapter handles follow this standard format:

- ★ Instagram: @TPUSA(insert school name)
- ★ X: @ClubAmericaat(insert school name)

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.

EMAIL ACCOUNTS

If more than one person will be emailing your members, you may want to create a chapter email account. Club America recommends using Gmail.

We recommend: **ClubAmericaat(insert school name)@gmail.com**

INTERACTING WITH THE MEDIA

DO'S

- ★ Chapters are permitted to give comments to school press on behalf of their individual chapter.
- ★ Bring all **national** media requests to the attention of your Field Representative immediately, **before any response is provided to the media outlet.**
- ★ If you are unable to reach your Field Representative, please **email HQ@tpusa.com**.

DON'TS

- ★ All comments must not violate Club America's 501(c)(3) restrictions.
- ★ Chapters are not authorized to give comments on behalf of the national organization.

MARKETING PHOTOS & VIDEO 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.

MARKETING COMMUNICATION & 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.



CHAPTER RESOURCES

CHAPTER LOGOS / BANNERS

Club America will provide customized chapter logos and banners.

TO ENSURE BRAND CONSISTENCY, CHAPTERS MUST NOT CREATE THEIR OWN MATERIAL.

ACTIVISM KIT

Club America provides a wide range of activism supplies for chapters, including buttons, stickers, signs, and much more!



SCAN THE QR CODE TO ORDER YOUR FREE ACTIVISM KIT!

WEEKLY ACTIVISM THEMES

See the semester's activism themes for your chapter to participate in. You will also see presentations, themed games, and activity sheets for each theme.



PROMOTIONAL GRAPHICS

If your chapter is hosting an event, Club America will provide various flyers and posters. You will also have access to customizable social media graphics.



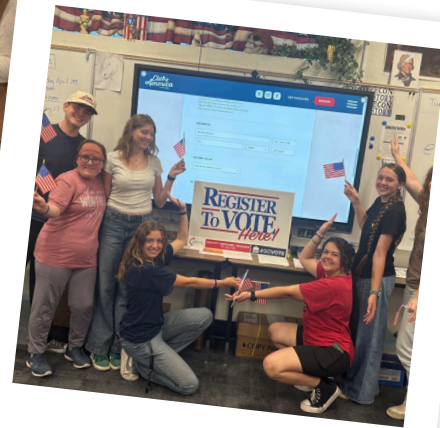
TPUSA APP

Chapters can use the app to sign up new members while recruiting, stay updated about upcoming events, view chapter resources, and much more!

ACTIVISM GRANTS

Club America offers grants that can be used for civic engagement supplies, bringing a speaker, food for an event, and more.

REMEMBER TO CHECK
WITH YOUR SCHOOL TO
SEE WHAT MATERIALS
THEY OFFER TO CLUBS!



REGISTER YOUR CHAPTER TO VOTE

Club America is dedicated to ensuring all students are equipped and ready to vote! Below are resources for your chapter to check your fellow members' voter status.

REGISTER
STUDENTS TO VOTE



CHECK YOUR
VOTER STATUS



NOT 18?
PLEDGE TO VOTE HERE



WE'LL SEND YOU A REMINDER
ON YOUR BIRTHDAY!



MAINTAINING YOUR CHAPTER

CREATING A CHAPTER PLAN & GOALS

Before the start of every semester, **your officer team should meet to set plans, priorities, and goals.**

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.

WE RECOMMEND:

- ★ Hosting at least one event each semester.
- ★ Planning at least one trip to a TPUSA conference.

HOW TO EXECUTE SUCCESSFUL 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 a minimum.**





TABLING TIPS & STRATEGIES

Club America encourages every chapter to table regularly. Tabling allows you to educate your peers about important issues, recruit new students, and display all of your activism materials!

WORKING WITH LIKE-MINDED CLUBS & ORGANIZATIONS

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.

Additionally, Club America has developed partnerships with other organizations to give your chapter access to their educational resources and speakers.



CHAPTER EVENTS & ACTIVISM IDEAS

CHAPTER EVENT IDEAS

Club America is ready to give your chapter fun and engaging event ideas, ranging from the best speakers to host to community activism ideas.

NATIONAL CAMPAIGNS & SEMESTER ACTIVISM THEMES

Each school year, Club America organizes a series of national campaigns and semester activism themes. During each one, chapters across the country join together to promote a specific issue or message at their school. Chapters can hang up signs, bring a speaker, or organize another event that relates in some way.



HOW TO HOST A SUCCESSFUL EVENT

With there being many factors in planning an event, Club America is ready to give you all the resources you need. Remember, Club America offers activism grants to make your events successful!

HOST A SPEAKER

Club America offers a wide range of speakers that chapters can invite to their school. **Chapters are permitted to invite speakers who are not on the list, provided they are approved by Club America HQ!**

The best speakers to bring are people who can speak to Club America's 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.**

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.

Be sure to record all encounters and remember your First Amendment right. You and your members should be allowed to freely discuss ideas and principles anywhere, especially on public high school campuses.





CHARLIE'S LAST MESSAGE TO CLUB AMERICA

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, Turning Point USA



[illegible]

Club★
America

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