

# Building a Great DM Chapter

## Building a Great DM

### Chapter:

1. Recruitment & Advertising
  - A. Building a Core Team
  - B. How to Find People?
2. Organize Successful Meetings
  - A. Your Kickoff Meeting
  - B. Successive Meetings

### **1A. Building a Core Team - Find others who are just as passionate about defending and strengthening our democracy as you are.**

1. Recruitment Coordinator (vice pres)
2. Coalitions and Community Relations Coordinator (social media)
3. Logistics Coordinator (treasurer)
4. Communications (secretary/press)

### **1B. How to Find People?**

1. Reach out to friends, classmates, and supportive faculty
2. Classroom Announcements
3. Constantly build your listserv
4. Effective Tabling (w/food and candy whenever possible)
5. Fliers, posters, and public displays
6. Social Media @DemocracyMatrz #getmoneyout Also find us on Facebook!

Advertising Ideas: Banners, Campus Radio and Newspaper, Sidewalk Chalk, Classroom Announcements, 30 Second Raps, Flyers, Word of Mouth, Social Media, Tabling, Your school's Website, Yard Signs, Posters, Public Displays. BE CREATIVE! For more ideas visit our website!



### **2A. Your kickoff meeting**

1. **Bring together students** in your university who are passionate about getting corporate and private money out of politics and building a more just society.
2. **Educate** them about big money in elections and the need for public financing of campaigns. You can show Larry Lessig's TED talk, "We The People and the Republic We Must Reclaim"
3. **Explain the ultimate goal:** which is building a politically engaged student body advocating for getting big money out of politics and people back in, for our communities, states, and country.
4. **Hold a discussion** to solicit your attendees' ideas, goals, and concerns. Get their stories!
5. **Lay out your proposed plan of action** for the semester (create an organizing plan with your calendar and your DM Staff Link). Implement input from your group, delegate roles, and schedule your next meeting.

**2B. Successive Meetings:** Make your meetings exciting and focused on educating your campus! Two examples:

**Each week one member** makes a list of facts about campaign finance themed by issue. (like the environment, women's rights, racial injustice, etc) That person brings facts about that issue and campaign finance to the meeting starting a discussion and plans highlighting their issue with an on-campus event.

**Short political video clips** - show these to start conversations! (ex: Jon Stewart, House of Cards etc.)

# Building a Great Chapter cont.

(more @ [www.democracymatters.org](http://www.democracymatters.org))

3. Tabling and petitioning.
4. Organize well-planned action campaigns - (with some examples)
5. Reach out to other groups on campus - “Co-Sponsoring”

## WEALTHY ELITES GIVE POLITICIANS MONEY FOR THEIR CAMPAIGNS.

Two-thirds of all donations to political campaigns and parties come from just 0.22% of Americans.

## POLITICIANS GIVE ELITES

# 14,000%

## THE POLITICAL INFLUENCE OF AN ORDINARY VOTER.

The policy opinions of Americans in the top 10<sup>th</sup> income bracket have 78% strength of influence over how Congress votes on laws. All other voters combined have 5% influence over Congress, even though there are nine times more of them.

### 3. Tabling and Petitioning:

- \* Tabling: Get out from behind your table! Walk around and talk to people!
- \* Make a tri-fold poster with facts about \$ in politics for your table.
- \* Petitions: Walking around with clip-boards with a hook is key! “Do you have 5 seconds to support Democracy?” Introduce DM and a quick blurb about why they should care about getting \$ out of politics.
- \* Taking your petition to your classes (and your members’ classes as well), doing a short, 2 minute explanation of about your petition and pass it around class.

### 4. Action Campaigns: more on: <http://www.democracymatters.org/organizing-tools/action-campaigns/>

- \* **Silenced Voters Campaign** - Taping black tape over your mouths and holding signs that say your voice has been silenced by big money in politics, always having a #getmoneyout and @DemocracyMatrz poster clear for people to tweet photos.
- \* **Corruption Call-Out** - Blast posters all over campus calling out different Corps and their donations to elections. Let students know why they should boycott their products and join DM!
- \* **Faces with Names** - Use whiteboards to get students’ statements about why we need to #getmoneyout and then tweet w/photos. Tag and make new friends. @DemocracyMatrz
- \* **Dorm Storm** - Contact your campus RAs and set up a table in the dorms.



**ADVERTISING TIP:** Use good graphics on all your flyers and posters! Find them online and edit them for your school!

# GET MONEY — OUT OF — POLITIC\$

★ TAKE OUR DEMOCRACY BACK ★

### 5. Reach out to other groups: Co-Sponsoring

- \* Go to other groups’ meetings and make announcements about your events.
- \* Discuss co-sponsoring events with other organizations’ leaders. This will help get your word out and boost your numbers!

