

— THE — **CAN KICKS BACK** Chapter Guide

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The Can Kicks Back logo, featuring the text "THE CAN KICKS BACK" in a stylized, bold font with a star in the "A" of "CAN".

Open Letter

Dear Chapter Leader,

Thank you for stepping up to lead The Can Kicks Back in your community. Our movement is organizing locally so we can have a big impact nationally. Each of our chapters - in high schools, on college campuses and in young professional communities across the country - are independent but affiliated organizations of our campaign.

This means, as Chapter Leader, you are in charge. This is your campaign to plan, build and win on a local level. While it requires significant time and investment early on, it promises to pay big dividends of satisfaction down the road when your chapter is up and running. Of course, your fellow Chapter Leaders and national campaign staff are here for you every step of the way, with the tools, resources and information you need to be effective. So don't hesitate to reach out for help - and don't hesitate to fail quickly and innovate often.

**Indebtedly,
Blake & TCKB Team**



Launching TCKB

Fall 2013 Goals:

1. Build a local chapter of at least 10-20 actively engaged volunteers.
2. Raise awareness about the issue of the national debt and this campaign by recruiting at least 50 new supporters by December 1.
3. Engage students, professors and local young professional groups in a day of speeches, class room presentations, op-eds, and social media blasts set to coincide with the culmination of our Generational Equity Tour on October 30th.
4. Mobilize supporters to contact their elected leaders and advocate passage of the INFORM Act (S.1351 / H.R. 2967) and general balanced deficit reduction agreement by 2014.

Steps to Get Started:

1. Within your first week, make sure you chapter is properly set up online and that you know what resources are available to you (see guide below). Learn more about the issues and the campaign at TheCanKicksBack.org.
2. Recruit your “core organizing team” - at least 3-5 other people who you can rely on to help you organize your chapter. Consider making several positions (i.e. director of outreach, press, multimedia content, events, etc.) for these team members to assist with various responsibilities.
3. Draft a local organizing plan that lays out some key goals, activities and timeline of how you will build your chapter, drive sign ups and mobilize supporters.
4. Start spreading the word on your campus or in your community. Some initial ideas are outlined below. Within your first 2-3 weeks, organize your first meeting or event and aim to have a dozen people in attendance. Make it a goal to double in size by the time of your next meeting.

Online Prescence

Setting Your Chapter Up Online:

1. Join the local leaders Facebook group

- You can join here: facebook.com/groups/tckbleaders. When you join, please make a post introducing Who you are, where you're from and why you got involved + anything else you'd like to share.
- This Facebook group is for all local leaders to share updates, brainstorm ideas and keep updated on The campaign. It's a closed group, but feel free to invite members of your core organizing team

2. Create your own Facebook group for your chapter

- Groups are different than Pages and are better organizing tools. From group settings, you should set your group "open" and customize the URL to Facebook/groups/[Your Chapter]Kickback.
- Example group description: Penn State Kicks Back! Is a group of young people committed to fixing the National debt and reclaiming our American Dream.

3. Create an account on TheCanKicksBack.org

- Creating a new profile for your chapter on www.TheCanKicksBack.org (as if you were signing up for the first time) requires a different email address than your own. It is recommended you create a free email address, such as [YourChapter]KicksBack@gmail.com. Be sure to forward to your personal account or check often.

- Create and edit your public profile by clicking where your name appears when you are signed in. Your "User name" will be your public URL (i.e. thecankicksback.org/YourChapter). Enter your Facebook group where it asks for website. Put a description of your group in the box below - be sure to include (i) your chapter's unique recruiting URL (which you can obtain at TheCanKicksBack.org/recruiting) so your chapter gets credit for new signups and (ii) your chapter's email address so people can contact you.

- Be sure to email us at volunteer@thecankicksback.org when you have set up your chapter's FB group and website profile so we can grant your chapter administrative privileges.

Public profile

☐ Don't publish my profile on the website

First Name: Penn Last Name: State

User name: pennstate

Your public profile will be at <http://www.thecankicksback.org/pennstate>

Short bio: Penn State Kicks Back! is a group of young people committed to fix

Website: www.facebook.com/groups/PennStateKicksBack

Why do you support The Can Kicks Back?

Paragraph: Hello Penn State!

If you are new to The Can Kicks Back, please click this link (http://www.thecankicksback.org/?recruiter_id=3) to sign up and be connected to our chapter.

You can also join our Facebook group and contact John Doe at pennstatekicksback@gmail.com. Our chapter meets on Tuesday nights at 6:00 pm in Room 92B.

Path: p

NationBuilder

Using the thecankicksback.org

Now that your chapter has its own account and you've let us know about it, we will assign administrative privileges to you that will give you access to many useful resources and tools.

1. Recruiting URL

- Use your chapter's unique recruiting URL (www.TheCanKicksBack.org/Recruiting) to sign up new supporters, and send to your members to do the same. Remember: your goal is 50 new recruits by December 15.
- Your chapter will earn credit for each new sign up. You can see how you compare to other chapters at www.TheCanKicksBack.org/leaderboard.

2. Chapter Resources

- When signed in as your chapter, you can visit www.TheCanKicksBack.org/chapters - a clearinghouse for information and resources for TCKB Chapters. This includes: conference call recordings, downloadable materials, mini-campaign guides and more.

3. Managing Supporters & Volunteers

- On a periodic basis, we will search our full database and “assign” new supporters and volunteers from your area/school to your chapter account. You will get an email notification every time a new person is assigned to you.
- The email will say you are the new “point person” and give you the contact details of the supporter. You can view and manage all of the people assigned to you by logging into the NationBuilder control panel at www.TheCanKicksBack.org/admin.
- The arrow below the person's name indicates whether s/he needs to be followed up with and, if so, a target date to do so by. You can set and reset follow ups.

The screenshot displays the NationBuilder interface for managing supporters. At the top, there are navigation tabs: Dashboard, People, Messages, Settings, and Live site. The main heading is 'Supporters: John Doe (Milford, PA)' with a '15pc' indicator. Below this, there's a section for 'Add background...' and a profile card for John Doe, including his phone number (123-456-7890) and email (JohnDoe@gmail.com). The profile card also shows 'Id: 3964' and 'Point person: Penn State Kicks Back'. Below the profile card, there are three status buttons: 'YES supporter', 'YES opted in', and 'YES volunteering'. A 'Note' field contains the text: 'I contacted John, and he's interested in being more involved. He's available on Tuesday's from 3-4. He is a member of the student government too.' Below the note, there are several dropdown menus for 'Phone call', 'Initial outreach', and 'Op'. There are also checkboxes for 'Answered', 'Bad info', 'Left message', 'Meaningful interaction', 'Not interested', 'No answer', 'Refused', 'Send information', and 'Other'. A 'Broadcast' dropdown menu is also present. At the bottom, there's a green button that says 'John Doe was contacted'.



You can log contacts with your assigned supporters and volunteers to keep an ongoing record of communication in each person's profile. You can also enter private notes in profiles, which could describe their availability, special skills or offers of help.

NationBuilder tutorials are available online, including Basic Concepts and How to Set Follow Ups. And you can email volunteer@thecankicksback.org for help.

4. Keeping Organized

You should create a separate spreadsheet (perhaps using Google Docs or in an excel spreadsheet in DropBox so you can share it with your team) to keep track of the details of your chapter - core organizing team, volunteers/members and general supporters. You might also enter notes on people's skills, availability, resources, interests, etc.

5. Keeping in Contact

In addition to keeping your local Facebook group updated, you should consider a periodic email update to your chapter so you can keep everyone up to speed with activities and ways they can be involved. You can export the full email list of those assigned to you in NationBuilder by clicking "export."

NOTE: It is important that you do not email anyone who does not want to be emailed by offering them a way to be removed from your list. In addition, due to privacy policies, the contact information provided to you through NationBuilder must be secured and accessed only by the Chapter Leader or his/her designee.

Additional Resources

1. Mini-grant Program

You can apply for a mini-grant (\$25-\$250) to defray any of your organizing expenses, such as holding an event. Please allow 3-5 business days for processing. You will be responsible for a brief post-grant financial and activity report.

Application: <http://bit.ly/kickbackgrant>

2. TCKB Field Staff

Contact your Regional Field Director, listed at: www.TheCanKicksBack.org/collegeteam as well as www.TheCanKicksBack.org/lypteam

Or contact Blake Wright, National Field Manager at blake@thecankicksback.org

3. Each Other

If you have ideas to share or questions to ask that you think others in the group might benefit from, feel free to post about it on our Facebook group.

We will have an organizing conference calls intermitently throughout the semester to check in on progress, share updates and plan activities. You will receive invitations to these calls and agendas 5-10 days ahead of time. Our conference line will remain the same:

Conference Dial-in Number: 213-493-0700

Participant Access Code: 276181#

Kicking Back

Events & Resources to Spread the Word

1. Contact your Network

- Use email and social media to spread the word online, using your unique URL to sign new people up.
- Personal outreach is always more effective. Share your story of why you got involved.

2. Hang up Posters

- Create some buzz by hanging up flyers around town.
- Download one of our premade flyers or create your own to distribute and share with the rest TCKB team

3. Visit an Existing Organization

- Contact the political science club on campus or the young professional association in your city and see if you can make a presentation to its members during an upcoming meeting.

4. Write an Op-Ed

- about the need for young people to be involved on this issue. Submit your op-ed to your school or community newspaper. Consider co-signing it with someone of a different political party than your self, signaling the need for all Americans to work together.
- The Appendix contains two examples of well written op-eds submitted by TCKB members



5. Visualize the Debt

“UNC Kicks Back!” partnered with the Young Americans for Liberty chapter on campus to “visualize the debt” on their campus quad one day, by building a giant billboard of the size of the national debt. They signed up over 80 new supporters.

Brainstorm creative ways to present the scale of the national debt at your campus.



Kicking Back

Events & Resources to Spread the Word

6. Host an Event



“Dartmouth Kicks Back!” hosted former Representative Dick Swett (D-NH), former Senator Judd Gregg (R-NH) and TCKB co-founder Nick Troiano for a presentation and discussion about the debt.

- TCKB organizers at Vanderbilt University gathered the leadership of the College Democrats, College Republicans and Students for Liberty to “Change the Conversation” and find common ground about the national debt.



- Through TCKB’s leadership and partner organizations, you can request a speaker for your event. We will need to know available dates, times and venues.
- Need some funds for Pizza? Apply for a Mini-grant to cover the cost of food.

7. Campus Tabeing



Organizers of the TCKB chapter at American University set up a table in their student union to sign up new supporters. They handed out swag (coozies, bracelets and other items) as an incentive to sign up.

Email blake@thecankicksback.org to request swag be sent to your campus for any event you hold.

8. Hill Day

- Periodically, TCKB will host chapter leaders and volunteers in Washington, DC for days of action on Capitol Hill. Being an outstanding local leader may earn you a ticket to Washington. If you ever want to visit or plan a road trip with your chapter, TCKB can help set up meetings with elected leaders and their staffs.



Web Warriors

We understand that not all who are compelled to act on the issue of the national debt have the time to give (there's always homework). The Web Warrior Program provides your team with small, yet meaningful actions that help promote our mission in your community. To join check the "Web Warrior" box on our [volunteer page](#) or email blake@thecankicksback.org

Content Distribution

1. Social Media

- Periodically you will receive a document with a list of digital actions you can take. These will range from simply tweeting out an article with our hashtag to helping to develop a campaign. Below are listed items that will be sent out.

[Blog submissions](#) | [Tweets](#) | [Facebook posts](#) | [Campaign Ideas](#) | [Graphics](#)

2. TCKB App

- Hosted by Crowdshout, the TCKB App is utilized to promote weekly "micro-actions." Through scheduled notifications the app allows you to interact with your representatives. Whether through tweeting a message to your senator or participating in a phone call to your local representative. Sign up your whole team to download the TCKB app for [iPhone](#) or [Android](#).

Content Production

1. Shared Media

- Designate members of your team to spend time each day finding articles, videos, interviews, you name it and then passing them along to us. We will queue these up for release via our facebook or twitter account and use them as inspiration in our blogger program.

2. Blogger Program

- Promote each one of your members to write at least one article a semester detailing a specific situation surrounding the national debt to be published on our site and pushed out through social media. Campus members who wish to do more can join our national blogger program submitting bimonthly posts to our website. Additionally, bloggers are encouraged to submit their articles to PolicyMic.com

3. Video/ Graphic Design

- It cannot be overstated how important the creation of posters, videos, and other graphic elements are to TCKB. Any member interested should contact blake@thecankicksback.org. We are in need of content created daily.

Appendix

INSIDE

#1: Op-ed Letter
#2: Op-ed Letter

Appendix

THE OBSERVER

It's time for outrage

Out of Right Field

By Conor Durkin

Published: Tuesday, April 2, 2013

Updated: Tuesday, April 2, 2013 22:04

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- When it comes to our public sphere, I've always tried to be an optimist. But looking at what's going on today, I think the time for optimism is just about over. It's time for outrage.
- It's been almost five months since the election and almost 27 months since the Bowles-Simpson commission released its debt reduction plan, yet our government still hasn't gotten its act together on the national debt. We tried to use a "supercommittee" to outline a plan — and it failed. We tried to impose a "fiscal cliff" — and we came right up to the edge of it, before kicking it down the road a little further. We tried the threat of a sequester — and instead of avoiding what most everyone thought of as arbitrary and ill-advised cuts, we actually had the sequester take effect. Two weeks ago, the Senate and House signed off on yet another continuing resolution for the federal budget, as we have failed — yet again — to agree to any budget outlining future federal spending.
- And take a look at the solutions politicians have put forward to solve the problem, like Congressman Paul Ryan's most recent budget. Ryan has previously stated he doesn't want to change Medicare for anyone over 55, and his most recent budget plan also had a stated goal of balancing within a decade — an admirable achievement. In order to meet both goals, however, he had to cut discretionary funding to unprecedented levels, leaving non-defense discretionary spending in 2023 at its lowest level in the past five decades. These sort of cuts would hinder our government's ability to invest in research, technology, education or infrastructure — the sort of spending that leaves us better off in the long-run. Doesn't it seem counterproductive to solve our long-term public debt problem by creating a long-term public investment problem?
- Congressman Ryan's efforts at outlining a path forward are admirable, but the specifics of his approach need work. According to a study from the Urban Institute last month, the federal government currently spends \$7 on the elderly for every \$1 it spends on young people. That spending on the elderly, by and large, comes through entitlement spending, and the notion that we should leave those \$7 untouched for 10 years while targeting all of our cuts in that \$1 is troubling. That's protecting today's generation at the expense of tomorrow's, and we shouldn't stand for it.

Provides good context.

Provides the good and bad when mentioning specific politicians or policies.

Appendix

THE OBSERVER

- So, where does this leave us? Trapped, in a troubling equilibrium where we preserve entitlement spending and must choose between ignoring the threat of the national debt or making deep cuts to spending in programs geared towards investing in our future. Why is this happening? Well, one reason is older generations have no problem getting representation in Washington. The AARP is one of the most powerful lobbying groups in America, and the elderly vote in very reliable numbers. We don't have that luxury, which is why it's even more important for us to begin to speak up.
- Simply put, young people are the ones who stand to be hurt the most by Washington's dysfunction, and it's time for us to do something about it and have a stake in solving the national debt crisis. Getting involved in efforts like The Can Kicks Back campaign, a non-partisan, millennial-driven grass-roots organization pushing for a comprehensive debt solution, is a way to do just that. The Can Kicks Back is working to raise awareness among students and young adults about the enormous threat our debt poses — and we should listen.
- The national debt, which stands at more than \$16 trillion, represents the amount our government has borrowed and has to pay back. Who will end up paying those bills? You guessed it: you and me and everyone else in tomorrow's work force. Higher deficits force future generations to pay for today's consumption. Moreover, the uncertainty generated by our debt — and, more broadly, by our government's colossal level of dysfunction — is weighing on our economy and hindering our economic growth, which leaves us worse-off in the job market. The need to pay our debt means our taxes will likely go up in the future, which will further hurt our economic prospects. And a failure to reform our entitlements — which are expected to drive much of the growth in our national debt — will force us to spend a lot less on other parts of the budget, leading to a crowding out effect that will really hurt us.
- It's easy to do nothing — to look at Congress and just shake your head — but that won't change the fact that today's problems will leave us worse off tomorrow. It's time for our government to represent the needs of the next generation. Call your representatives, and tell them it's time for the dysfunction to stop. Get involved with campaigns like The Can Kicks Back, and take action to send a message to Washington.
- The time for indifference has passed. It's time for outrage, and it's time for action.

Provides call to action.

Makes a direct connection to the reader's life.

Ties everything back to the introduction.

Conor Durkin is a junior studying economics and political science. The views expressed in this column are those of the author and not necessarily those of The Observer.

Appendix

Richmond Times-Dispatch

Nye and Pendleton: A generationally balanced deficit plan

Story

Comments

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Posted: Thursday, May 16, 2013 12:00 am

BY GLENN NYE AND JOHN PENDLETON

- With high school and college graduation upon us, and young people beginning to enter the workforce, it is important to think about what the future holds for them. As Americans, we have always stood on the principle that the country we leave to our children will be stronger and more prosperous than the one we inherited from our parents. It's the American way. But now that is in jeopardy.
- Unless leaders in Washington pull together to fix our \$17 trillion-and-growing national debt, young Americans — the millennial generation — stand to be the first generation in our nation's history to inherit a country worse off than it was for their parents.
- Instead of a nation of generational progress, ours will be a country that can neither afford to keep the promises made in the past nor have the ability to make crucial investments in the future. As a result, millennials will face a future of even more debt, higher taxes, fewer jobs and a lower standard of living. But this dismal outlook does not have to be our destiny.
- Leaders in Washington must take a generationally balanced approach to reduce our federal deficit. That means tackling the true drivers of the debt, protecting high-value investments and asking for shared sacrifice from all Americans.
- Unfortunately, recently enacted deficit reduction measures have largely failed on all three accounts. For example, social insurance programs like Medicare and Social Security, which account for virtually all of the growth in future federal spending, have largely gone untouched. At the same time, non-defense discretionary spending — a category that includes education, infrastructure and research — has shouldered a huge share of the cuts, and is soon projected to reach its lowest level ever, relative to the economy. We are literally taxing our future generations for our inability to balance our books today.
- Many of the proposals in Washington try to spare middle-aged Americans by phasing in reforms. This may be more politically palatable to certain voting blocs, but it just encourages passing our problems down the age distribution. When thinking about how policy changes affect future generations, Congress should hear directly from the “kids and grandkids” they so often talk about by inviting leaders of the next generation before relevant committees to testify. These are the members of The Can Kicks Back, a non-partisan group of young people demanding their generation be heard.

Leads with something that is timely or in the news, to make the op-ed relevant.

Defines what the problem is that the piece is addressing, and what the stakes are.

Offers the main argument of the op-ed early, and then goes on to back it up later in the piece.

Appendix

Richmond Times-Dispatch

- A generationally equitable path forward should achieve at least an additional \$2.4 trillion in further deficit reduction over the next decade, through reform of both our tax system and our entitlement programs. Recognizing the true size and future impact of our fiscal imbalance, and how policy changes would distribute their burdens or benefits across generations, would be a beneficial first step for leaders to take — and Congress can do so by passing a proposal championed by The Can Kicks Back to reinstate generational accounting.
- Math should not be a partisan issue. Over the next decade, the United States is on course to spend \$5.4 trillion on interest payments on the national debt, and \$847 billion in 2023 alone, according to the Congressional Budget Office. Whether you're a Republican, Democrat, or neither, that's real money that cannot be devoted to other priorities.
- The longer we wait to deal with this problem, the more dramatic and disruptive the changes will have to be. Both parties must realize that, despite their policy differences, the status quo is the worst option on the table. We ask that our leaders make the hard choices, compromise and understand that there cannot be any "sacred cows" left out of the process.
- Social insurance programs are vital to preserve. But you cannot protect a program by keeping it on an unsustainable path. Similarly, we need a more streamlined tax system that also raises more revenue to meet our top priorities and end our cycle of borrowing. The situation calls for all of us to sacrifice together by contributing fairly and meaningfully reforming our entitlement programs.
- As for the two of us — a member of the Richmond young professional chapter of The Can Kicks Back, and a former congressman from Virginia — we are working to make sure that today's leaders take seriously the moral implications of their fiscal decisions, and the decisions they chose not to face, and that tomorrow's leaders weigh in now on issues that will affect them in the decades to come.
- A baby born in a Virginia hospital today will owe more than \$53,000 for a national debt the generations before have recklessly accrued. We can act now to change that. We urge you to learn more at www.thecankicksback.org.
- *Former Rep. Glenn Nye represented Virginia's 2nd Congressional District. John Pendleton is a recent graduate of Hampden-Sydney College and a local volunteer with The Can Kicks Back.*

**Remains consistent with
TCKB messaging by urging
bipartisan compromise and
cooperation.**

**Provides a call to action
for readers who want to
get involved.**