



ROOTSTRIKERS

CAMPUS CHAPTER TOOLKIT

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WHAT YOU'LL NEED TO KNOW

WHY ROOTSTRIKERS

We are a network of activists fighting the corrupting influence of money in politics. If:

1. You believe our government should be dependent upon the people, not the funders;
2. You are tired of the apathy that prevents citizens from taking a stand.
3. And you're ready to lead others to a better way of understanding the dependence corruption that cripples our democracy and weakens public trust;

then you've come to the right place. Welcome.

THE CAMPUS MISSION

Rootstrikers is a network of online and grassroots activists. We know that for a movement fighting corruption to succeed, it will need popular support from all kinds of people. Rootstrikers are at the forefront of this fight, recruiting and organizing citizens who can uphold the kind of democratic engagement that this country desperately needs. Every major popular movement since the last century—from civil rights to anti-war protests—owe victories to campus activism. This movement can't afford to overlook the power of students to make a difference.

Here's what you can do:

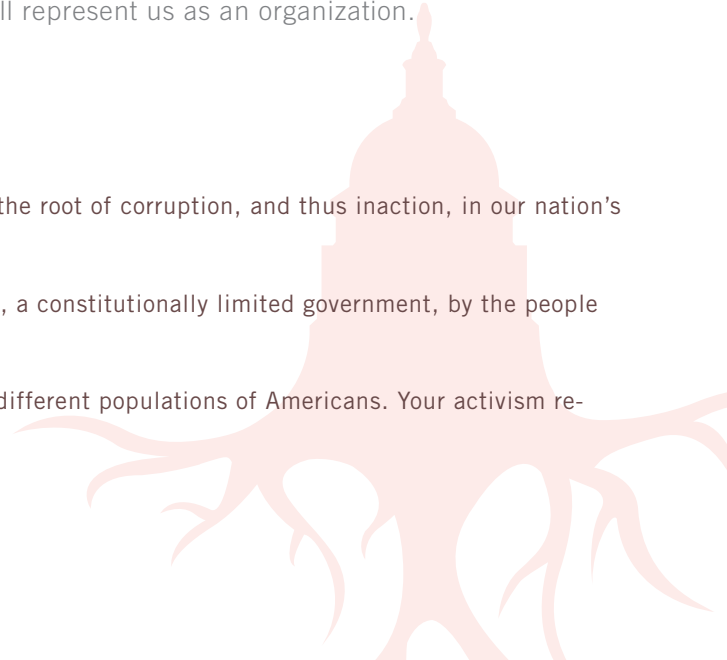
- Recruit and educate a new generation of leaders willing to reclaim this democracy.
- Build a network of activists on your campus that supports and informs the Rootstrikers national mission.
- Demand transparency from your college about its funders to set an example for building public trust.
- Ask that the study of institutional corruption be included in your curriculum.

YOUR RESPONSIBILITY

The fight against the corrupting influence of money in our nation's politics will succeed if citizens lead it. Just as lasting reform will require time, serious effort, and dedication, Rootstrikers expects campus leaders to emulate the change it hopes to effect. This means adopting an ethic of thoughtful engagement, and responsibility to the movement and your fellow Rootstrikers. Once you join our team, you will represent us as an organization.

As a Rootstriker:

1. You will facilitate cross-partisan dialogue and understanding.
2. You will prioritize anti-corruption activism. Money in politics is the root of corruption, and thus inaction, in our nation's capitol.
3. You want to actualize the republic our framers intended. That is, a constitutionally limited government, by the people and for the people.
4. You understand that corruption has disproportionate effects on different populations of Americans. Your activism reflects this awareness.



WHAT YOU'LL NEED TO KNOW (continued)

As a campus director:

1. You will maintain regular contact with your point person.
2. You will actively work on your campus or in your city, prioritizing local reform and linking it to national goals.
3. You will respect the differences of opinion among your fellow Rootstrikers. Many of us come to this central issue, corruption, through other related concerns. What motivates each of us is important, but more essential is what unites us.

DOs AND DON'Ts

DO spend some time on the Rootstrikers website and get to know us.

DO act within your means and in accordance with what you believe in.

DON'T underestimate the importance of small victories. A short parable: “Have you ever dug up a real stump? You start with the small roots first and dig your way around the outside until you can get at the big one.”



WHAT YOU'LL NEED TO ACT

ONLINE

Rootstrikers uses NationBuilder as an all-in-one website and community management platform. As a campus affiliate, you'll need to become familiar with our online tools and how they support campus activism. As a campus organizer, you'll be responsible for:

1. Attending regular check-ins with the National Campus Coordinator
2. Reporting activities to the online calendar

Your group members can also engage with our network through the website. Though any user can see the calendar of events, only those who are logged in can RSVP to an event, or help spread the word about it.

Rootstrikers also encourages campus chapters to use dedicated social media tools to support their organizing. We recommend starting a Twitter account or Facebook group, and following us there, as well.

ON CAMPUS

Test the Waters: Attached to this College Toolkit is a template for a Rootstrikers flyer. Test the waters of interest at your campus by reaching out to the whole student population. Sometimes the best volunteers are the ones you have yet to meet.

Ask a Professor: Contact professors who may be willing to help you start an organization. This professor may not be able to head up your club, but they can advise you and link you to other helpful individuals. Professors can advertise for you in their classrooms and are great allies when planning an event.

Make Friends: Classmates and friends are natural allies when getting started, and you should try to find some who are willing to help share the workload. It is very tough, especially at some campuses, to go it alone.

Use the Classroom: Ask professors if you can do a quick 2-5 minute presentation at the start or end of a class. At the very least, add meeting information to classroom boards whenever possible.

Make it Official: Attached you will find a sample constitution. Every campus has different requirements for student organizations. Be diligent in researching your school's unique rules for student activities, especially as they pertain to political involvement.

Hold a Meeting: Once your campus has approved you, hold your first official Rootstrikers meeting. Elect officials and set goals for your campus Rootstrikers chapter.

Social Media: Rootstrikers began as a hashtag, and social media is an integral part of our movement. Use it. Start a Facebook page (Example: "Your School" Campus Rootstrikers), and share stories with us and other Rootstrikers on Twitter with #rootstrikers.

Campus Outreach: Rootstrikers is about action. Organize your team to stand outside sporting events, host speakers, perform classroom presentations, chalk sidewalks, table in your student union, and sponsor debates. Be creative and let the rest of the college team know about the successes you have had.

WHAT YOU'LL NEED TO ACT (continued)

Off Campus Outreach: Reach out beyond your campus to your surrounding city or fellow colleges. Rootstrikers has an extensive network of volunteers all over the country. Contact us about finding Rootstrikers in your area.

Leverage Media Power: A great way to spread the word about Rootstrikers and your group's actions is to reach out to your local news outlets. Find those members of your team who excel at writing and work with them to create letters to the editor. Email blake@rootstrikers.org for sample press releases, and more information about representing your work with Rootstrikers to the press.

FOR INSPIRATION AND MORE IDEAS RELATED TO OUR CURRENT CAMPAIGNS, STAY TUNED TO
WWW.ROOTSTRIKERS.ORG



ARMS ACROSS THE AISLE: HOW ROOTSTRIKERS WORK TOGETHER

Your first meetings are important for getting to know each other and developing a set of first, shared principles that will guide your work as Rootstrikers on campus. You might want to incorporate the Rootstrikers Arms Across the Aisle meeting agenda into your first or second meeting in order to help establish a shared identity among your group. You can also use this rubric for any meeting in which you're seeking to establish a set of shared principles.

20-30 minutes: Pair up in teams of two or three. Each person says who they are and what they think the most important issue is in our country today. Do this in question and answer format. Then switch and do it with two other people. So:

Person A: What's your name and what brings you to attend a meeting about American politics at 7pm on a Tuesday night when you could be out with friends, watching a movie and/or with your kids instead?

Person B: Responds (2 minutes), then asks the same.

Switch partners, so each person talks to three people total.

20 minutes: Someone asks people to volunteer information about someone they met during the exercise to map a chart of shared interests. This person then facilitates further questioning, asking that person if they agreed or disagreed. During this time, one person should take notes, one person should take pictures, one person should map a visual for the group (like a chart), and one person should help facilitate the sharing.

30 minutes: Discuss the map of shared interests and differences. Perhaps vote on the most important and talk about things you'd like to see done about them at the next meeting, in the next six months, in the next five years, etc.

10 minutes: Wrap-up.

Remember to:

- Take notes.
- Get everyone's contact information and decide on a way to stay in touch.
- Decide when you might want to meet next.

Making new members feel welcome and showing them clearly how to get involved is the key to growing your campus chapter. You can always revisit this model for getting to know new people and for introducing new ideas to the group.

STRIKE THE ROOT

Now that you know what matters most to you as a group, are you ready to act? Think about your time, resources, and talents, and then decide how you can best strike at the root. Here are some ideas:

get creative We at Rootstrikers are always looking to feature original content, and we often need volunteers for our ongoing projects.

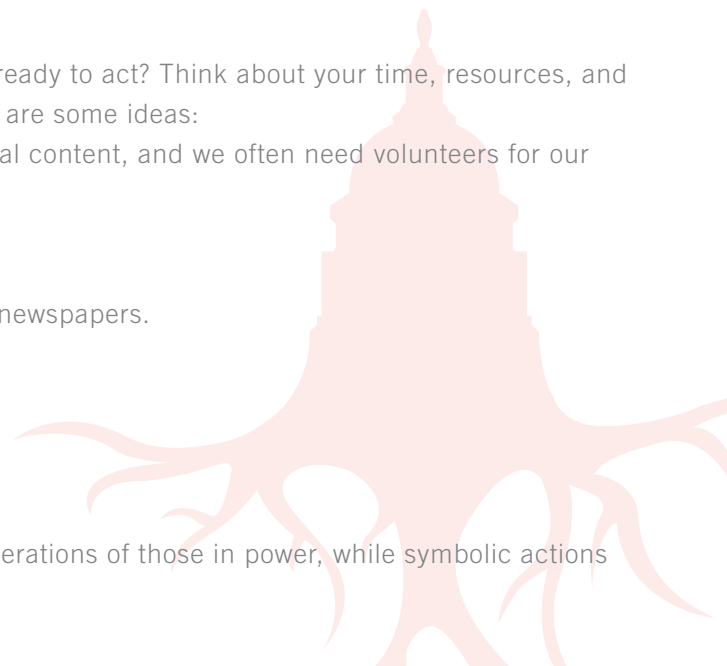
Here are some ways to contribute:

Write a blog post and consider submitting pieces to your campus newspapers.

Make a video or an infographic.

Perform a song or a skit.

Act: directly and symbolically Direct actions plan to disrupt the operations of those in power, while symbolic actions



do not. Symbolic actions shed light on a particular demand while direct actions seek to achieve that desired outcome directly. Knowing the difference can help you decide which course of action is appropriate to your desired goal. Symbolic actions include demonstrations and public talks. Direct actions include boycotts and anything aimed at stopping a harmful practice

Throw a party An actual party! Like, fun! It's a good way to get to know people around campus while introducing them to the movement. Don't go crazy though.

House parties can be good for film screenings, like Pricele\$\$ or Koch Brothers Exposed.

Geek nights allow people to get together, share food, drinks, and cool new ideas that inspire them to geek out.

Hackathons are great ways to mobilize together if you have a programmer or two in your ranks.

