



ACT for America 2018-2019 Solo Activism Guide

Chapter 1: Introduction

About Us

ACT for America is committed to recruiting, training, and mobilizing citizens community by community to help protect America from enemies foreign and domestic threatening the nation's safety. We are also committed to preserving American culture based on Western values.



Who We Are

We are the nation's largest nonprofit, non-partisan, grassroots national security organization with 750,000 members and more than 12,000 volunteer activists focused on educating, engaging, and mobilizing citizens and elected officials to impact legislative outcomes to protect America.

What We Do

ACT for America educates citizens and elected officials to impact public policy and protect America from terrorism. As a result, ACT's grassroots network has driven the education process toward the successful passage of 84 bills in 32 states, as well as 12 Congressional bills. ACT for America is continuing to expand its nationwide volunteer network that trains citizens to



recognize and help prevent criminal activity and terrorism in the United States while preserving civil liberties protected by the United States Constitution.

How to Contact ACT for America:

If you have a question about your chapter, activism initiatives or how to get more involved. Please reach out to ACT for America at info@actforamerica.org and an ACT for America representative will be in touch within 72 hours

What is an ACT for America Solo Activist?

ACT For America solo activists are individuals who want to help prevent criminal activity and terrorism in the United States, while preserving civil liberties protected by the United States Constitution. As opposed to working as a chapter, you have the freedom and flexibility to work individually. To get started, please sign up as an activist at www.actforamerica.org/activist.

Chapter 2: How to be an Effective Grassroots Activist

America is a constitutional republic. Elected officials represent our voices whenever they vote on legislation. For this reason, we must call, email, and post on social media to let our electeds know that we are paying attention. ACT For America does this by sending out action alerts when local bills are being voted on, as well as our 3 Ways to ACT in 10 Minutes or Less emails.

An Organized Minority is Louder than a Silent Majority:

What have we seen since the 2016 presidential elections? People are out in the streets protesting, marching, demonstrating, and making their presence visibly known. We live in a fast-paced world, where you have to think outside of the box in order to get people's attention. When groups -- who may not even represent a majority of the country -- use these tactics, they appear bigger and stronger than they actually are. In Chapter 5, we have several different ways that you can visibly show your support to go from the silent majority to the loud majority.

Speak Up or Others Will Speak for You:



Have you ever heard the quote, “The squeaky wheel gets the grease”? This is a clear example of what it means to live in a constitutional republic. Our elected officials are not mind readers; they only know how we want them to vote on legislation if we tell them. So, that means we need to call, email, and post on social media to them early and often. In today’s world, those who speak up will be rewarded. Conversely, those who do not speak will be left behind. Most importantly, speaking up puts pressure on elected officials, especially in swing districts, to listen to the majority of voters who they hear from.

Perception is Reality:

Perception is reality is very similar to “an organized minority is louder than a silent majority.” To be an effective grassroots activist means being loud and proud, while also smart and strategic. Your goal is to create the perception that the majority of the country thinks like you do. Once you have created that perception, it is easier to persuade people to join you. You cannot achieve this goal by being silent.

TIP: One of the most important things to remember is that you always should be looking for positive, motivating, and inspiring -- not negative -- ways to get people’s attention.

Chapter 3: Messaging to Win

Messaging matters and is critical to our success as an organization. “Messaging to win” means knowing your audience and presenting your message to them in a way that is relatable. **It is all about presenting your message in a smart, strategic way to make sure that you leave a positive impression.**

If you are talking to someone about ACT For America who cares about women’s rights, then **highlight the work we do to empower women.** *“One of the things I respect about ACT For America is that it has helped pass 9 pieces of legislation to further penalize female genital mutilation across the country. FGM is a growing problem and the CDC reports that 500,000 American girls are at risk for or have undergone this form of child abuse.”*



If you are talking to someone about ACT For America who supports our police, then talk about our **Back the Blue activism campaign**. *“To counter the culture war that seeks to demonize our police, ACT For America rolled out a national campaign teaching its members how to back the blue, including bringing baked goods to their local precincts, signing petitions, and sign waving.”*

If you are talking to someone about ACT For America who cares about safety, then **highlight the work we do to support a secure border**. *“When it comes to safety, there is nothing wrong with making sure the people coming into our country do not want to harm us. Sayfullo Saipov entered America through the Diversity Visa Lottery and murdered 8 people with his vehicle. Similarly, Akayed Ullah entered our country through chain migration and detonated a bomb in NYC. ACT For America supports legislation to end these practices and prevent future attacks from happening.”*

TIP: As an activist and a persuader, remember to be as sweet as honey. You will win over more people by your positivity, energy, and excitement.

Chapter 4: Social Media Guide

Social media is a powerful organizing and messaging tool. It is part of the reason why Presidents Obama and Trump won. The difference between Facebook and Twitter is Facebook is geared towards connecting with people you already know, whereas Twitter allows you to reach anyone in the world. In order to reach more people, stay competitive, and have a quick messaging platform, we must expand to Twitter.

Twitter Fast Facts:

- At any given time, 19 top items are trending (most people talking about it) on Twitter
- Relies on what people tweet about
- Allows you to trend something if a lot of people talk about something at the same time
- Conducts queries using a search bar
- Recruits new people to grow your influence
- Hashtags are links that connect everyone who tweets about a specific hashtag together

Hashtags:



ACT for America @ACTforAmerica · Mar 1

Today is the beginning of our **#BackTheBlue** campaign.

Bake or purchase goods for your local police precinct. Let the staff know you would like to personally thank officers, especially since there is a culture war against our men and women in blue.

#ACTforAmerica





Do not be confused by hashtags, as anything can be a hashtag. On social media, we use the hashtag #ACTforAmerica. A hashtag is basically a link that connects every user together who tweets about that same hashtag.

Let us say that we tweet out, "I am a member of #ACTforAmerica." If we then click on the hashtag #ACTforAmerica, we will be able to see every tweet that has even been written, which includes #ACTforAmerica. It is a tool to connect with like-minded people or to discuss a trending topic.

Twitter Trends:

United States trends · Change

#SneakyPete

Stream Sneaky Pete now, only on Prime Video

Promoted by Sneaky Pete

Martin Shkreli

'Pharma Bro' Martin Shkreli sentenced to seven years in prison

#SXSW

@PrisonPlanet, @jdavis3 and 1 more are Tweeting about this

Bruno Mars

Is Bruno Mars guilty of cultural appropriation?

Mike Evans

6,914 Tweets

#FridayFeeling

@jdavis3, @PrisonPlanet and 3 more are Tweeting about this

Richard Sherman

Richard Sherman has been released by the Seahawks

Auburn

30.8K Tweets

#Yountville

@LauraLoomer, @Jamsmain92 and 5 more are Tweeting about this

Rick Scott

8,218 Tweets

As mentioned above, there are 19 topics trending on Twitter at any given moment. Here is why it is important to watch what is trending:

Let us say that #TheOscars is trending on Twitter. This means that a lot of people are tweeting about #TheOscars all at one time. It does not matter if you like the Oscars or even watch it. The fact of the matter is that this is a trending subject, so you have the ability to reach more people if you use the hashtag #TheOscars in your tweet.

For example, "Did you know that 500,000 girls are at risk for or have undergone female genital mutilation in the United States? #TheOscars" It does not matter that the subject of female genital mutilation has nothing to do with the Oscars. It is about being strategic, knowing what is trending, and getting your message out to a large number of people at once. Some people may even reply to your tweet, criticising you for not staying relevant to the trending topic, but that is proof that people are viewing your message.

Growing Your Influence:





In the top right hand corner of your computer or mobile device, you will see a magnifying glass or a search bar. This is your query search, just like for Google or other Internet platforms.

Let us say you live in Duval County, Florida. Type “Duval County” into the search bar. On the next page that pops up, click on “latest.” You will then see the most recent tweets that users have posted, which include the words “Duval County.” Click on the users in the list and see, from their previous tweets, if they are like-minded. Once you have identified people who might support our cause, you can either message them via the envelope on their Twitter page or tweet to them.

For example, “Hey @ACTforAmerica, my name is Scott and I live in Duval County. It looks like we support a lot of similar issues, like Back the Blue. Let’s follow each other and see who else we can find in Duval County.”

Play around with different word combinations to find like-minded people in your area. This is a great way to grow your influence and does not require a large time commitment.

Credibility:



In order for you to be taken seriously on Twitter, especially in the age of bots (another word for robots or fake users), you need to include a profile picture and other information. As you can see in our Twitter profile, we include our logo, website, and a brief explanation of whom we are.

The great thing about social media is you can still remain



anonymous. You do not have to include your real name, location, or even use your own pictures. With that being said, you still need to include a profile picture and explanation (ex. American, Support our cops & troops, Patriot, Loves my country) in order to be taken seriously.

Chapter 5: How to Take Action for Our Issues

Sign-Waving

Sign-waving and demonstrating are useful ways to get your message out to a large amount of people in a short amount of time. You are a voice for others who feel the same, but do not raise their voices. Your actions may inspire others to get active. The keys to successful demonstrating are location, message, consistency, and photography.

- A. Choose a public sidewalk or overpass near a busy intersection
- B. Goal is to locate an area with a maximum amount of people
- C. Signs should have as few words as possible
- D. Wording should be succinct, bold, and easy to read
- E. Sign-wave at the same spot to accustom people to your presence
- F. Take pictures
- G. Send photos to pictures@actforamerica.org
- H. Be energetic, polite, and non-confrontational
- I. Examples of signs:
 - a. Secure our borders
 - b. End chain migration
 - c. Radical Islam is sexist
 - d. Radical Islam hurts women
 - e. I support the travel ban



- f. Extreme vetting is common sense

Town Halls

Besides meeting with your Congressmen in DC, town halls are a great way to hear from your legislators in person. More importantly, it is an opportunity to ask them questions and get those answers on record.

Materials Needed:

- 1) Questions written on notecards or on your phone (examples below).
 - a. The Muslim Brotherhood is a terrorist organization, who funds Hamas. Will you sign on as a cosponsor to designate the Muslim Brotherhood as a terrorist organization?
 - b. We must have merit-based immigration reform. Will you sign on as a cosponsor for the Reforming American Immigration for Strong Employment (RAISE) Act?
 - c. Will you denounce Louis Farrakhan, an overt anti-Semite?

How to Attend a Town Hall:

- 1) Find a town hall near you:
 - a. <https://townhallproject.com/>
- 2) Mark your calendar & make a plan to attend your local town hall
- 3) Bring your questions
- 4) Take pictures of yourself at the town hall and/or film yourself while asking a question of the elected official
- 5) **Email pictures@actforamerica and share your experience, as well as your film and pictures**

Helpful Tips:

- 1) Remember: Your goal is to film an elected official's response to your questions, so it is on record

How to Lobby Legislators

Congressmen work for us, not the other way around. One of the most important things you can do is call, email, and meet with your legislators. Remember: 1 phone call on an issue represents 1,000 voters who feel the same way, but who do not pick up the phone to call.



Listed below are links to several helpful training videos created by ACT for America.

- A. In-Person Meeting
 - a. VIDEO: <https://www.youtube.com/watch?v=zGZCKWjws-Q>
 - b. Meeting face-to-face with a Congressmen or staff member is one of the most effective ways to keep our legislators accountable
 - c. Helpful Tip: The more people you bring to the state capitol with you, the more powerful your voices will be
- B. Phone Call
 - a. Congressional switchboard to reach any member of Congress: 202-224-3121
 - b. VIDEO: https://www.youtube.com/watch?time_continue=190&v=Q0l1YSiHrv0
 - c. Example:
 - i. *"My name is _____ and I'm asking for Senator _____ to sign on as a cosponsor for Senate Bill S.68, the Muslim Brotherhood Terrorist Designation Act of 2017. Thank you for delivering my message."*
- C. Email or Letter
 - a. VIDEO: <https://www.youtube.com/watch?v=WJ-3wei3Ruo>
 - b. Helpful Tip: Emails are not as effective as in-person meetings or phone calls; if you choose to write your legislator, mail them a handwritten letter

Listed below are links to help you find your representatives:

- A. Find Your House Representative
 - a. <https://www.house.gov/representatives/find-your-representative>
- B. Find Your Senator
 - a. https://www.senate.gov/general/contact_information/senators_cfm.cfm

****REMEMBER for every 1 phone call made, legislators assume there are 1,000 other people who feel the same way! This means 40 phone calls are counted as 40,000 voters – your chapter CAN make a difference.**

Letters to the Editor (LTE)

Writing letters to the editor of your local newspaper helps to bring awareness to an issue and allows us to define the narrative. Remember: Perception is reality.

- A. Helpful Tips
 - a. An LTE is usually 250 words; some publications ask for 200 or fewer
 - b. Your goal is to persuade or inform the reader about an issue



- c. **Back everything up with facts from reputable news sources or research. REMEMBER your LTE will be scrutinized heavily by the opposition.**
 - d. ACT for America activists are here to make a difference not just a statement. It is incredibly important stay on message and never write something you cannot 100% verify is true.
- B. Issues to Write On
- a. Why you joined ACT for America
 - b. Designate Muslim Brotherhood as a terrorist organization
 - c. CAIR is a Muslim Brotherhood front group
 - d. Linda Sarsour
 - e. Real feminists are not pro-Sharia
 - f. Back the Blue (support our police)
 - g. Extreme vetting
 - h. Secure our borders
- C. General Format
- a. Make a statement
 - b. Back up the statement with 3 supporting facts
 - c. Conclude your LTE with an emphasis on persuading the reader why your initial statement is correct
 - d. Example
 - i. *“Designating the Muslim Brotherhood as a terrorist organization is not anti-Muslim. The Muslim Brotherhood has been designated as a terrorist organization by several Muslim-majority countries, including Egypt, the Kingdom of Saudi Arabia, Syria, and the United Arab Emirates. Therefore, designating the Muslim Brotherhood as a terrorist organization cannot be anti-Muslim, as several Muslim-majority countries agree with the policy.”*
- D. Where to Send LTEs
- a. This link provides you with the top 100 online and print publications across the country: <https://www.theopedproject.org/submission-information/>
 - b. Each publication gives you instructions on word limit requirements, as well as how to send in your LTE
- E. Victories
- a. **Inform ACT for America when your LTEs are published**
 - b. **Email to thern@actforamerica.org**

Below is an Example of a Muslim Brotherhood LTE



Did you know that Egypt, the Kingdom of Saudi Arabia, Syria, and the United Arab Emirates have all designated the Muslim Brotherhood as a terrorist organization? Yes, these are all Muslim-majority countries. America should follow suit and has the opportunity thanks to Senator Ted Cruz's proposed bill, the Muslim Brotherhood Terrorist Designation Act of 2017 (S.68).

On November 24, 2008, a federal jury in Dallas, TX, convicted five leaders of the Holy Land Foundation (HLF) charity for providing material support to Hamas, a terrorist group. The US government provided evidence that the Muslim Brotherhood set up the HLF with the intent to fund Hamas. Even worse than the Holy Land Foundation donating \$12.4 M to terrorism is that the Muslim Brotherhood's goal is to destroy Western Civilization from within.

A federal judge also listed the Council on American-Islamic Relations (CAIR), a Muslim Brotherhood front group, as an unindicted co-conspirator in the HLF trial. CAIR's president, Nihad Awad, is a professed Hamas supporter. With Muslim Brotherhood groups in the US, like CAIR, it is clear we must designate the Muslim Brotherhood as a terrorist organization. Please call your Senators and ask them to sign on to the bill as cosponsors.

Below is an example of a Back the Blue LTE

Police officers are our brothers, sisters, neighbors, and are woven into the fabric of society. In 1955, the Los Angeles Police Department adopted "To Protect and Serve" as the official motto of its Police Academy. There are many instances of cops risking their lives to protect and serve us, and we should back the blue.

Norbert Ramon is a 24-year-veteran of the Houston Police Department. During hurricane Harvey, Ramon helped rescue 1,500 victims from the fatal floods. He did all of this despite having stage 4 colon cancer, which spread to his liver and lungs, and despite being given 6 to 8 years to live. Similarly, Officer Gene Taylor – Monroe County, MI – risked his life to save a 14-year-old girl. The girl ran onto railroad tracks, while a train sped towards her, and Officer Taylor pulled her to safety.

These police officers are both heroes. They put themselves in danger and truly live by the motto of "To Protect and Serve." We must never forget the bravery of officers, like Ramon and Taylor, and we must always back the blue.

Community Service



While ACT for America is the largest national security organization in the country, we recognize the importance of giving back to our local communities. Here are some community service projects you can do to improve the quality of life in your area:

- A. Pick Up Litter
 - a. If you live near a body of water, do a beach or lake cleanup
 - b. Easiest place to pick up trash is on the side of a road or highway
 - c. Always wear gloves
- B. Non-Perishable Food Drives
 - a. Call your local shelter and ask if they need any food items in particular, especially if close to the holiday season
- C. Vietnam Veterans
 - a. Donate old clothes, electronics, or furniture
 - b. <http://www.purpleheartpickup.org>
- D. Toys for Tots
 - a. Donate toys and find a location close to you here:
<https://www.toysfortots.org/locate/default.aspx?nType=0>

Helpful Tips:

- A. Wear your ACT for America shirts or buttons while doing community service
- B. Be sure to take pictures while doing these actions
- C. Send your photos to pictures@actforamerica.org with a caption about what is happening

Tabling

ACT for America is 750,000 members strong, but we need to continue to grow in ways other than just chapter meetings and on social media. Tabling is an easy and fun way to reach new people who share our stances on national security.

- A. Materials Needed
 - a. Clipboards
 - b. Pens
 - c. Petitions
 - d. Voter registration forms
 - e. Sign-up sheets for your chapter



- f. Duct tape
 - g. Table
 - i. An alternative to setting up a table is walking around an event with clipboards
 - h. Poster (e.g. *Voter Registration, Open Eyes Save Lives*)
 - i. Fold up chairs (optional)
- B. Where to Table
- a. Community events
 - b. Public sidewalk near grocery stores/malls
 - c. Gun shops/gun shows
 - d. Outdoor sports events
 - e. Town halls
 - f. Ask business owners if you can set up a table outside their business
 - g. Local political rallies
 - h. Events hosted by like-minded groups in the community
 - i. Example: If your local TEA Party chapter is hosting a speaker or having their annual Lincoln Day Dinner ask them if your chapter can set up a table
- C. Activities
- a. Bake Sales
 - b. Polls
 - c. Raffles
- D. Instructions
- a. Set up your table in a public place or get permission from an owner
 - b. Tape a poster to the front of the table and place your materials on top – make sure your poster says “ACT for America”
 - c. Actively engage with people as they walk near your table
 - i. *“Have you heard about the Open Eyes Save Lives campaign?”*
 - ii. *“How do you feel about securing the border?”*
 - iii. *“Do you feel safer after 9/11?”*
 - iv. *“Have you heard of ACT for America?”*
 - d. Use the engagement question to get people to stop and talk with you
 - e. Introduce yourself and tell people why you are there
 - f. Ask people to sign your petition and inform them that ACT For America will deliver these to Members of Congress
- E. Take Photos



- a. Take pictures of your table with ACT For America flyers and selfies with any of the people who sign your petition
- b. Send your photos to pictures@actforamerica.org with a caption

F. Helpful Tips

- a. Be friendly, polite, and non-confrontational
- b. When talking with people, make sure to stand in front of the table.
- c. Ask everyone who walks by a question – never expect people to talk to you first.

Gather Petitions:

For 2018, ACT For America is focused on 5 main activism campaigns: Secure Our Borders, Back the Blue, Human Rights, Free Speech, and Open Eyes Save Lives. We also have advocate for other issues, such as energy independence and supporting Israel. Gathering petitions not only allows us to grow public support for these issues, but we can also put pressure on elected officials by delivering petitions to their offices.

Materials Needed

- Download materials at actforamerica.org/actioncenter
- Clipboards
- Pens
- Free Speech Petitions

Where to Petition

- Community events
- Public sidewalk near grocery stores/malls
- Outdoor sports events
- Town halls
- Parks
- Beaches

Instructions

- Download materials at actforamerica.org/actioncenter
- Actively go up to people and introduce yourself
 - “My name is _____ and I’m getting signatures to Support Israel. As Israel is our greatest ally in the Middle East, and the Jewish state has a right to exist, do you agree that we must continue to support Israel?”
 - Ask people if they will sign your petition



- *Remind them that you will deliver these to your local legislator*

Take Photos

- **Take pictures of people talking to your volunteers at the table.**
- **Send your photos to pictures@actforamerica.org with a caption**

School Board & City Council Meetings

All politics is local. Even though ACT for America is the largest national security organization, we need to have a presence at school board and city council meetings.

- A. What to listen out for:
 - a. Discussion on textbooks
 - b. Zoning and any new buildings
 - c. Immigration or refugee resettlement
 - d. Parents complaining about religious homework
- B. Goal
 - a. Have an ACT for America presence in local politics
 - b. Establish rapport with school board and city council members
 - c. You want elected officials to recognize your face

Voter Registration Drive

ACT for America is so effective at passing legislation because of our relationships with members of Congress. We need to continue electing people, who will support strong national security bills. This means, not only should every member of ACT for America be a registered voter, but we also need to register our communities to vote.

A. Voter Registration Forms

- i. Google your local state voter registration office and ask what you need to do to register people to vote (some states have different requirements)
- ii. Visit <http://fairelectionsnetwork.com/state-guides/> for additional information



- iii. Visit the office to pick up voter registration forms

B. What to Bring to Your Event

- i. Voter registration forms
- ii. Clipboards
- iii. Black or blue pens (do not use pencils or other colored pens)
- iv. Register to vote poster
- v. Folder labeled "Completed Forms"

C. Where to Register Voters

- i. Churches
 - i. Ask your religious leader if you can do a non-partisan voter registration drive before or after worship
- ii. Sports events
- iii. Gun shows/gun shops
- iv. Festivals/fairs
- v. Grocery stores (where there is public sidewalk)
- vi. Local events hosted by like-minded groups (you would be surprised how many people who attend conservative political events are not registered to vote).

D. How to Register Voters

- i. Be aware that each state has different requirements – some states require you to pass a training or test before you can register someone to vote.
- ii. After someone has filled out a voter registration form, verify that the required fields are complete

E. Instructions

- i. Set up your table in a public place or get permission from an owner
- ii. Tape your poster to the front of the table and place your materials on top
- iii. Actively engage with people as they walk near your table
 - i. *"Have you heard about the Open Eyes Save Lives campaign?"*
 - ii. *"How do you feel about securing the border?"*
 - iii. *"Do you feel safer after 9/11?"*
- iv. Use the engagement question to get people to stop and talk with you
- v. Introduce yourself and tell the person why you're there
- vi. Ask if the individual is registered to vote at his current address
 - i. If not, say you can register him to vote (or update their address) right now.
 - ii. If yes, then invite him to sign up for information on your chapter
- vii. Conclusion (see parts G & H listed below)

F. Take Pictures

- i. Be sure to take pictures of people, while they are registering to vote



- ii. You can even ask them to pose with their registration forms once completed

G. What to Do with the Completed Forms

- i. Record information into an Excel spreadsheet
 - i. First and last names
 - ii. Home address
 - iii. Email address (if applicable)
 - iv. Phone number (if applicable)
- ii. Return completed forms to the voter registration office

H. Email Spreadsheets to ACT for America

- i. Activist@actforamerica.org

I. Register to Vote Online

- i. Visit <https://vote.gov/>

Helpful Tips:

- A. If someone asks you to register them to vote, you must register them
 - a. You do not have to, however, take his/her form to the voter registration office – you can give them the form to send to the registration office themselves.

Become a Poll Worker

It is critical that our members are inside the polls on Election Day to ensure our democratic process. An added benefit of becoming a poll worker is you get paid for your work.

- A.** Google your local city/county and the words “Voter registration office”
 - i. For example, if you live in Jacksonville, FL, Google “Duval County voter registration office”
 - ii. This is the first thing you’ll see: <https://www.duval elections.com/>
- B.** Fill out the poll worker application or call the office to find out how to apply

Think Outside the Box



Since the goal is to be visibly proud, yet strategic, here is an example of what that means: Let us say that you enjoy reading a book, or doing work on your computer, at coffee shops. Wear an ACT For America “America First” shirt, so people can see your patriotism. Similarly, put an ACT For America bumper sticker on the back of your laptop and sit strategically, so everyone in the coffee shop can see the sticker when they walk in the store. Being visible does not mean being aggressive or confrontational. You are simply making a statement with your apparel and opening the door for people to talk to you. If and when someone does talk to you, be prepared with 3 fast facts about why you are proud to be an ACT For America member.

Chapter 6: Conclusion

To be an effective solo activist for ACT For America means being loud and proud, visibly active, while remaining smart and strategic with your activities. Our organization is not here just to make a statement, but to make a difference.