



Chapter Handbook

ACT for America • 2018 Edition





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ACT for America • 2018 Edition

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A Letter from the Founder

Dear fellow patriotic American,

Following 9/11, when I envisioned a national grassroots organization comprised of patriotic Americans who love liberty, love America and care about the quality of life of their families and their communities, I pictured you. That you are willing to give of your time and talent to advance the mission of ACT for America, which inspires me and makes me so grateful for this great country that I came to call home over 20 years ago.

With your help and leadership, we are building the largest national security grassroots organization this country has ever seen. A citizen action network that government officials, elected representatives, the media, and academia will not be able to dismiss, discount, or ignore. In a unified voice we are going to insist that America be protected from the rising tide of radical Islamism and jihad, whether that jihad comes in the form of terrorist attacks; the abuse of our legal process; the abuse of our freedoms and our borders; exhortations to overthrow our constitutional form of government and replace it with Sharia law; or bullying and intimidation in the public square.

In a unified voice we are going to drown out the foolish voices of political correctness, which by excusing the behavior of radical Islamic militants or blaming America for what they do, put our country at further risk with every passing day.

We have much work ahead of us, but by working together, we can meet and overcome our nation's national security challenges. We have proven this through our many accomplishments to-date, including a growing respect on Capitol Hill, and the passage of multiple state legislative proposals protecting our democracy from ideologies that seek to destroy it. Our Chapters have played a major role in all our accomplishments.

So, again, I welcome you to the ACT for America Activist family and I look forward to having the honor and pleasure of meeting you in person. I thank you for your activism, your involvement, your passion, and your dedication to joining us in this great and noble cause.

Always devoted,

Brigitte Gabriel



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ACT for America

“You never really own freedom, you merely preserve it for the next generation.”

– Brigitte Gabriel

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 13 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 chapters@actforamerica.org and an ACT for America representative will be in touch within 72 hours.



Introduction

“Organized power at the grassroots level will trump the voices of political correctness.”

– Brigitte Gabriel

What is an ACT for America Chapter?

ACT for America chapters are groups of activists who work together to educate and train citizens to recognize and help prevent criminal activity and terrorism in the United States while preserving civil liberties protected by the United States Constitution. As an ACT for America chapter leader, you will have the opportunity to build a strong activist network in your community, plan and execute activism initiatives, help fellow citizens get registered to vote, lobby for change in your state and federal governments, and inform your peers about the importance of our national security. You WILL enact meaningful change within your community.

Chapter Obligations

Chapter Obligations:

In order to remain an active ACT for America chapter, the group is responsible for:

- I. Maintaining an Executive Board/Officer Team with at least four (4) positions: President, Vice President, Secretary, and Treasurer. More positions may be necessary based on your groups preferences.
- II. Submitting a Chapter Agreement form (found online).
- III. Organizing at least one (1) activism initiative per 6 months.
- IV. Organizing an end of the year “Victory Party” for all members to attend.
- V. Remaining in communication with an ACT for America team member on a regular basis (once a month).
- VI. Adhering to ACT for America’s Chapter Code of Conduct and ensuring all operations are in accordance to 501(c)4 guidelines.





Starting a new ACT for America Chapter

Starting an ACT for America chapter can be a great way to gain leadership experience, meet like-minded friends, and make a lasting impact on your community, state, and country. Not sure if we already have an ACT for America chapter near you? Email chapters@actforamerica.org to get connected with the nearest chapter or confirmation to start your own!

Recruit Your Leadership Team:

The most important step in developing your chapter is putting together a strong leadership team. The quality of your leadership team will determine the success of your chapter. It's that simple. The #1 reason that chapters fail is because they lack strong, united, and dedicated officer teams. Invest the time in identifying passionate and qualified leaders (as many as you can find) to help you lead your chapter. ACT for America requires that each chapter have at least four (4) officers: a President, Vice President, Treasurer, and Secretary. ACT for America encourages chapters to create and fill additional officer positions as well. The more dedicated people you have on your team, the stronger your chapter will be!

Finding leaders can be difficult, especially in smaller communities. If you're struggling to fill your officer positions be sure to try the following:

- Posting on social media (let people know you're starting a club and need officers).
- Talk to like-minded friends, co-workers, and family members about ACT for America to see if they are interested in getting involved (or know other people who might be interested).
- Tabling and clip boarding (look for like-minded citizens; even if someone doesn't want to be an officer you can build your prospective membership list).
- Reaching out to members of like-minded groups. (Local Tea Party groups, Republican Clubs, nearby conservative college groups)

Develop Officer Roles & Develop a Plan

As you begin to fill your officer positions it is important to define roles and determine a plan. You will need to determine each person's specific responsibilities and duties, as well as when/how your leadership team will meet and operate. A summary of what each officer role could do is provided below. **Feel free to edit, adjust, and add to these job descriptions as you see fit.**

Mandatory Positions:

Chapter President:

- Presides over meetings of the organization
- Calls chapter meetings
- Facilitates officer meetings
- Appoints committee chairs and/or appointed officer positions
- Develops plans and goals for the organization
- Maintains contact with the ACT for America national headquarters
- **Sends pictures of all meetings and events to ACT for America HQ**
(thern@actforamerica.org)

Vice President:

- Assumes the duties of the President in his/her absence
- Assists the President in developing plans and goals for the organization
- Directs constitutional updating and revisions
- Facilitates election of officers
- Assists all executive officers as needed
- Organizes end of the year victory celebration

Treasurer:

- Serves as primary signatory on financial accounts
- Pays organization bills (if applicable)
- Develops and executes fundraising initiatives
- Maintains financial history of the organization
- **Encourages all chapter members to join as a Premium Member**
(directions on pages 7)

Secretary:

- Obtains appropriate facilities for organization activities
- **Maintains a record of all members in the organization**
- **Manages official chapter email account**
- Notes all members of meetings and events
- Prepares and maintains organization calendar
- Keeps and distributes minutes for each meeting
- Performs other duties as requested by the President



Optional Positions:

Outreach Coordinator:

- Plans and executes outreach initiatives
- Maintains relationships with like-minded groups in the community
- Develops strategies for like-minded groups to collaborate with the organization
 - Ex. Splitting cost for table at County Harvest Festival with local TEA Party group.

Social Media Coordinator/Digital Director:

- Manages social media accounts for the organization
- Maintains chapter website (if applicable)

Historian:

- **Takes pictures of chapter activities**
- Maintains documented records of chapter events
- Maintains files/documents to share with future officers during transitions



You will also need to develop a plan for your chapter's activities. ACT for America suggests writing a strategic plan that includes your group's goals, objectives, activism plans, and event plans for the upcoming year. Once goals are established, assign specific projects and tasks to your officer team. This will keep your team accountable and ensure that everyone stays focused on the chapter's goals.

Sign the Chapter Agreement

The final step to make your chapter official with ACT for America is to read and sign our Chapter Agreement. This document needs to be filled out by the Chapter President, and he/she will need to provide the name and contact information for the chapter's Vice President, Secretary, Treasurer and any additional officers. The Chapter Agreement can be accessed online at actforamerica.org/chapteragreement. Once the Chapter Agreement is signed, your group will be considered an official ACT for America chapter provided that all guidelines in the agreement are followed.



Become a Member

For just \$1 a week, you receive access to exclusive and behind-the-scenes national security information so you can help secure America! You can also either choose one of our membership options on the payment page or give any amount you'd like as a monthly amount.

You will receive:

- Periodic members-only commentary from our founder and national security expert, Brigitte Gabriel and key members of the ACT for America staff
- Access to behind-the-scenes information, such as periodic Capitol Hill Updates from our Director of Government Relations; and reports from a variety of national security influential figures and organizations
- Participation in national security-focused tele-town halls and conference calls with the ACT for America team and national security professionals
- Unlimited access to detailed national security reports such as our Muslim Brotherhood Project
- Exclusive invitations to virtual and in-person briefings with Brigitte Gabriel
- **Most importantly, your love and patriotism for America and commitment to stand up against political correctness, so that we remain vigilant at all times to keep our nation safe**

If you're already a member and have not yet been granted access to the members-only site, please contact us at membership@actforamerica.org.

If you're already or have been donating at least \$5 per month, you are considered a premium member. Please contact us if you need access to the members-only site.

For more information go to: actforamerica.org/become_a_member



Communication

Communication with Members

Communicating effectively with your members is a critical part of your chapter's success. One of the most common reasons someone leaves a chapter is because there isn't enough communication. As you prepare to lead your chapter, be sure to form a comprehensive internal communication plan to ensure that everyone feels "in the loop" at all times.

Develop and Maintain a Membership Database

From the moment you start your chapter it is important to have an organized and accessible membership database. We recommend organizing a membership database on Google Drive in a Google Spreadsheet, or Microsoft Excel in an Excel Spreadsheet. The benefit of using Google Drive is your file is backed up and multiple people can access the database as it is updated. At minimum, your membership database should contain the following pieces of information for each member:

- First Name
- Last Name
- Email Address
- Cell Phone Number

If you're tracking this information on a spreadsheet, be sure to separate each item into a separate column for easy sorting. Designate an officer to update and maintain the membership database. This person should be responsible for adding new members and updating contact information as needed.

Develop a Membership Communication Plan

Meet with your officer team to develop a membership communication plan. Decide how often you will contact your members (weekly newsletters, biweekly newsletters, etc.) and how you will make announcements (emails, Facebook posts, text alerts, etc). Make your membership communication plan known to members at the beginning of the year so they know when and where to expect updates.

*The purpose of newsletters is to keep your membership informed about the upcoming chapter events and activism initiatives. Chapter members shouldn't have to attend the meetings to know when the next major activism event is.





Designate an Officer to Manage Communication with Members

Keeping people “in the loop” is an important task. Designate an officer to manage internal communication (this may or may not be the person who manages your membership database). This person should be responsible for announcing meetings and events, sending newsletters, and providing updates on chapter operations (everything from when your chapter is tabling to when and where meetings will take place).

Your members shouldn't have to attend a meeting to know when the chapter will be tabling or when the next big event is happening.

Develop an Officer Communication Plan

In addition to maintaining communication with your members, your chapter will need a plan for officer communication. We recommend setting a schedule for in-person meetings (for example, every other Monday at 5:00pm). Since most people are busy, try to keep meetings to a minimum and use digital (email, text, conference calls) communication for quick announcements. When you do host officer meetings, be respectful of people's time and come prepared with an agenda. Some officer teams communicate via email, while others prefer email for announcements and Facebook groups for brainstorming and discussions. Pick something that works well for your team.



Email Tips

Email is one of the most common ways you will communicate with your members. Use the following tips and strategies to maximize your effectiveness at communicating via email:

- BCC recipients to protect privacy and prevent spamming.
- Use Gmass or Mail Merge to personalize your emails.
- Be as brief as possible (without leaving out key details).
- Use lists and bullet points to highlight key information.
- Use MailChimp (or other mass email services) for emails to longer lists.
- Be sure to send emails at times & days that you know your members will be able to read it.

ACT for America Email Policy

All correspondence done through email (newsletters, emails with potential chapter members, emails with speakers or potential speakers, etc.) while representing your ACT for America chapter must include the following disclaimer at the bottom of the email:

"This email account neither belongs to, or is under the control of, ACT for America, Inc. The statements, thoughts, opinions, and viewpoints expressed in this email (including any attachments thereto or hyperlinks included therein) are solely those of the individual(s) and/or organizations making them and do not necessarily represent the positions, views, and opinions of ACT for America, Inc. or their respective directors, officers, employees, or agents. Support given by ACT for America, Inc. to local chapters does not convey implicit or explicit approval or endorsement of any statements, thoughts, opinions, or viewpoints expressed by any chapter or by any individuals associated therewith."

For chapter Newsletters add chapters@actforamerica.org to your email list, we want to stay informed on what your chapter is up to!

Chapter Email Accounts

If more than one person will be emailing your members, we recommend creating a chapter email account. You can create a free email account at www.gmail.com. ACT for America recommends using Gmail because of the additional resources available such as Google Calendar, Google Drive, etc. Your chapter's email address should be easy to remember. For example, ACTCleveland@gmail.com.



Chapter Social Media Pages

Currently, NEW ACT for America chapters are not permitted to create Facebook and Twitter pages on behalf of your chapter. However, ACT for America Chapters are permitted to create “Secret” invite-only Facebook Groups for chapter communication and brainstorming. If your chapter decides to use a Facebook Group they are required to use the following statement in the “Group Description” section:

“This Social Media account neither belongs to, or is under the control of, ACT for America, Inc. The statements, thoughts, opinions, and viewpoints expressed in this email (including any attachments thereto or hyperlinks included therein) are solely those of the individual(s) and/or organizations making them and do not necessarily represent the positions, views, and opinions of ACT for America, Inc. or their respective directors, officers, employees, or agents. Support given by ACT for America, Inc. to local chapters does not convey implicit or explicit approval or endorsement of any statements, thoughts, opinions, or viewpoints expressed by any chapter or by any individuals associated therewith.”

If your chapter is already established and has a Facebook or Twitter page that is OK – but be sure to add the statement quoted above.

If you have any questions regarding this policy do not hesitate to reach out to ACT for America HQ at thern@actforamerica.org.

Communication with Media

ACT for America chapters are not permitted to give comments to national or local press on behalf of the national organization. ACT for America requests that chapters bring requests from media outlets to the attention of media@actforamerica.org.



Sustain Your Chapter

Set Goals for your Chapter

Periodically, your officer team should meet to set plans, priorities, and goals. We recommend hosting at least one major event every 6 months, planning a trip to the ACT National Conference, and organizing several activism and/or tabling events. A tabling event can be as simple as reserving a booth at your local counties harvest festival to setting up a voter registration table outside a stadium before a sporting event. Tabling gives your chapter the opportunity to recruit new members and spread ACT for America's message within your community.

Be sure to select realistic, attainable goals. If you try to take on too much, your team will be stretched too thin. If you don't solidify plans early enough, nothing will get done. Take the time to develop a definitive plan and delegate tasks immediately. Having a plan and realistic goals should motivate your members. Be sure to share your vision with them and allow them to play a role. Whether your goal is to grow your chapter by 500 members or to pass meaningful bills in your home state, find a way for your members to get involved.

Planning a trip to the ACT for America National Conference is a great way for everyone to get involved with the national organization -- there is no limit to how many members can attend.

Never Stop Recruiting

The key to building and maintaining a successful chapter is to consistently recruit and expand your membership base. Your group is only as strong as its members, and it is in your interest to have as many members as possible. One of the primary ways to ensure that your group is always growing is to consistently recruit new members while tabling and hosting activism events. **Whenever you organize a chapter activity such as a meeting or event, be sure to have a clipboard with a sign-up sheet ready to go** (always take down their First Name, Last Name, Phone Number, and Email). **Never miss out on an opportunity to recruit new members.**



Recruitment Strategies

ACT for America encourages every chapter to table or clipboard/petition on a regular basis. Tabling/clipboarding allows you to educate your peers about important issues, initiate powerful public policy discussions, recruit new members for your club, and have a great time with your members. Remember, we are all about patriotism, love of country, and keeping America safe. Below are some tips to make your tabling experience as positive and effective as possible:

- Organize a team of activists to help you. Tabling is a lot to take on by yourself. Before you organize your tabling event, find a core group of activists to help you. Effective tabling usually requires at least 2-3 people. If you plan to table for several hours, you may want to schedule shifts so that the table is staffed throughout the day and your team doesn't get tired.
- Pick a good location. It's important to select a high-traffic area to set-up your table or clipboard. Some common areas include popular public parks, outside major sporting events, churches, outside grocery stores, etc.
- It is best to table on weekends when people are off of work and outside. We recommend tabling within the hours of 11am and 5pm.
- Be prepared with the proper supplies. Effective tabling requires the right supplies. ACT for America offers a wide variety of tabling supplies at a reduced cost to chapters such as posters, buttons, stickers, giveaways, and informational flyers and booklets. You can order these supplies at www.actforamerica.org. Please allow 1-2 week(s) for delivery. If you're tabling at a big event like a county fair, be sure to have hundreds of giveaways, posters, buttons, and stickers. You will go through materials faster than you can imagine!
- Be sure that your members are well-versed in policy/talking points. Prior to tabling it is important to ensure that your activists are well-versed in the issues that you will be discussing. Nothing is more unprofessional (or damaging to our movement) than having unprepared activists making illogical arguments. Do your research ahead of time so that your team is well-versed and prepared to discuss and debate the issues. Develop a few talking points for everyone to use so that your message is uniform. Be sure to communicate these talking points to everyone who will be recruiting. If you're short on time, ask your members to watch a quick video on the topic (videos by ACT for America, and PragerU are great for this).
- Have sign-up sheets ready to go and easy to access. As you are recruiting you will meet people who express interest in your cause and/or group. Be sure to make these people a top priority and collect contact information (name, cell phone number, and email) from each person. You can collect sign-up information on sign-up cards/sheets, a laptop, or tablet. Whatever you do, make sure that your sign-up method is reliable and easy to use.
- Stand in front of your table (if you are tabling). It is easier to engage people in conversations if you're able to approach them (respectfully, of course).



- Think of engaging questions that you can ask people as you approach them. Some questions we suggest include:
 - *“Do you care about our country's national security?”*
 - *“Have you heard of ACT for America?”*
 - *“Do you think the Constitution is under attack?”*
 - *“Do you think people who immigrate to America should be vetted?”*



- Be friendly and cheerful to everyone who walks by, even if they disagree with you. It is hard to ignore people who are friendly and kind.
- Put your phone away. If you are texting while tabling you will miss valuable opportunities to connect with people who may be interested in your club. People will be much more willing to talk to your team if cell phones are away and everyone looks approachable.
- Follow-up ASAP with your new members. After recruitment, be sure to enter each new sign-up into your membership database. Once you have entered the new sign-up information, be sure to follow-up with a text or email inviting them to a meeting or event. It is important to follow-up within 72 hours before people lose interest or forget their interaction with your members.

How to Plan a Successful Chapter Meeting



Throughout your chapter's existence you will need to host general membership meetings to conduct chapter business and prepare for upcoming events. It is important to make your meetings interesting and worthwhile. If attendees feel that meetings are boring they will stop showing up.

Select a date and time that works well for your officer team. Check to make sure your meeting doesn't conflict with a major local event (even a popular sports team playing). When selecting a venue, consider your expected attendance and the audio-visual equipment you will need (projectors, screens, etc.). Be sure to pick a room that you know you can fill with people. Standing room only is better than empty chairs. Smaller rooms also offer more opportunity for members to socialize and get to know each other before and after the meeting. If possible, select a meeting location in a well-known, central location. If your meeting room is hard to find, plan to hang up signage so people can easily find the room.

Promote Your Meeting

Start promoting your meeting as soon as you confirm your venue. Some ways to promote your meeting include:

- Sending an email (every week and on the day of your meeting) to everyone in your membership database



- Sending follow-up text messages (or phone calls) to everyone in your membership database (personal follow-up is highly effective)
- Always encourage your members and officers to bring a friend.

Always Bring the Right Materials

It's important that you come to your meeting prepared with the right materials. Some of these materials include the following:

- Signage for outside the meeting room (as simple as a piece of paper with **bold** text on it)
- **Sign-up sheets to collect names, emails, and phone #'s from all attendees. THIS IS A MUST.**
- A/V equipment (if needed) to show slides and/or videos during the meeting
- A handout about what ACT for America is (if it's your first meeting and/or a new member meeting).
- ACT for America materials (buttons, stickers, posters, etc.) – to giveaway or for sale to raise money for the chapter.
- Snacks and drinks

Prepare a Chapter Meeting Agenda

It's important to prepare your chapter meeting agenda ahead of time. Meet with your officer team to develop a list of everything that needs to be covered. Check out our Sample Chapter Meeting Agenda for ideas on what to include. We recommend making sure that every officer gets a chance to talk (no one wants to hear one person talk for 45 minutes). As you plan your agenda, be sure to designate who will lead each activity and presentation. The ideal chapter meeting is 1 hour in length. Be sure to set time limits on each activity so that your meeting stays on time.

Follow-Up After the Meeting

After your meeting, be sure to add all new members to your membership database. If new people attended, designate an officer to send a personal follow-up/welcome message to the new members. A sample message is below:

"Hey {Name}!"

Thank you for coming to our ACT for America meeting last night! It was great to meet you. Next (Day) our chapter is participating in (chapter event) at (location, time). If you're available, I'd love for you to stop by and join us! We're having our next meeting on Thursday, May 4th at 7:00pm at {Location}. Will you be able to make it? Thanks again for coming! I hope to see you soon!

All the best,

{Your Name}"



Sample Chapter Meeting Agenda

I. Sign-In Reminder

- A. Ask members to sign-in as they arrive. Remind members who didn't sign-in to do so before the meeting starts.

II. Officer Introductions

- A. Introduce the officers.

III. Chapter Update

- A. Provide a brief update on the activities of the chapter; summarize the success of previous events and recognize the people who made those events possible.
- B. Promote upcoming events and activities.
- C. Invite members to sign-up for committees, recruitment opportunities, and upcoming events.
- D. Invite members to suggest ideas for upcoming events or activism initiatives.

IV. Main Activity (ideas below)

- A. Organize a debate, panel, or video screening/discussion.
- B. Discuss talking points for an upcoming activism event. Ask members to contribute ideas.
- C. Make protest signs, organize a lobbying day, brainstorm recruitment ideas and opportunities.
- D. Watch an ACT for America video
- E. Plan an ACT for America approved activism event (listed on pages #-#)

V. Closing

- A. Take a group picture to document your meeting.
- B. Give a final reminder to sign in

Hosting A Speaker

ACT for America chapters may never host a speaker that is not on the pre-approved list below without approval from ACT for America's national headquarters. ACT for America firmly believes the mission of chapters is to recruit new members, host activism initiatives, and enact change within their communities. Hosting speakers should not be a regular event for chapters and will be approved based on the chapters frequency of activism initiatives and ability to turnout a large crowd.

All speakers must come from the ACT for America Pre-Approved speakers list unless given formal written consent from ACT for America HQ.



Pre-Approved Types of Speakers

ACT for America chapters are members of the community and should always be looking for ways to grow their network by inviting local members of the community to speak.

Examples of this are listed below:

- **Local Police Department Member:** Local police officers can talk about local pressing issues and what to look for with regards to suspicious behavior.
- **Red Cross Representative:** Local Red Cross members can inform your chapter about ways you can help the community with disaster relief or how to help prepare your community for any kind of natural disaster.
- **Local School Board Member:** Your local School Board Member can keep your chapter updated on what the pressing issues are in your local schools – and this gives your members a great opportunity to let them know what issues are important to you.
- **Local City Council Member:** A local City Council Member can be a great way to learn about any issues facing your community/township that might need your chapters attention – and is a great opportunity to let your City Council member know what issues matter to your chapter.
- **Local State Representative:** A State Representative can be a great way to learn about any issues facing your state that might need your chapters attention – and is a great opportunity to let your State Representative know what issues matter to your chapter.
- **Local College Professor / Educator:** Brining a local educator can be a great way to learn about that educators focus of study (can be national security), and also the direction of secondary and post-secondary education in your community.
- **Local Turning Point USA Staff Member:** Turning Point USA is the largest youth organization in America and they have staff located all over the country who are a great resource for learning about how your chapter can reach out to youth in your area. To invite a TPUSA Rep to speak at your meeting email info@tpusa.com.
- **ACT for America HQ Member:** ACT for America is more than happy to work with chapters to schedule a time/day for ACT to either send a staff member or Skype/Zoom in a staff member to talk about pressing issues that ACT is focusing on. ACT Members can also provide general activism trainings about how your chapter can be even more effective than it already is!

Local speakers can be a great resource to your chapter and are typically free of charge, coming up with a catchy subject line can make a local low-profile speaker just as appealing as a high-profile name. For more ideas regarding hosting local speakers please reach out to spresler@actforamerica.org.



Pictures or It Didn't Happen

ACT for America requires all chapters to document every event hosted from regular chapter meetings to phone banks. We LOVE to hear about some of the incredible events our chapters host but more importantly we want SEE these events in action.

Remember to assign an executive board member or chapter member to take pictures. Preferably someone with a high-quality camera or newer smart phone.

All pictures can be sent to pictures@actforamerica.org.

Working with Like-Minded Groups

ACT for America recommends reaching out to like-minded groups that may have a similar mission and/or message. While each group has a different purpose, there may be opportunities to work together on events, recruitment, and activism initiatives. At minimum, you should introduce yourself and your officer team to the leadership of like-minded organizations. Examples include the following types of groups:

- Republican Clubs
- TEA Party Chapters
- Young Republican Clubs
- Teen Republican Clubs
- Local College Turning Point USA Chapters
- Local College Republican chapters
- Local Generation Joshua Clubs
- Local Young Americans for Freedom Clubs
- Local America's Future Foundation Groups



These can be found through web search engines (Google, Yahoo, Bing, etc.) and social media searches (Facebook & Twitter).



Event Planning 101

Stage 1: Set Goals

Before planning an event it's important to sit down with your executive board and ask/answer these questions:

- What is the purpose of your event?
- What impact do you want your event to have?
- What does success look like for your groups event?

Once these questions are answered it will be a lot easier to set realistic and attainable goals.

Stage 2: Plan

Once your goals are set it's time to set the structure to help your group achieve these goals. Below is a simple step by step list of items to attend to:

1. Build a team around you to help plan your event. You never want to plan an event alone!
2. Reach out to ACT for America through activist@actforamerica.org. ACT for America staff are more than happy to assist your chapter.
3. Determine a time and date for your event.
 - a. Make sure your event does not conflict with any major events in your community or even major TV shows or sporting events.
 - b. Coordinate with key players in the area (speakers, partner organizations/chapters, officers, popular chapter members, etc.). Essentially make sure your date/time works with important people needed at your event.
4. Reserve your venue space.
 - a. Don't rent out a venue location that is too big! You would much rather have a very full looking venue location rather than a half empty one.
 - b. Make sure you will have access to your venue before your event so you can set up any equipment you might have and organize everything the way you like it.
5. Develop an event budget.
 - a. Venue rental fees
 - b. A/V Rental fees (if applicable)
 - c. Food/Beverage (if applicable)
 - d. Honorariums/Travel Expenses (if you're hosting a speaker)
 - e. Remember if you are hosting a speaker you must receive permission from ACT for America HQ (thern@actforamerica.org)
 - f. Materials/Supplies
6. Develop a Plan to raise enough money for this event
 - a. Do not commit to expenses your chapters may not be able to afford.
7. Develop an agenda for your event.
 - a. What time doors open.



- b. When the event will start.
 - c. When food will be served (If applicable)
 - d. What time the event ends.
 - e. Etc.
8. Assign roles to your team for the day of the event. Possible assignments include:
- a. Manage check-in/signups at the door
 - b. Who is speaking to open/close the event.
 - c. Who will serve food (if applicable)
 - d. Who will take pictures of the event (THIS IS A MUST) – after event send photos to pictures@actforamerica.org.**

Stage 3: Advertise

1. Create a Facebook event for your chapters event.
 - a. Make sure your Facebook event includes the event date, time, location, and other details.
 - b. Invite all your friends to attend the event, as well as all your chapter members to attend the event.
 - c. Ask all your chapter members and officers to invite all of their friends on Facebook to attend the event as well.
 - d. Email all your members with information about the event as well as a link to the Facebook event page.
 - e. Ask like minded groups to share the event.
2. Email your membership with weekly reminders about the upcoming event and any other pertinent information.
3. Reach out to like minded groups in your community. Invite them to attend your event and/or co-sponsor. Ask them to email their membership and/or mention the event at a meeting.

Stage 4: Execute

1. Send a day-of reminder to your email list and like-minded groups.
2. Arrive early to set-up your event space
3. Test all equipment (if applicable)
- 4. Take pictures of your event (Including a group photo of all who attended) and email pictures@actforamerica.org afterwards.**
5. Collect sign-ups at the event from people who have never attended before and import them to your chapter membership list.
6. Email all attendees after the event to thank them for attending and send them information about your chapters next gathering.



Events & Activism Initiatives

Campus Hate-Watch

It is no secret that college universities have become centers of liberal indoctrination, but what has become even more alarming is the strain of anti-Semitic and anti-American views being espoused by university faculty. These viewpoints are poisoning our youth and ACT for America chapters can play a role in having these faculty members held accountable by the University.

Be sure to send photos and documented emails of the efforts made by your chapter! ACT for America uses photos and documented proof of actions for individual case studies on activism initiatives. PLEASE send all photos to pictures@actforamerica.org.



Step 1: Select a professor at a university nearby who has been proven to espouse anti-American or anti-Semitic bias in the classroom. You can find examples of professors on Professorwatchlist.org and canarymission.org/professors. **NEVER target a professor or faculty member without conclusive evidence presented in favor of your claims.**

Step 2A: Organize a phone call campaign with your members and community members to call the university administrators about the professors troubling viewpoints. Listed below is an example phone script:

"Hi (University Administrator Name),

My name is (Your Name) and I am calling to bring Professor (name)'s recent (comments, viewpoints etc.) regarding (blank) to your offices attention. (News Source) reported about it on this (date). Given the nature of their comments I believe this professor should be held accountable for their (anti-Semitic, dangerous, anti-American, etc.) rhetoric. Has any action been taken with regards to this issue?"

Step 2B: Organize a social media campaign from your members to Tweet and post on Facebook about the professor's comments or actions.

Step 2C: Have key members of your chapter write Letter to the Editor notes for all the local and statewide publications.

Step 2D: Organize a letter writing campaign to the university president calling for action against the faculty member in question.

Step 2E: Email the universities President about the issue, be sure to rally as many people as possible to do this, the more emails the better. We want to trigger a response from the university and it's going to take a strong united front to accomplish this. Below is a sample email:

"President {Last Name},

I am reaching out to you because, Your student/faculty member/administrator at _____ {University/College} recently _____ {person in questions bad action/statement}. I am horrified to hear that someone who acts in such a disgraceful manner is {enrolled/employed} at your institution.

{Professor/Student/Administrator Name} is a(n) _____ {anti-Semite, anti-American, a threat to campus safety, etc.} and should be removed from your campus immediately. Do the right thing for the {safety, integrity, etc} of {the students and faculty, your university} you are responsible for.

***Outraged,
{Your Name}"***



Step 3: If your phone call campaign is not successful with triggering a reaction from the University (a statement, termination, suspension, etc.) or you are not satisfied with the universities reaction, it's time to organize a protest on the campus (ONLY if it is a public university, or on a public sidewalk outside the private university).

If you are hosting a protest you will need to coordinate with your members to pick the best time/day to attract the most attendance. You will need to prepare signs on poster boards for members to hold and either print in LARGE font or use BOLD sharpies. The message on the poster boards should be very clear and focus on what outcome your group is looking to receive. Here are two clear examples: "Fire (Professors Name)," "Expel (Students Name)"

Your protest should look similar to the picture below.



Step 4: If step 3 doesn't trigger the university to respond appropriately your next and final step will be to reach out to your states Board of Regents. The Board of Regents is the governing body for public universities in every state. If you are unfamiliar with how to find your regent or get in touch with them, please reach out to thern@actforamerica.org for more information.

NOTE: ACT for America will be sending out periodic "ACTION ITEM" emails focusing on the removal of priority hate-watch targets on universities nationwide. Be on the lookout for these calls to action!



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's 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?
2. At least 2 volunteers
 - a. One volunteer to ask the Congressman questions
 - b. One volunteer to film the other person asking questions, as well as take pictures

How to Attend a Town Hall:

1. Find a town hall near you:
 - a. townhallproject.com
2. Mark your calendar & make a plan to attend your local town hall
3. Ask a friend to come with you
4. Designate one person as the questioner & the other to film it and take pictures
5. Email your friends, Facebook, &/or tweet that you'll be attending the town hall with all of the location details
6. **Email pictures@actforamerica and share your experience, as well as your film and pictures**

Helpful Tips:

1. The more friends you have come with you, the better
2. Make sure each person has a copy of the questions mentioned above
3. Have people sit away from each other, in different areas of the room
4. Remember: your goal is to film their response to the questions, so it's 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 don't pick up the phone to call.

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

In-Person Meeting

1. Go to actforamerica.org/action to watch a helpful instructional video about meeting with your legislator.
2. Meeting face-to-face with a Congressmen or staff member is one of the most effective ways to keep our legislators accountable
3. Helpful Tip: The more people you bring to the state capitol with you, the more powerful your voices will be

Phone Call

1. Congressional switchboard to reach any member of Congress: 202-224-3121
2. Go to actforamerica.org/action to watch a helpful instructional video about calling your legislator.
3. Example:
 - a. "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."



Email or Letter

1. Go to actforamerica.org/action to watch a helpful instructional video about emailing your legislator.
2. 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:

1. Find Your House Representative: www.house.gov
2. Find Your Senator: www.senate.gov

****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.

Helpful Tips

1. An LTE is usually 250 words; some publications ask for 200 or fewer
2. Your goal is to persuade or inform the reader about an issue
3. **Back everything up with facts from reputable news sources or research. REMEMBER your LTE will be scrutinized heavily by the opposition.**
4. ACT for America activists are here to make a difference not just a statement, it's incredibly important stay on message and never write something you cannot 100% verify is true.

Issues to Write On

1. Why you joined ACT for America
2. Designate Muslim Brotherhood as a terrorist organization
3. CAIR is a Muslim Brotherhood front group
4. Linda Sarsour
5. Real feminists aren't pro-Sharia
6. Back the Blue (support our police)
7. Extreme vetting
8. Secure our borders

General Format

1. Make a statement
2. Back up the statement with 3 supporting facts
3. Conclude your LTE with an emphasis on persuading the reader why your initial statement is correct
4. Example
 - a. *"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."*



Where to Send LTEs

1. This link provides you with the top 100 online and print publications across the country: <https://www.theopedproject.org/submission-information/>
2. Each publication gives you instructions on word limit requirements, as well as how to send in your LTE

Victories

1. Inform ACT for America when your LTEs are published
2. **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.



Social Media Mobile Notifications

Part of defining the narrative means we have to be on social media. This section is a very fun and easy way to get a large amount of people to see what you have to say on high profile Twitter accounts.

Goal:

1. Whenever one of these three groups (Southern Poverty Law Center, CAIR, and Linda Sarsour) tweets on Twitter, we are going to flood their replies with the suggested tweets listed below
 - a. Every person, even supporters of these groups, will be forced to see the mountain of negative replies
 - b. Remember: Perception is reality
2. Examples of Accounts to Follow
 - a. @splcenter
 - b. @CAIRnational
 - c. @lsarsour

Instructions:

1. Follow @lsarsour, @splcenter, and @CAIRnational on Twitter
2. While on one of these 3 pages, click on the button that looks like a vertical ellipsis (image below).



3. Click “Turn on mobile notifications” – image below.



4. Whenever one of these 3 groups tweets, you will receive a text message
5. As soon as you receive a text message, go to their most recent tweet
6. Take the respective suggested tweets below, and copy/paste a reply
7. Suggested Tweets
 - a. @lsarsour is an anti-Semite who said that a victim of female genital mutilation should have her genitalia taken away from her. #LoveTrumpsLinda
 - b. @CAIRnational has been designated by the FBI as a Muslim Brotherhood front group. Muslim-majority countries, such as Egypt, KSA, Syria, & UAE, have designated the Muslim Brotherhood as a terrorist organization, and the United States should do the same
 - c. Why hasn't the @splcenter designated @lsarsour as a hate leader, who is not only an anti-Semite, but also worked with Rasmia Odeh during the Women's March? Rasmia Odeh is a convicted terrorist who murdered 2 Israeli students



Back the Blue Appreciation Events

ACT for America strongly supports our men and women in blue. In a time when police officers are not only attacked societally, but targeted for murder, it is necessary we show that we back the blue.

Event

1. Police Appreciation Week 2018: Sunday, May 13th – May 19th
2. Host a Police Appreciation Event Instead of a formal meeting, prepare food, invite your local precinct over, and show your support for the Police who protect and serve your community.
3. Hosting the event during Police Appreciation Week is suggested, but it's never a bad time to show support for your local heroes in blue.

Activity

1. Visit your local police station during May 13-May 19
2. Bring baked goods or a gift basket to present to the officers
3. Feeding your precinct during Police Appreciation Week is suggested but it's never a bad time to show support for your local heroes in blue.

Pictures

1. Designate 1 member to take photos
2. Send pictures to pictures@actforamerica.org with a caption





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 your chapters can do as a group to improve the quality of life in your area:

Pick Up Litter

1. If you live near a body of water, do a beach or lake cleanup
2. Easiest place to pick up trash is on the side of a road or highway
3. Always wear gloves and follow the buddy system

Non-Perishable Food Drives

1. Call your local shelter and ask if they need any food items in particular, especially if close to the holiday season

Vietnam Veterans

1. Donate old clothes, electronics, or furniture
2. <http://www.purpleheartpickup.org>

Toys for Tots

1. Begin collecting toys at your October and November monthly meetings in preparation for Christmas
2. <https://www.toysfortots.org>

Helpful Tips:

1. Wear your ACT for America shirts or buttons while doing community service
2. Be sure to take pictures of your chapter doing these actions
3. Send your photos to pictures@actforamerica.org with a caption about what's 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.

Materials Needed

1. Clipboards
2. Pens
3. Petitions
4. Voter registration forms
5. Sign-up sheets for your chapter
6. Duct tape
7. Table
 - a. An alternative to setting up a table is walking around an event with clipboards
8. Poster (e.g. Voter Registration, Open Eyes Save Lives)
9. Fold up chairs (optional)

Where to Table

1. Community events
2. Public sidewalk near grocery stores/malls
3. Gun shops/gun shows
4. Outdoor sports events
5. Town halls
6. Ask business owners if you can set up a table outside their business
7. Local political rallies
8. Events hosted by like-minded groups in the community
 - a. 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.

Volunteers

1. Minimum of 2 volunteers
2. Designate 1 volunteer to take pictures
3. Assign which volunteers will bring what items



Activities

1. Bake Sales
2. Polls
3. Raffles

Instructions

1. Set up your table in a public place or get permission from an owner
2. Tape a poster to the front of the table and place your materials on top – make sure your poster says “ACT for America” with the location of your chapter as well (Dallas, Jacksonville, Brooklyn, etc.).
3. Actively engage with people as they walk near your table
 - a. *“Have you heard about the Open Eyes Save Lives campaign?”*
 - b. *“How do you feel about securing the border?”*
 - c. *“Do you feel safer after 9/11?”*
 - d. *“Have you heard of ACT for America?”*
4. Use the engagement question to get people to stop and talk with you
5. Introduce yourself and tell the person why you’re there
6. Invite the individual to sign-up and join your local chapter (at bare minimum always take down their First Name, Last Name, Email and Phone Number)
7. Follow up with anyone who signs up
8. It’s best to follow up within 3 days or people who may have been fired up will lose interest

Take Photos

1. **Take pictures of people talking to your volunteers at the table, take pictures of your table set up and helpers smiling next to it, and of excited new members who just signed up.**
2. **Send your photos to pictures@actforamerica.org with a caption**

Helpful Tips

1. Be friendly, polite, and non-confrontational
2. When talking with people, make sure to stand in front of the table.
3. Ask everyone who walks by a question – never expect people to talk to you first.
4. This activity is best for volunteers who enjoy talking to people



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.

1. Assign 1-chapter member to attend school board meetings & 1 for city council meetings
2. Each person will report back to the group during chapter meetings
3. 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
4. Network
 - a. Pay attention to which people speak at these meetings
 - b. If they feel similarly on our issues, be sure to introduce yourself to them before leaving the meetings
 - c. Follow up with the individuals and invite them to your chapter meeting
5. Goal
 - a. Have an ACT for America presence in local politics
 - b. Establish rapport with school board and city council members
 - c. Connect with local, like-minded activists



Voter Registration Drive

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

Voter Registration Forms

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

What to Bring to Your Event

1. Voter registration forms
2. Clipboards
3. Black or blue pens (do not use pencils or other colored pens)
4. Register to vote poster
5. Folder labeled “Completed Forms”

Where to Register Voters

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

How to Register Voters

1. 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.
2. After someone has filled out a voter registration form, verify that the required fields are complete



Instructions

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

Take Pictures

1. Be sure to take pictures of people, while they are registering to vote
2. You can even ask them to pose with their registration forms once completed

What to Do with the Completed Forms

1. Record information into an Excel spreadsheet
 - a. First and last names
 - b. Home address
 - c. Email address (if applicable)
 - d. Phone number (if applicable)
 - e. Return completed forms to the voter registration office

Email Spreadsheets to ACT for America

1. activist@actforamerica.org

Helpful Tips:

1. 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.



9/11 Memorial

Not even two decades after 9/11 and it seems like America has forgotten the terrorist attack that forever changed our country. The students of today did not experience 9/11, like we did. They don't have the "Where were you on 9/11?" stories. In order to never forget, we must continue reminding people – and the next generation – about the threat that terrorism still poses to our country.

Activities

1. Candlelight vigil at your local city council
 - a. Email your friends and share on social media the meeting time and address
 - b. Share your "Where were you on 9/11" stories with one another
 - c. Sing patriotic songs, like "God Bless America" or our National Anthem
 - d. Take pictures, videos, and send them to pictures@actforamerica.org with a caption
2. Spell out 9/11 in American Flags at a popular local park.
 - a. Take pictures and send them to pictures@actforamerica.org with a caption
3. Sign wave at a busy intersection
 - a. Sign suggestions
 - i. Never Forget
 - ii. Never Forget Means Never Again
 - iii. Secure Our Borders
 - iv. God Bless America
 - b. Rush hour is the best time to do this.
 - c. Take pictures and send them to pictures@actforamerica.org with a caption



Movie Screenings

Movie screenings can be used not only to educate current members, but to show our issues to new people who may be unfamiliar with what ACT for America does. The goal is to invite family, friends, and neighbors to these screenings, as an emotional appeal, to bring them into our organization.

Suggested Movies

1. Never Again Is Now (Sharia Law)
2. Honor Diaries (Sharia Law/Female Genital Mutilation)
3. The Stoning of Souraya (Sharia Law)
4. Silence U: Is the University Killing Free Speech and Open Debate? | We the Internet Documentary
5. The Third Jihad
6. Islam Rising – Geert Wilders' Warning to the West
7. Obsession Radical Islam's War Against the West
8. Understanding the Threat to America

**If you need additional assistance finding movies or purchasing movies at a reduced cost to you reach out to thern@actforamerica.org for help.

Instructions

1. Plan a movie screening in place of your chapter meeting
2. Make sure the location has Internet (if needed) and a laptop/DVD player, television, etc.
3. Explain to participants what they are about to see / maybe invite a relevant speaker
4. When you are finished watching a movie, ask each person in the group to reflect on what they just saw and what they took away from it
5. Follow up with each person and invite them to your next meeting

Photos

1. Take pictures and send them to pictures@actforamerica.org with a caption

Helpful Tips

1. When inviting people to movie screenings, invite people who are not members of your ACT for America chapter
2. Your goal is to make this event emotionally powerful, as this is the best way to bring in new members



Host a Watch Party

A watch party is a great way to get your members engaged with current events and build comradery amongst your members. To start, select an upcoming event that is worth hosting a watch party for (this can be Presidential Debates, Gubernatorial Debates, Senate Debates, or any locally televised debate, The State of the Union, CNN Policy Debates, etc.). Find out what time it will start and what channel will be showing it.

Once you confirm the date and time you can start to plan your event. You can host this event at a members house, or if you have a larger chapter you can reserve a room at a public venue of your choosing. Wherever you are, make sure you have access to a TV with cable or a Computer you can stream the event on.

When all logistics have been confirmed, inform your members about all the details of the event through a chapter newsletter. Tell your members to bring friends with them - there is no better time to introduce new members to your chapter than a social gathering.

Don't forget to take pictures of the event, collect sign ups from any new people who attended the event, and offer to register attendees to vote.

Send your pictures of the event to pictures@actforamerica.org.

Open Eyes Save Lives Activities

Open Eyes Save Lives is about empowering Americans with tips, so they can report suspicious activities to the police. In San Bernardino, two radical Islamic terrorists murdered 14 and injured 22 others. Their neighbors noticed suspicious activity, but never spoke out for fear of being called a bigot. Following these tips, being aware of your surroundings, and taking action can help save lives.

1. Especially during November and December, set up an Open Eyes Save Lives table
2. Instructions
 - a. Set up your table in a public place or get permission from an owner
 - b. Tape your Open Eyes Save Lives poster to the front of the table and place your materials on top
 - c. Actively engage with people as they walk near your table
 - i. *"Have you heard about the Open Eyes Save Lives campaign?"*
 - d. Use the engagement question to get people to stop and talk with you
 - e. Introduce yourself and tell the person why you're there
 - f. Hand out our printable Open Eyes Save Lives fliers



- g. Invite the individual to sign-up and join your local chapter
- h. Follow up with anyone who signs up
 - i. It's best to follow up within 3 days or people who may have been fired up will lose interest
- 3. Discuss safety training tips at your November/December chapter meeting
 - i. Watch Brigitte Gabriel's training tips online. Search YouTube for "Open Eyes Save Lives"
 - ii. Invite a local police officer to your chapter meeting to discuss what suspicious activities to look out for and what you can do to help**
 - iii. Take pictures and send them to pictures@actforamerica.org with a caption

Sign-Waving

Sign-waving and demonstrating are useful ways to get your message out to 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 people to get active. The keys to successful demonstrating are location, message, consistency, and photography.

- 1. Choose a public sidewalk or overpass near a busy intersection
- 2. Goal is to locate an area with a maximum amount of people
- 3. Signs should have as few words as possible
- 4. Wording should be succinct, bold, and easy to read
- 5. Sign-wave at the same spot to accustom people to your presence
- 6. Always demonstrate with a friend
- 7. Designate one person to take photos in order to amplify your message
- 8. Send photos to pictures@actforamerica.org
- 9. Be energetic, polite, and non-confrontational
- 10. 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"



Constitution Day Event

Constitution Day is Monday, September 17th, 2018. On this day, we celebrate the ratification of the Constitution, as well as those who have become US citizens.

Activities

1. Chapter Meeting
 - a. Schedule your next meeting on or around September 17th
 - b. Hang up a sheet of paper with the title “Banned Words
 - c. Write down some words on the paper that cannot be used during the meeting
 - d. For example, “freedom,” “independence,” “rights”
 - e. Discuss the importance of freedom of speech & why we must defend this Constitutional right
 - f. Take a picture of your banned words and email it to pictures@actforamerica.org
2. Letter to the Editor
 - a. Write an LTE about the importance of free speech
 - b. Discuss why we must defend speech that we may not agree with
 - c. Key buzzword: Silencing free speech is fascism
 - d. If your LTE is published, please notify ACT for America at activism@actforamerica.org
3. Naturalization Ceremonies
 - a. Contact your local district court to find out if there are any upcoming naturalization ceremonies
 - b. Set up a table on public property outside the district court building to welcome new citizens
 - c. Hand out miniature American flags & pocket Constitutions
 - d. Take pictures and email them to pictures@actforamerica.org
4. Other Ideas:
 - a. Send pocket constitutions to a local high school teacher to distribute to their students.
 - b. Host a constitutional law professor from a local university to speak at your meeting about the importance of preserving the constitution.
 - c. Hand out pocket constitutions outside of a local grocery store, park, etc and talk to community members about the constitution and ACT for America.
 - d. Host a chapter meeting focusing on educating your membership about the history, purpose, and importance of the constitution.



Support ACT for America

Become a Member

For just \$1 a week, you receive access to exclusive and behind-the-scenes national security information so you can help secure America! You can also either choose one of our membership options on the payment page or give any amount you'd like as a monthly amount

You will receive:

- Periodic members-only commentary from our founder and national security expert, Brigitte Gabriel and key members of the ACT for America staff;
- Access to behind-the-scenes information, such as periodic Capitol Hill Updates from our Director of Government Relations; and reports from a variety of national security influential figures and organizations.
- Participation in national security-focused tele-town halls and conference calls with the ACT for America team and national security professionals
- Unlimited access to detailed national security reports such as our Muslim Brotherhood Project.
- Exclusive invitations to virtual and in-person briefings with Brigitte Gabriel
- Special invitation-only ACT for America store discounts
- **Most importantly, your love and patriotism for America and commitment to stand up against political correctness, so that we remain vigilant at all times to keep our nation safe**

If you're already a member and have not yet been granted access to the members-only site, please contact us at membership@actforamerica.org.

If you're already or have been donating at least \$5 per month, you are considered a premium member. Please contact us if you need access to the members-only site.

For more information go to: actforamerica.org/become_a_member.



Planned Giving

Help ACT for America by engaging in philanthropy that will enrich not only your life, but the lives of your loved ones, as well as change the world!

Planned gifts literally bridge generations, ensuring that ACT for America is ready to take action as the largest national security grassroots organization, whether the specific threat is violent/stealth jihad, the advance of sharia law, or the scourge of political correctness, which is enabling the rise of radical Islam.



What is planned giving?

Planned giving is the integration of personal, financial, and estate planning goals with lifetime charitable giving. Planned giving is an opportunity for charitable giving in circumstances that may not otherwise allow a donor to make a significant gift to ACT for America. Planned Giving makes sense.

It's easy-here's how:

- Include a gift to ACT for America in your will.
- Leave ACT for America a percentage of your retirement plan assets.
- Use a life insurance policy to give back.
- Charitable Lead Trust (with interest rates so low, these are a great option)

With just a little planning and a big heart, you can arrange a charitable plan that brings hope to this great country of ours.

Be a part of the future of ACT for America! Your planned gift supports the vital work of ACT for America while helping you achieve your personal, financial, and estate planning goals.

We encourage you to speak with your legal and financial advisors as you contemplate a planned gift to ACT for America.

For more information, please contact ACT for America at (202) 601-4169.

Conclusion

Additional Questions

If you have any additional questions or seek any additional information not covered in this handbook please reach to ACT for America's Grassroots Director, Thomas Hern via email at thern@actforamerica.org.

Thank YOU

With your help ACT for America will make 2018 our most successful year yet! Thank you for all you do as an ACT for America Chapter President – we are nothing without our army of grassroots warriors and YOU are an invaluable part of that army.





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