divest ed

Summer Projects for Campaigns

About this resource
This resource is a list of things that you can work on during the summer break. These projects are meant to be straightforward, able to be done remotely, not requiring lots of group decisions or discussion, and able to be worked on a bit at a time, which makes them ideal for working on during breaks. You shouldn't try to do all of these projects - just pick a few and have smaller groups work on them. If you have any questions about any of these, leave a comment!

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Internal/Organizational

- Make **institutional memory** documents, such as History of the campaign, key connections, basic info about school admin.
  - Other campaigns have made "handbooks" for new members, which contain basic history of the campaign, basics on divestment, and key notes on group structure. If you have questions about this, ask Alyssa!
- Brainstorm and/or decide on a few **training** topics that your campaign should hold throughout the year (e.g. tabling, facilitation, talking to faculty).
- Create/update your campaign's **database** of supporters.
  - Should include *name, email, phone, grad. Year, undergrad/grad, how they've been involved,and any other groups they are a part of*. Ideally is organized into different "levels" of engagement (e.g. 1°, 2°). This should include petition-signers, action-attendees, current members, volunteers, social media-engagers, etc. This should be updated so that people who have graduated are moved to an Alumni tab.
- Decide **regular meeting time** for fall (This would be towards end of summer, 1-3 weeks in advance of start of classes).
- Craft a **mission statement**.
- If you're a registered student organization, start applying to **grants** from campus to get funding for the year.
- Start drafting a **Fall Outreach Plan** - Which classes are you going to hit? Which events will you table at? Which groups will you contact? Where are you going to get fliers? Which days are you tabling?
  - You can learn more about how to make a Fall Outreach Plan at the Semester Kickoff Checklist resource.
- Clean up your **mailing list**. Look at your mailing list and if you see anyone you don't recognize, email them and ask if they want to stay on the regular listserv or move to a less frequent newsletter. Or you can just move them off without asking. If they have never come to a meeting or attended an action, it is safe to say that they do not need to receive weekly emails.
- Organize your **Google Drive**. Just do it! A good way to do it is to have separate categories (such as *Actions, Structure, Faculty, Graphics)* that are then organized into school years when relevant (such as 2017-18, 2018-19, etc.)
- Make sure all **media accounts** passwords are updated and given to the right people.

Media/Communications

- Create/update **website** for the campaign.
    - Can include: About Us/Vision/Mission, Brief History, What is Divestment?, Media Hits, Photos from past actions, Any recent or prominent news, Link to Petition, Link to Faculty/Alumni letters
- Create a **newsletter** to use as a monthly newsletter. Look into newsletter services like Mailchimp and make a template format.
- Create/update your **media hits list**. This can be a spreadsheet with all the op eds, press releases, or videos you've ever gotten published.
    - You should include: Name of outlet, date published, contact person/person who published, name of article, etc.
- Create/update your **press contacts list** (e.g. news outlets, radio, etc.).
- Research which **media outlets** and specifically which journalists have written about divestment or climate in the past and note them in your press contacts list.
- Design/print a **graphic general flier** that you can use all year long (leave the meeting time/room blank if your meeting time changes).
- If you're traveling different places or doing any activism, capture **"B roll" video footage** that could get incorporated into a video you may make later on.
- Brainstorm possible social media campaigns for the upcoming semester and **make a calendar** to organize and schedule posts

Recruitment

- Start planning your **General Info Meeting**. Try to set a date and plan through an agenda and what the FB event/outreach will look like. (Can be done 1-3 weeks in advance of start of classes)
- If you're on campus, try to have **one-to-one meetings** with newer members. Get coffee, have fun!
    - For more info on how to do this, see the One-to-ones resource.
- Also if multiple members of the campaign are on campus, try to set up a 1-2 times to **meet up** in person, even if it's just a chill hangout.
- If there are enough people on campus, you could make a **general banner** that you can bring to any action or tabling. You can also just design one online and get it professionally printed at a Staples or other print store.
- Start designing a **t-shirt** and begin making orders. If you're a registered student group, you can apply for funding to do this.
- Similarly, you can start designing **buttons** or **stickers** to hand out when tabling.

Coalitions

- Research what **other groups** on campus/nearby have been doing and make a list of a few you want to get to know better or have one-to-one meetings with.
- If you're not able to have one-to-one meetings, just try to **attend any events or do some research** about other groups and their issues. See what actions/events they've held or any press they've gotten in the past.

Strategy

- Plan to have 1-3 **video calls** with other active members as a working group over the summer to plan projects. If any of you are going to stay near campus, you an plan to meet in person.
- Begin reaching out to **alumni**!
  - Start an alumni **database** - this could just be a spreadsheet where you keep track of their name, contact info, department, graduation year, any current affiliations, and their interest level.
    - Think about recently graduated seniors or current seniors.
    - Look on LinkedIn or Facebook for communities of past graduate classes.
    - Look online for famous alumni and look for their Twitter or other social media accounts where you might be able to contact them.
  - Talk about having an **alumni letter of support** or a **no donation pledge**.
  - Email and set up **one-to-one phone calls** with any interested alumni. Tell them about progress in the campaign and gauge their interest in being involved. Make sure you have next steps for them, such as signing an Alumni Letter of Support, signing a No Donation Pledge, telling their friends, donating to you, etc.
  - Find out which alumni are local and see if you can get one-to-one **in-person meetings** with them.
  - You can also get ahead by making a doc of **how to have a one-to-one** with an alumnus, similar to a call script. This can be really useful for during the year when more people can join onto the alumni working group. Talk to Alyssa if you have questions about this!
- Similarly, put some work into **faculty** outreach!
  - Draft a faculty **sign-on letter**. Talk to Alyssa if you'd like examples of faculty sign-on letters.
  - Begin making a **faculty database** and tracking them by whether they have signed the letter, if they are supportive in other ways, if they are on the faculty senate, etc.
  - Research your campus's **faculty or academic senate** - see who is on it and how often they meet.
  - Make a doc of **how to have a one-to-one** with faculty and what are the asks for them. You can even draw out a **Ladder of Engagement** for them, which will show you the step-by-step set of asks to give ot faculty.
- Research influential people and power map them.
  - Actually draw out a **Power Map** on a Google Doc of who is least to most supportive (x-axis) and who has least to most power (y-axis).
  - You should think about what these people's roles are, who they report to, where they live and work, what affiliations they have, what types of events they speak at, who they're related to, etc.
  - → Board of Trustees members
  - → Who is on Investment Committee
  - → Other administrators or staff members
  - → Chief Investments Officer (CIO) and Chief Financial Officer (CFO)
  - → President
  - Power Map can also include other people like faculty, notable alumni, state legislators, city-wide politicians, etc.
- Research your endowment structure and compile that information into a doc.
  - Find out which questions you don't know and write those down.

- Research which trustees/administrators are around and keep tabs on any events that they might be speaking at.
    - You can set up Google Alerts for the names of different trustees/administrators which will automatically email you if their name shows up in an article.