

Campus Affiliate

Manual

National Organization for Women
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National Organization for Women



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We are very happy that you are interested in joining the NOW Campus Action Network by starting your own Campus Affiliate!

Organizing on campus is the perfect opportunity for feminist students to continue fighting for the rights of all women and to join with other activists to bring about positive change in the world! Use your energy, creativity, and passion to really make a difference.

This manual is one of three documents you will need to get your campus chapter started, make sure you also have the Critical Information Form and the Membership Form. This manual will go over the important things to know about NOW, what is the Campus Action Network, how to start your Campus Affiliate, how to build actions that result in positive change, and lastly a basic overview of some current campaigns that your campus group can participate in!

Starting a campus group can often be challenging and rewarding at the same time. Don't feel discouraged if you hit road blocks or red tape. Being a part of NOW means pushing through obstacles and never giving up. We'll be here to help, so just call on us. There is important work to do...

So – let's get going!

In Solidarity,

Ali Rodway
Field Organizer &
Young Feminist Coordinator

Melody Drnach
Action Vice President

Kim Gandy
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**NATIONAL
ORGANIZATION
FOR WOMEN**

The Basics



The National Organization for Women (NOW) is the largest organization of feminist activists in the United States. NOW has more than 550,000 contributing members and more than 450 chapters in all 50 states including the District of Columbia. Since 1966, NOW has been committed to taking action for equality, justice, dignity, and opportunity for women and girls.

The NOW Campus Action Network was established to empower young people at colleges and universities to make feminist change in their communities. Political, economic, and social forces still combine to deprive women of safety from violence, fair and equal treatment in the workplace, access to reproductive healthcare and comprehensive sex education, and much more both in this country and abroad – so it's crucial that young feminists take initiative to raise awareness about the persisting need for women's rights activism, as well as lead the way in taking feminist action.

NOW has six priority issues, listed below. These are explained in further detail on the back of this page. Please check out www.now.org to learn about the wide array of issues that fall within and span across these six priorities.

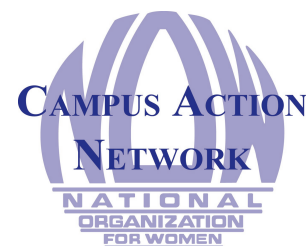
- **Abortion Rights and Reproductive Justice**
- **Violence Against Women**
- **Constitutional Equality**
- **Promoting Diversity and Ending Racism**
- **LGBTQI (Lesbian, Gay, Bisexual, Transgender, Queer, Intersex) Rights**
- **Economic Justice**



NOW activists take action for these issues in a variety of ways: through mass marches and rallies, electoral and lobbying work, nonviolent civil disobedience, letter-writing campaigns, and so on. NOW has organized marches and rallies for abortion rights, peace and immigrants' rights attended by hundreds of thousands of people. Through the NOW website and action emails, the organization alerts activists to contact their representatives and senators in protest of anti-feminist policies, legislation, court and department appointee, to sign petitions, and much more. At the local level, NOW members are continually working for feminism in their communities through political, media, and many other kinds of activism.

As a multi-issue, multi-strategy organization, NOW depends on each individual member to take part in actions and campaigns. You and your CAMPUS AFFILIATE are extremely important to NOW and the continued movement for women's rights in this country. Your commitment to organizing your peers for feminist action – whether it's by pushing timely feminist issues to the front page of your campus newspaper, by holding events that raise awareness about these issues, or by ensuring that policies on campus and beyond are pro-woman – is an invaluable contribution to women's lives.

NOW's Priority Issues



Abortion Rights and Reproductive Justice

NOW affirms that reproductive rights are issues of life and death for women, not mere matters of choice. NOW fully supports access to safe and legal abortion, to effective birth control and emergency contraception, to reproductive health services and education for all women. We oppose attempts to restrict these rights through legislation, regulation or Constitutional amendment. NOW believes in a comprehensive approach to achieving reproductive justice for all women—including winning and preserving legal protections, expanding reproductive health services in every community, and ending the discrimination and inequality that keep women from controlling their own reproductive lives.

Violence Against Women

NOW is unique in its approach to the issue of violence against women, emphasizing that there are many interrelated aspects to the issue – domestic violence; sexual assault; sexual harassment; violence at abortion clinics; hate crimes across lines of gender, sexuality and race; the gender bias in our judicial system that further victimizes survivors of violence; and the violence of poverty emphasized by the radical right's attacks on poor women and children – all of which result from society's attitudes toward women and efforts to "keep women in their place."

Constitutional Equality

Equality in pay, job opportunities, political structure, social security, education, and in many arenas will remain elusive without an amendment guaranteeing women's equality. This has been one of the highest priorities on NOW's agenda for more than three decades.

Promoting Diversity and Ending Racism

Human rights are indivisible, and NOW is committed to advancing civil rights and identifying and fighting against those barriers to equality and justice that are imposed by racism and classism.

LGBTQI Rights

NOW is committed to fighting discrimination based on sexual orientation or gender identity in all areas, including employment, housing, public accommodations, health services, child custody and military policies. NOW is committed to educational efforts that combat the adverse effects of homophobia, promote positive images in the media and ultimately ensure civil rights protection for all. NOW asserts the right of LGBTQI people to live their lives with dignity and security, and the rights of equal marriage for all.

Economic Justice

NOW works on a wide range of economic justice issues affecting women, including welfare rights, fair employment, unbiased family and property laws, living wages, and pay equity.

STRUCTURE OF THE NATIONAL ORGANIZATION FOR WOMEN

Italics indicate National Bylaws wording

NOW Members

Chapter Members and At-Large Members

State Organizations

State officers are elected by state members at an undelegated state conference (where at-large delegates to the National Conference are also elected). The State Council is made up of state officers and chapter delegates, per each state's by-laws. States convene chapters. The State Presidents make up an informal committee – the State Presidents' Caucus – that facilitates strategy building and idea sharing.

Regional

NOW is divided into nine geographic regions. Each Regional Council is made up of National Board Members and State Presidents/Coordinators from that region, and coordinates regional conferences and activities in accordance with the region's bylaws. Regional conferences are held every two years for the election of National Board Members from each region.

National Board

National Officers and Board Members from each region, elected by members at undelegated Regional Conferences every two years, comprise the National Board. The National Board meets at least four times a year and makes national policy between National Conferences. The Board manages the affairs and controls the property of the organization.

National Officers

Four officers are elected as a team at National Conferences every four years. Officers are members of the National Board and three serve on the NOW PAC. Officers speak for the national organization and make policy between board meetings. The President is the CEO and CFO of NOW and the four officers serve as the management team for the National Action Center.

NOW Foundation

The tax-deductible foundation engages in litigation, policy development and education. The foundation shares NOW's staff, officers and Board of Directors

NOW Political Action Committee

NOW PAC carries out electoral campaign work in furtherance of NOW's goals. The PAC Board consists of three officers, three Board Members and three members at large appointed by the President with approval of the National Board

Campus Action Network*

Nationwide network of young feminists interested in staying up-to-date on NOW news and campus actions.

Campus Affiliate*

A recognized group of young feminists on a campus who organize actions to fight for the rights of women and girls.

*Don't necessarily participate in the governing process

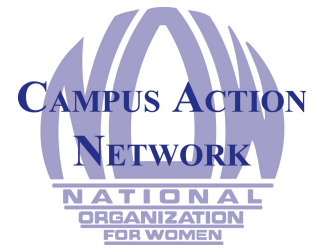
National NOW Action Center

Professional staff provides NOW program support including: membership processing, chapter development, field organizing, political development, lobbying, communications, publications, fundraising, Web site, and accounting.

Legal Momentum

Legal Momentum is a sister organization with its own staff and priorities. Three officers of NOW serve on the Legal Momentum board and the Legal Momentum president serves on NOW's board. The two do not share any funds.

Campus Affiliate FAQs



What is the mission of the NOW Campus Action Network?

The NOW Campus Action Network provides organizing tools, resources, action alerts and Campus Affiliate updates to young feminists who want to take action for women's equal rights.

Who can be a member of the Campus Action Network?

Anyone! If you are a NOW member, a Campus Affiliate member or a concerned and passionate individual, you should join the Campus Action Network to receive updates and critical information about young feminists and the fight for women's rights.

What is the difference between the Campus Action Network and a Campus Affiliate?

The Campus Action Network is a group of young feminist across the country who have signed up to receive correspondence from the NOW National Action Center about campus NOW news from around the country via the quarterly newsletter in addition to periodic updates. A Campus Affiliate is a recognized group of young feminist gathering on a specific campus. Campus Affiliates are eligible for supplies like NOW "rounds," brochures, stickers and pins.

What is the difference between a NOW Chapter and a Campus Affiliate?

Please see the chart on the next page for a clear outline of the differences between how a Campus Affiliate works and how a NOW Chapter works. The following diagrams also cover the differences between being a Campus Affiliate member and being a NOW Chapter member.

How can I start a chapter, instead of a Campus Affiliate, on my campus?

Please contact the NOW National Action Center to receive information on how to start a chapter. Email chapteam@now.org, or call (202) 628-8669.

How can I start a Campus Affiliate?

Receiving this manual is the first step to starting your Campus Affiliate. You should have received the "Critical Information Form" and the "Membership Form" as well. Please fill those forms out and return to the National Action Center via email to youngfeminist@now.org. Then start recruiting leadership and members and planning your first actions/events.

How do I become a member of NOW?

To join NOW, visit:

<https://www.now.org/member.html?sce=wbnhmpg>

Campus Affiliate

Pros:

- No required number of members.
- Easy setup process.
- Flexible to comply with high school and university regulations.
- May limit membership to students.
- Can receive funding from fundraising, and/or university money.

Cons:

- Campus Affiliate members who have NOT joined NOW do not have voting privileges within the governing process of the organization.
- No chapter delegates
- No income from memberships
- Non-NOW members do not have the benefit of the sliding scale for attending conferences.

Obligations

- Keep records of all participating Campus Affiliate members and information about your activities to share with NOW.
- Send monthly Buzz reports to Young Feminist Coordinator.
- Provide at least one student/faculty contact.

Chapter

Pros:

- Open to everyone in the community.
- Hold public meetings.
- Chapter activists have a voice in governing the chapter, state, regional, and national levels of NOW.
- Send delegates to National conference based on membership.
- Receive funding from new member dues, membership renewals, and fundraising.

Cons:

- Need at least three members to start, must have ten after the first year to charter the chapter.
- Adopt a structure, and elect officers.
- Maintain bank account and Tax ID number from IRS.
- File a formal annual report.

Obligations

- Complete convener kit application.
- Pass bylaws and elect officers.
- Open banking account.
- Acquire tax id number from IRS.
- File annual reports.

- Rally, protest, write letters, lobby!
- Create actions around important issues in your community.
- Participate in NOW Activist Trainings.
- Access to guidance, support and materials from the Action Center
- Attend NOW events.
- Establish public email address to receive communication from Action Center and other activists.

What's the difference between...

...being a member of my Campus Affiliate...

...and being a NOW member of my Campus Affiliate?

Get active, rally, lobby, petition, write letters, protest, march!!

Eligible for member benefits, such as discounts on car rentals, and long distance plans, and sliding scale registration at NOW conferences.

Voting privileges in the governance of NOW at the state and regional level.

A Campus Affiliate

Join the 500,000 activists that fight for women's equality.

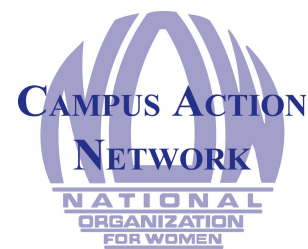
A NOW member who is active with a Campus Affiliate

Subscription to the National NOW Times newspaper.

Attend Local, State and National events.

Member of the National NOW, and State NOW organizations.
*Eligible to designate local chapter affiliation at no charge.

Setting Up Your Campus Affiliate



There are three critical elements to a successful Campus Affiliate on your college campus: a solid structure, good utilization of resources and effective activist recruitment.

STRUCTURE

Research whether your campus student activities board or council has a process by which a group gets official recognition (and possibly funding) from your university or college. Also find out whether you are required to have a constitution or bylaws. Once you know what steps your college/university needs you to take, start thinking about who will make decisions for your group—your leadership. Do you want an executive board of Campus Affiliate leaders that meets more often than your members? Do you want the leaders of your group to specialize--i.e. will one person be responsible budgeting? Another for publicity? You should designate one person as the contact/liaison to the National NOW Action Center.

RESOURCES

As you organize, it's important to know where to go and who to go to for help. Need information for fliers that are meant to raise awareness about an issue? Get familiar with what online resources exist—for example, many women's issues research organizations make fact sheets and publications available for free on their websites.

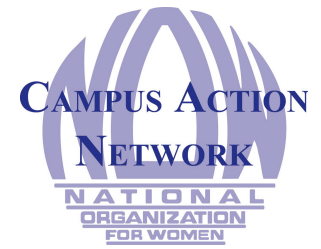
Also, professors can be amazing resources for organizing events (often professors have great connections for speakers),

for publicizing your events and meetings in class, and as advisors. Another resource is, of course, your membership. Brainstorm ideas for actions, events, and campaigns with your membership, and be sure to get to know your members' skills. If one member can offer graphic design skills, ask her/him to help create attention-grabbing fliers. Lastly, financial resources are extremely important—be sure to keep budget records and follow any college policies, and be creative with fundraising for your group (i.e. do a raffle where part of the proceeds go to Take Back the Night, and the other part goes to your group; create Campus Affiliate apparel that you can sell on campus that raises awareness about an issue; etc).

And, of course, NOW has a variety of resources ready for your Campus Affiliate.

NOW Staff: Keep in touch with the Young Feminist Coordinator. If you have any questions—whether you've just started your Campus Affiliate or have been leading for awhile already—feel free to call or email the Young Feminist Coordinator.

NOW's Website & Emails: Our site has been around since 1995 and has tons of information about issues, our stances on the issues, recent actions, and so on. Be sure to sign up for NOW's action alert emails so that you know what current



issues and events we're working on—you may be able to turn NOW alerts into campus campaigns.

NOW Chapters and other Campus Affiliates: Upon request, we will put you in contact with other local chapters and Campus Affiliates to combine action efforts. It's always helpful to keep in touch with other members for information sharing and ideas for actions.

Materials: We have brochures, stickers, newsletters, and other materials that we're happy to provide you for your work.

ACTIVIST RECRUITMENT

Growing a membership can be challenging, so here are some tips:

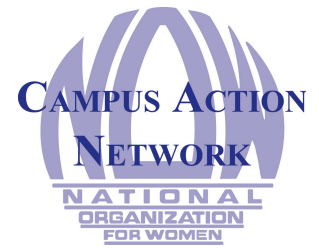
1) Hold your member meetings at a time that is convenient for most people—not a time when a lot of people are in class or at the same time as a meeting of another group with similar interests. Also, hold your meetings at a central location on campus that is easily accessible.

2) Before every meeting and action, flier flier flier. Flier where there's a lot of student traffic—at the cafeteria, at the dorms, wherever fliers are permitted (some campuses have policies regarding where people can post, be sure you know these policies, as well as when fliers get taken down).

3) Network and solidify relationships with other student groups whose members may also be interested in feminist action. Go to other activist and/or cultural groups' events. Propose that you co-sponsor events or actions or create a coalition for an issue campaign. Once you've established these relationships, you may be able to email information about your events and actions to their list serves or post them on their websites.

4) Get visibility. Write for your campus paper about a feminist issue that your Campus Affiliate will deal with. Carry out actions and hold events that people talk about (i.e. chalk red X's wherever someone's been sexually assaulted on your campus, bring a well-known speaker to campus, plan a "party for choice"—you get the idea).

5) Cater to your members' interests. Get their input on your Campus Affiliate's agenda and upcoming events. Assign responsibilities (if people want them) to keep members engaged. Make sure your Campus Affiliate is pursuing projects and holding events that a majority of your members are interested in. Also, always try to have food or candy at your meetings, and make every meeting and gathering as fun as possible (for example, plan an issue awareness campaign for one half of the meeting, then spray-paint T-shirts to sell later on).



6) Make sure your meetings are organized, and that members feel like they are participating in something that is worth their time and energy. It's helpful to have an agenda of topics to cover and to meet with your leadership a bit before the meeting to plan who will say what. Always remember to collect people's contact info and circulate the membership form. Send out emails to keep your members informed about upcoming events and actions, but don't flood inboxes! Create a listserv and set a policy about how many times a month the leadership will send an update email.

7) Have an online presence. Create a Facebook profile for your Campus Affiliate. Check out the National NOW profiles on Facebook! This is also a great way to show all of the amazing things you have been doing, publicize events and link to other important resources.

Other things to keep in mind as you set up your Campus Affiliate

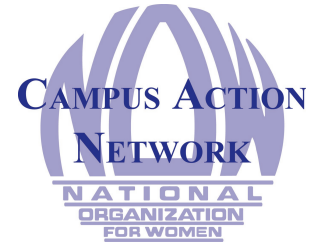
A membership that brings a diversity of interests and backgrounds to the table generates the highest potential for your Campus Affiliate to produce events, actions, and campaigns that are widely appealing, dynamic, and feminist. It is crucial that you unite with other progressive groups on campus (LGBTQ, ethnic, cultural, religious, disability, and otherwise oriented clubs, alliances, and organizations) to raise awareness and make change.

Decision-making should be a process that is set beforehand and made clear to your membership. Be sure that members feel empowered and responsible for what your Campus Affiliate does, and make sure that your decision-making process is reasonable (i.e. don't set up system requiring every member to be present in order to make a decision).

If you decide to elect your leadership, plan a specific date and time each year (or semester) when you'll do so. If it's important to your members, you may want to formalize how you choose your leaders by having a specific nominations and elections committee. Decide if they will meet and make decisions independently of the group or if they will bring findings and issues to the leaders/board for discussion and resolution.

You may want to establish operation rules or guidelines that specify descriptions of leaders' duties, how disagreements should be settled and any details of procedures your group will follow in the way of affirmative action or diversity rules in choosing your officers or doing outreach for members. Also, your guidelines may address how changes can be made, as well as any requirements regarding notifying members about considerations of changes, how membership will participate in the decision, and so on.

Campus Affiliate Meeting Checklist



__Meet in public, central locations on campus with plenty of parking, security lighting, and adequate accessibility.

__Do short introductions of members with a fun icebreaker (last movie seen, favorite feminist, etc) to put new and returning members on the same level.

__Avoid the use of acronyms like VAWA (Violence Against Women Act) and EC (emergency contraception) without explaining them.

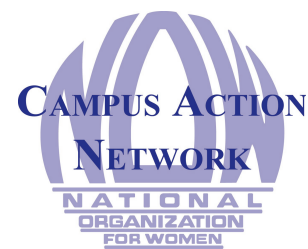
__Provide special meetings or orientations for new members, giving them an opportunity to ask about NOW, feminism, your NOW Campus Affiliate, and so on. Use these meetings as recruitment tools by putting up fliers and publicizing through emails – some people might show up to see what it's all about.

__Encourage new members to participate in any brainstorming (for actions, events, etc) or decision making as much as returning members.

__Follow up! Call, email, or IM any new members to let them know how great it was to see them at the meeting, to see if they have any questions, and to invite them to the next meeting or event. Friend them on Facebook.

__Make sure your Campus Affiliate's contact info is made available at meetings and events as well as on fliers, in emails, and so on.

Action Essentials



An action can be a protest, rally, march, vigil, letter-writing campaign, or any other activity which brings awareness and/or makes change on an issue that affects women's lives. Actions can help draw attention to an issue, change attitudes, gain influence with communities, attract members, raise money, and publicize your Campus Affiliate.

Organizing Action

Below are six steps to help you success fully plan and accomplish an action. They are only one way to strategize; if you have others that work well for you, you can use those as well. The steps are: Pick an Issue, Educate Yourself, Decide Goals, Set Logistics, Act, and Follow Up. Each of these steps will be explained in more detail below.

Reminder: NOW is not a service organization. We take action to bring about social change for women and for the broadest possible solution. No matter what the action the goal must be to help others realize how they are affected by the issue and move them to take action.

#1 Pick an Issue

This is a straightforward step. Choose an issue to focus on. It can be local, statewide, national, or even international, as big or small as you would like. Make sure you carefully define the issue, and you're set.

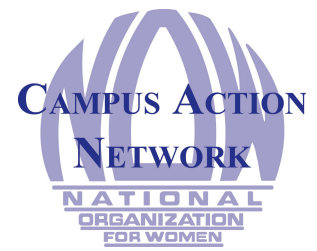
#2 Educate Yourself

Doing research is a critical part of taking action. Find out NOW's policy (if there is one) on your chosen issue. Who in your community has commented on it? What do they have to say? What do people on the other side (anti-choicers, the campus police, whomever) have to say? Try to have everyone in the group participate in this process, it will help each person feel confident during your action. Try putting together a fact sheet or talking points on the issue. You can also organize a teach-in (an event where people who know a lot about an issue share their knowledge) before your scheduled action. Lastly, don't forget that your local NOW chapter can be an excellent resource.

#3 Decide on Goals

This is the big picture part of the planning. Decide what type of action would be most effective (for example, a candle-light vigil is rarely considered a celebratory event!), keeping in mind what has worked well on your campus in the past. Identify your target audience. Is it a certain group of people, anyone on campus, or somewhere in between? After you have hammered out these ideas (and probably taken a break) you will want to discuss tangible goals, to help measure the success of your event. Do you want to attract a certain number of people, hand out a number of flyers, raise an amount of money?

Though your general goal and target audience will change with each event there are several measures of success which are frequently used:



- Building your membership base.

Attracting new members at an event through fliering and an email list help measure how interested people are in what you're doing and bring attention to your Campus Affiliate.

- Building your financial base. Try to incorporate a little bit of fundraising into each event: sell buttons or bumper stickers, or have a donation basket. That little bit goes a long way.

- Increasing your Campus Affiliate's visibility in the campus community. The more times you're in your campus paper or on the radio, the more people will start to know about you. Publicity, though sometimes costly, should always be a priority.

- Strengthening community and coalition contacts. Try working with your local NOW chapter and be sure to seek out groups that share your position on issues. When working in coalition with other organizations make sure that all possible allies are represented, and seek other organizations that you haven't had much opportunity to work with. NOW's role is frequently to see who is NOT at the table and encourage her/his participation.

Once you have the big ideas down, you're ready for the details

#4 Set Logistics

This is the section for nitty-gritty event organizing. Pick a date, time, and location--be sure to consider things like campus holidays, exams, how pressing the issue is, when folks are on campus, and how many people you expect. Decide on a publicity plan, budget, any fundraising efforts, and coalitions. Set up volunteer sheets with shifts, ask people to get their friends and classmates involved, consider writing an editorial. Also, be sure to plan the setup, cleanup for your event, and a bit of troubleshooting.

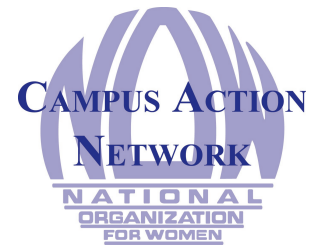
#5 Act

Yep, the big day. Take a deep breath and try to stick with your plans. Some improvising will probably be necessary, but staying calm and trying to have some fun will make the day and your event more enjoyable for everyone. You may want to bring things like duct tape, extension cords, scissors, a small stapler, safety pins, a bull horn, rope or string, pens, a first aid kit, sunscreen, and water to your actions.

#6 Follow Up

Don't forget to give thanks! Thank all your volunteers and organizers, those who donated and your coalition organizations. Also, if press or a student paper covered the event, thank them, too.

Media Basics



Working with Campus Press

Press releases and press packets are key to getting campus press. Chances of getting your story placed increase greatly if you make it easy for the reporter to write your story. A sample press release can be found at www.now.org/campus under “resources.” Press packets should include basic event information, fact sheets, bios of the Campus Affiliate leaders, photos, contact information, and anything that is relevant to your action.

Be proactive! Get to know the reporters that usually get assigned to cover events or political issues. Give them a call if there is breaking news that concerns women’s rights and offer to provide a comment for a story about the situation (you might be the reason they write the article). A great way to stay on top of the news is to sign up for NOW’s press releases by email (www.now.org/lists). You might know something before your campus’ paper staff does.

Generate your own press. Write an op-ed for your campus paper or write a letter to the editor. Call into a campus radio station or to a local station about a campus issue. These can generate more interest and buzz on campus than a normal article or radio segment. Plus, op-ed pieces can be great publicity.

Publicity Tips

Being interviewed by the media can be intimidating. However, there are very few people who are naturals; it just takes practice.

Here are some tips for when you speak to the media:

1. Know about the interview. How long will last? How many questions will there be? Will this be a relaxed or high pressure interview?
2. Practice! Brainstorm questions and how you would answer them. The more familiar you are with your ideas the more natural your answers will seem.
3. Keep your answers short! Try to say things that are quotable, things that can stand alone.
4. When answering questions repeat some of the words used by the interviewer in your answer. This helps keep your answer focused. However, avoid repeating negative statements and watch out for hypothetical questions.
5. Avoid answering questions like “How do you personally feel . . .”. You are speaking for your Campus Affiliate, not making personal statements.
6. If you’re going to appear on a show with other people, try to learn what statements or writing they’ve done on the subject.
7. Follow up with the reporter or producer (even if it’s only to say “Thank you”).

Important Note on Who Speaks for NOW

NOW has specific policies about who can speak to the media. You cannot speak on behalf of the National Organization for Women. However, you can speak as a NOW Campus Affiliate leader. Additionally, you may not express a position on an issue that is contrary to NOW’s issue positions. For example, your group can’t declare a stance against same-sex marriage. If a local paper calls you for a comment on a current issue, or a national issue that is breaking news, you should refer the reporter to the Press Secretary at the NOW National Action Center (press@now.org; (202)-628-8669 x116).