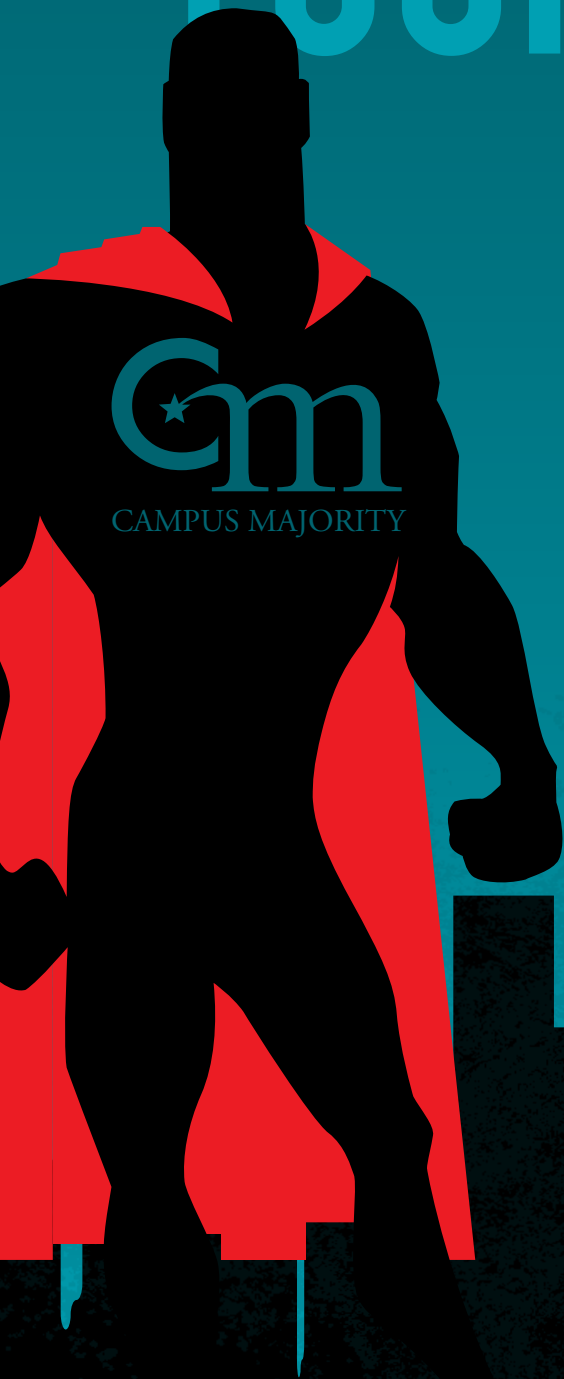


ACTIVATE YOUR CAMPUS



AMERICAN MAJORITY

AS A NEW STUDENT, it can be a thrill to set foot on your college campus for the first time. You have everything ahead of you—an education, independence, new friends, career prospects. You're ready to change the world. But for the conservative student, changing the world means changing your campus first. And that's a tall order.

It's no secret that American colleges are the strongest—and least opposed—bastions of radical liberalism in the nation. Traditional, conservative values are not just challenged by both students and faculty, but often openly mocked, ridiculed, and dismissed without debate inside and out of the classroom. As a conservative, you've got your work cut out for you. But in few contexts is standing up for liberty more exhilarating.

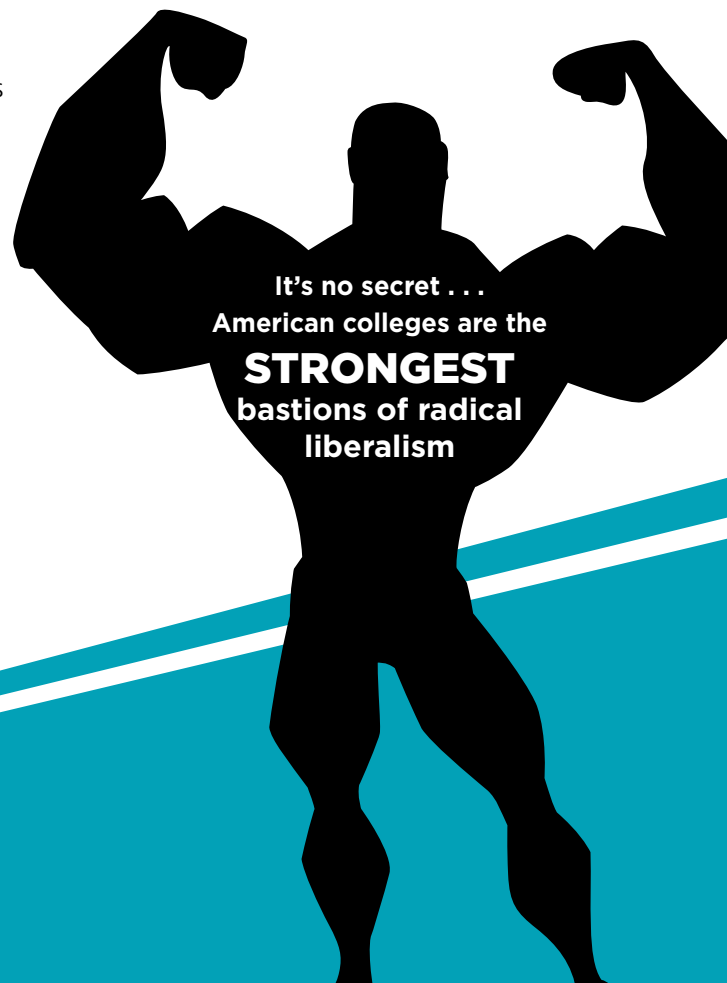
Engaging college campuses with the message of freedom requires preparation, conviction, and just plain guts. But our country is waiting for young people with courage to stand up, be leaders, and speak out for liberty. America's student demographic can't be ignored in this fight. After all, college students are the future—our future congressmen, judges, governors, civic leaders, journalists, teachers, and next-door neighbors.

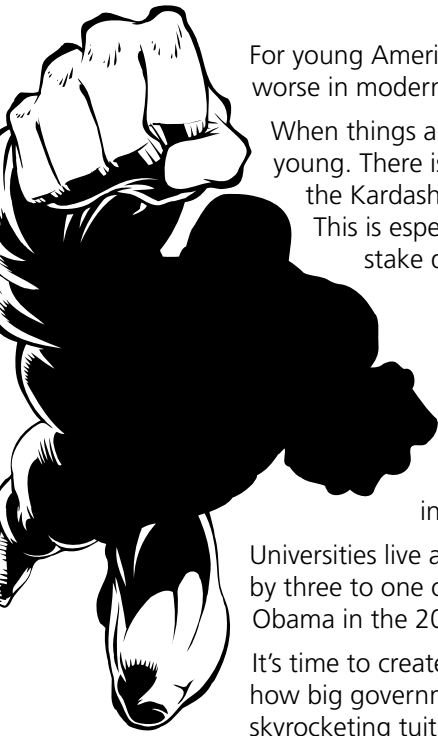
We hope this manual not only gives you some great ideas but also inspires you to stand up for liberty in whatever campus capacity you find yourself in. May the guidance here also serve as a reminder that there are many students out there already fighting this battle—and that many in the broader community are willing to support you as you do the same.

Keep America Free,



Ned Ryun
President
American Majority





For young Americans, the combined economic hardship of debt and unemployment has never been worse in modern history than now.

When things are going well it is easy to just sit back and enjoy the ride, especially when you're young. There is a general sentiment among young people today that it's cooler to keep up with the Kardashians than with what is happening on the national and international political stage.

This is especially true when teens, college students, and recent graduates feel that the issues at stake don't directly affect them.

OUR MESSAGE TO YOU: IT'S TIME TO WAKE STUDENTS UP!

If young people want to preserve their future, it's important that they have a voice in this country now.

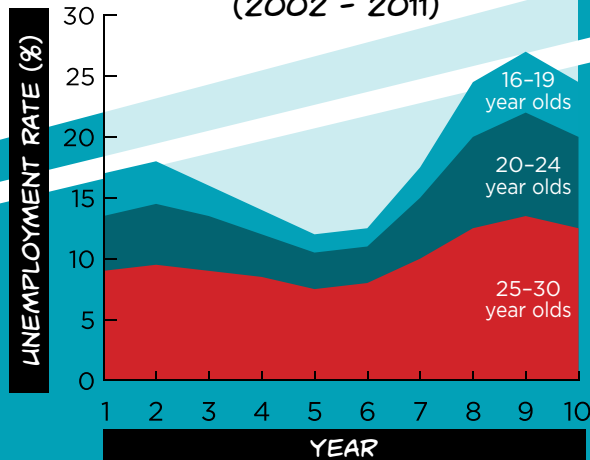
Universities live and breathe liberalism. Liberal professors outnumber their conservative counterparts by three to one on college campuses. A whopping 9 out of 10 university faculty members supported Obama in the 2008 election, and 96 percent donated to the Obama campaign in 2012.*

It's time to create a strong conservative force on campuses nationwide who will educate students on how big government is affecting their demographic the most—be it through steep unemployment, skyrocketing tuition, or loads of debt. The solution is clear. Students must rally behind truly conservative, free-market leaders if they wish to see real change. They must take ownership of their own futures.

Conservatives need to start cultivating a grassroots effort on college campuses. The Left maintains a presence on campuses year round, recruiting students and inculcating them with their political propaganda. By the time an election rolls around, the Left already has a robust political infrastructure through which it can set up campus offices and hold events for students. On Election Day, the Left easily turns out the student vote. And the student vote is becoming more and more significant. In the 2012 presidential election, voters from ages 18 to 29 made up 19 percent of the electorate, according to one poll.

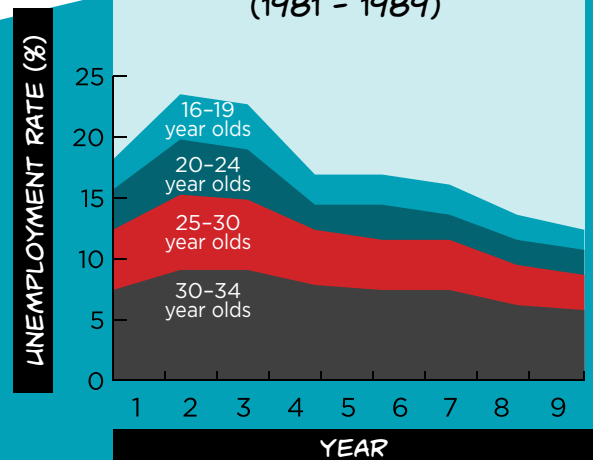
If conservatives wish to see victory, we must learn how to reach this young demographic. This manual will explain how conservatives can make a difference on campuses across the nation.

YOUTH UNEMPLOYMENT:
BUSH/OBAMA
(2002 - 2011)



Calculated from U.S. Bureau of Labor Statistics data.

YOUTH UNEMPLOYMENT:
THE REAGAN PRESIDENCY
(1981 - 1989)



Calculated from U.S. Bureau of Labor Statistics data.



HOW

1. **YEAR-ROUND VOTER REGISTRATION.** College campuses are a great venue for signing up new voters. The Left, aware of this, holds voter registration drives throughout the year, recruiting thousands of new voters who will faithfully turn out for their candidates in election season. Beyond simply registering students to vote, the Left gathers their contact information so they can stay in touch and mobilize them as needed in the future.
2. **SURVEYING/CANVASSING.** The Left is consistent about surveying various populations to see which issues are most important to people. They record responses and tailor their messaging to fit what people want to hear. President Obama's campaign utilized this method to great success—especially on college campuses. He won the battle on campuses by speaking to interests such as student loans, birth control, and health care.



Unfortunately, conservatives largely avoided college campuses in the 2012 presidential election and thus missed the opportunity to combat this message. If conservatives hope to get their message out and speak to voters' concerns, we must start building teams of volunteers to survey and canvass student populations.

VOTER GRAVITY

Utilize social media and voter databases such as Voter Gravity. This will be the fastest way up the ladder in most political fields. Visit www.votergravity.com for more information.

3. **ISSUE CAMPAIGNS.** The Left is brilliant when it comes to formulating a message to fit a particular demographic. While conservatives may have an uphill battle winning young Americans on certain social issues, we can definitely attract their attention with an issue that hits close to home—their wallets. For example, we can focus on three main topics in this area: youth unemployment, national debt, and increased expenses. Youth unemployment over the last four years has averaged 17.5 percent—the highest in recorded history. Washington has successfully racked up over \$16 trillion of national debt and is not serious about reigning in spending. Young Americans are experiencing a decrease in average salaries while basic expenses—gas, food, and rent—are skyrocketing, forcing young Americans to postpone building savings, buying a car or house, and starting a family. It may take hard work, but with careful planning conservatives can successfully challenge the Left's propaganda on college campuses.

Over the last four years youth unemployment has averaged **17.5%**
the highest in recorded history.

THINGS TO KNOW BEFORE LAUNCHING A VOTER REGISTRATION DRIVE ON YOUR CAMPUS:

WHEN IS THE NEXT ELECTION? WHEN IS THE DEADLINE FOR VOTER REGISTRATION? WHAT ARE YOUR COLLEGE'S RULES FOR VOTER REGISTRATION DRIVES? WHERE CAN YOU SET UP? WHAT TIME OF DAY CAN YOU SET UP? WHAT ARE THE STATE LAWS FOR REGISTERING NEW VOTERS?



- 4. SPEAKER EVENTS.** The Left is notorious for sponsoring various influential speakers on college campuses. Throughout the 2012 campaign, President Obama funded events that featured celebrities such as Scarlett Johansson, Jessica Alba, and the Foo Fighters. Having influential people articulating your message can go a long way. Conservatives can also tap into pop culture. There are many conservative celebrities and public figures who could help rally young Americans. Examples include 50 Cent, Chuck Norris, Kid Rock, Bruce Willis, Gary Sinise, Trace Adkins, Lorne Michaels, Kelly Clarkson, and Angie Harmon.



More likely than not, conservatives won't be given a voice on campus unless they fight for it. In Wisconsin, conservatives exposed how a University of Wisconsin-Whitewater lecture series was funding only liberal speakers, though the school claimed to have no bias. This is not an isolated incident to be sure. We need to get involved to ensure that conservative and liberty-minded speakers are reaching our students.

- 5. CAMPAIGN OFFICES ON CAMPUS.** The Left strategically places campaign offices right in the heart of college campuses. This allows staffers to organize students during elections, hold events, conduct surveys, and distribute materials. Having a visible presence on campus also helps the Left personally engage students and recruit volunteers. Students can easily attend events held at the campaign office.
- 6. SOCIAL MEDIA.** The Left has mastered the use of social media to advance their cause. In 2012, President Obama outspent Mitt Romney on social media by 10 to 1. On Election Day, President Obama used his Facebook page to remind his fans to vote—and told them to remind two of their own Facebook friends to vote as well. Romney's social media strategy didn't even come close to this. Conservatives must stay up to date on current technology and use it to their advantage in order to experience the success we see in our liberal counterparts.
- 7. PLEDGE TO VOTE.** "Pledging" to vote signals you have made a commitment you are willing to stick to. The Left floods college campuses during campaign season to encourage students to pledge to vote for their candidate. Students then become emotionally invested in their candidates and are more likely to actually turn out for them on Election Day.
- 8. CANDIDATE FORUMS AND INTERVIEWS:** Inviting politicians to campus for interviews and forums is a great way to press candidates on important youth issues. This is also a way to separate the cowards from the lions. Those who are strong in their convictions and principles won't be afraid to speak in front of a crowd and answer the questions prepared for them. Side note: Recording these interviews is a great way to hold candidates accountable in the future!



TIPS FOR SUCCESS:

RECRUITING VOLUNTEERS: Look for volunteers who are excited and mobilized—they are an integral part of a campaign. They are needed for GOTV efforts, canvassing voters, making phone calls, putting up signs, etc. Volunteers should be loyal, willing to work hard, and able to successfully perform the tasks assigned to them.

Working with Volunteers: Understand their strengths and weaknesses. If you know your volunteers and what they are capable of accomplishing, you can assign them specific responsibilities and they will produce better results. For example, assign some people to voter canvassing, others to phone banking, others to helping with events.

- 9. CAMPAIGN ACTIVISM.** You must have a solid understanding of the candidates you are supporting. When campaigning for a candidate, be ready to overcome negative attacks, discuss the issues, and connect with voters effectively.
- 10. PARTNERING WITH OUTSIDE ORGANIZATIONS:** Building coalitions with outside organizations, such as Liberty Groups, can have a powerful effect on getting true conservatives elected and in holding them accountable. Liberty Groups have long been trying to reach out to young people and are excited about opportunities to join forces with young groups. The end goal is the multiplication of your efforts, not a division of forces.

BLAM!