

mtv **U** **AGAINST OUR WILL**
CAMPAIGN

HANDBOOK FOR STUDENT ORGANIZERS

Against Our Will is a campaign presented by mtvU in partnership with Girls Educational and Mentoring Services, Polaris Project, and Free the Slaves with special thanks to Fuel We Power Change, CAASE, and Call + Response.

This handbook was adapted by Fuel We Power Change from *Tools for Organizing: Student/Campus Organizing*, an online resource developed by CitizenWorks.org.

WELCOME

If you are reading this you were able to wake up, grab something to eat, go online to chat with your friends, and decide to download this handbook.

What if someone else had complete control over all these decisions for you?

For the 27 million people who are currently living in modern-day slavery, this is a reality. Modern-day slavery, also referred to as human trafficking, occurs in labor markets and can be found everywhere, from the food you eat to the clothes you wear; it can also be found in the commercial sex industry, with pimps exploiting girls as young as 12. All of this is happening in the U.S., in our backyard. As overwhelming as that can be, the power to end it is within our reach.

You might be wondering how modern-day slavery could possibly still exist, and more importantly, what you can do to help. *mtvU's Against Our Will Campaign* launched on the 149th anniversary of Abraham Lincoln's announcement of the Emancipation Proclamation. The campaign is calling on all the young change-makers out there to pick up where Lincoln left off, and join the fight to end modern-day slavery.

mtvU's Against Our Will Campaign has teamed up with Free the Slaves, Polaris Project, and GEMS to empower students to be part of the solution. The campaign will spotlight the inspirational work already being done on campuses, and arm students with facts and tools to get involved. Students will be able to turn every day decisions - from what to buy to how to bring up the issue with their friends - into a nationwide movement combating modern-day slavery.

We're really glad you're here. Let's get started.

THE BASICS OF ORGANIZING

“You must be the change you wish to see in the world.” - Mahatma Gandhi

The goal of a student organizer can be summarized in a single sentence: Organize yourself out of a job. The best student organizers are those that empower their peers to get informed, use their voices and talents to create change, recruit students, and take leadership of projects. Your ultimate vision must be to create a group that runs itself, where others are managing projects, making decisions, empowering new volunteers.

Of course, you will never reach this perfect state. There'll always be more to do: more volunteers to train, more campaigns to launch, more empowerment to spread around. But, the closer you get to not having anything to do as the leader of a vibrant, growing group, the better a job you know you're doing.

So, building on this fundamental idea, here are six basic rules of effective organizing:

Recruitment Builds the Movement. Remember, it will take a critical mass of students to create change on your campus, but it only takes one person – you – to recruit the peers who will in turn bring more and more students to your cause.

Plan Well. What is your goal? Who are you targeting in your work? Why should they listen to you? How are you actually going to achieve your goals? What is your timeline? If you can address these questions you will have a great chance at success. Then, with those questions answered, you can create a plan. Importantly, you must put your plan down on paper and hold yourself accountable to it. Describe your plans in detail, draw diagrams, fill up a calendar – whatever it takes to understand how to achieve your goals.

Resolve to Solve Problems. We can only achieve real, concrete change when we develop unique, creative solutions that address the root causes of human trafficking. Once you've identified the specific problem, ask yourself what helps this problem to thrive? For instance, one of the root drivers of labor trafficking in the U.S. is the fact that American consumers often don't know that the clothes they wear may have been produced by slave labor. How can you help your campus become 'slave free'?

Consider Your Budget. Your greatest assets will be the students who are working alongside you to create change, but you still will need money to pay for basic expenses, like photocopies, materials, and transportation. Fundraising is a great way to raise awareness about your group and cause while also expanding the number of students involved in your efforts – and it is a must for any lasting organization.

Build Relationships. Organizing is about relationship-building. Effective organizers turn connections between individuals into coordinated, collective action. It is not easy, but it is perhaps the most rewarding project of human life - and the only way to achieve lasting social change.

Organize People Where They're At. Not everyone has thought about the issue of human trafficking as much as you have. The shy volunteer may not like public speaking and the suburban kid who's passionate about ending modern-day slavery may not immediately see the connection to urban teen girls trafficked into the commercial sex industry. Always listen to your peers, and remember that people are at different places in their understanding of our world. You may have to change the way you talk about issues, but that can only strengthen your understanding of your classmates and maximize their involvement.

BUILDING YOUR VOLUNTEER BASE

The recruitment process has two distinct phases. Initially, you begin by recruiting a core group of passionate volunteers that can work to set goals, outreach, and develop campaigns. Through the work of this team will come new recruits, new leadership, and the critical mass needed to meet your goals and launch your group's campaign.

Recruiting your initial volunteer base will demand that you and your friends enthusiastically and personally spread the word about your organization to as many students as possible. Try not to limit yourself to a preconceived notion of your core constituency. Spreading a concrete message of your group may awaken a diverse pool of interest from people you may not have thought shared an interest in the movement to end human trafficking.

Focus on where support is likely to be strongest. For example, the membership (and leadership) of other human rights groups on your campus, or your classmates in courses that address issues like human rights, poverty, labor history, racial justice, social justice, social work, immigrant rights, and women's rights. Many professors will allow you to take a few minutes of class time to make announcements if you ask in advance.

Students are busy and have a lot of demands on their time. You have to compel them to pay attention, and some techniques are more effective than others. The more human and personal the interaction, the better chance you have that someone will join your effort.

Here are some important techniques you can use:

- Have personal, one-on-one conversations with your peers
- Make personal phone calls to fellow students
- Make announcement in your classes and those of your friends
- Send personal email or Facebook messages
- Create a simple printed handouts and share this with your peers
- Create a poster or flier and post on bulletin boards on campus

Often it takes a combination of three or four of these methods to convince someone to come to a rally or meeting.

EMPOWERING YOUR VOLUNTEER BASE

From the first person who volunteers to help you hand out flyers, to the 500 who show up to your first event, you and the other members of your group can be proactive in cultivating every student who indicates a desire to join your group or work on your campaign.

Have regular meetings at a regular location and regular time (for instance, every Thursday at 4pm in your dorm lounge), each with a specific agenda that ensures that at every meeting something solid is decided and some action is organized. You can't improve your campus and community just by talking about it – plan well and stay active.

At your first couple of meetings, strive to develop a recruitment strategy and to come to a consensus on what the group's mission is to be. Do not allow yourself to personally define the group.

When you see a new face at a meeting or event, make sure that person is immediately welcomed into whatever is happening. Talk to the new person as soon as you can and introduce her/him to the other people that are there. Make every effort to ensure that new volunteers feel welcomed and have a go-around of introductions at the start of every meeting. And don't forget a sign-up sheet!

Personally reach out to new volunteers within 24 to 48 hours. Send them an email or Facebook message to welcome them to the group. Make sure they have contact information to reach you and others in your group. If a volunteer wants more information, get it to them within a similar time frame.

As soon as your group has two or more members, you should begin distributing responsibility. Everyone, including you, should have certain projects assigned to him or her, but no one should be overwhelmed. Each person should know their role, should be clear about its beginning and ending, and should know how it fits into the group's larger plans and goals. Find out what each volunteer's personal goals are and how much they can do, and try to assign tasks accordingly. Never allow someone to think that he or she is not useful or not needed.

A good way of delegating tasks is to form several working groups led by members of your core group (i.e., coordinators). Coordinators will be responsible for running his or her working group and keeping track of all the members that want to help with that group. By creating more leadership roles within the organization, you create more opportunities for leaders to develop--a primary goal of every successful campaign. And remember your goal: to organize yourself out of a job.

Once you have a small group of enthusiastic and empowered members, you can much more effectively recruit others. What will draw the most attention, and the most people, are the actual campaigns that your group promotes. Your strategy for recruiting will use the same activities as your strategy for organizing and carrying out a campaign: tabling, canvassing, using social media, etc.

You want to immediately establish activities that will bring in people, use people's time well, and not require a great deal of effort to organize.

EXPANDING YOUR REACH

Every student on your campus is a potential change agent in the movement to end human trafficking. It's important to constantly reach out to new communities.

As a first step, ensure that group is not excluding – intentionally or unintentionally – people of any particular gender, race, ethnicity, sexual orientation, age, income level, background, or physical ability. Ideally, your group should reflect the rich diversity of our nation.

If your group does not reflect this diversity, take time to look at your recruitment practices.

What is the readership of the newspapers that you invite to cover your events?

What is the listenership of the radio stations or programs that you ask to announce your meetings?

Where are you placing informational tables and events?

Could you relocate them to locations that are more popular for women, minorities, or graduate students?

Are your meeting times and locations accessible to everyone?

Do the commitment levels of volunteer positions vary so that students with families or jobs can still actively participate?

ORGANIZING YOUR FIRST CAMPUS-WIDE MEETING

Plan your first campus-wide meeting with enough advance notice to ensure that as many students as possible can learn about it and attend. Create a draft of your agenda and share it with your community of core volunteers to get feedback and suggestions.

Possible meeting topics include:

- Presentation and discussion of a proposed mission statement or platform
- Discussion and selection of possible events or campaigns for the semester
- Establishment of committees to research various questions or ideas
- Presentation by a guest speaker such as a representative from a local human trafficking organization
- Explanation and discussion of the role of your group on your campus
- Setting meeting times and ways for volunteers to communicate with the group between meetings

Some Tips to Make Your Meeting Successful:

- Try to avoid spending your whole first meeting debating the issue or discussing small portions of a platform.
- If a discussion goes long, create a committee to research the problem and move on.
- Every attendee should leave the first meeting with a good understanding of what the group's purpose is, how they will fit into the group, and with confidence that the group is action-oriented.
- Always schedule your next meeting at your current meeting.
- Make your first meeting fun. Provide food, begin with an icebreaker.
- Always remember, organizing is about building relationships.

BECOMING A RECOGNIZED STUDENT ORGANIZATION

Although you can run your student organization without seeking official recognition from your school, you will miss out on significant resources. By becoming a recognized student organization, you will gain access to campus rooms and resources for meetings and events and you may qualify for funding through campus activities funds.

In order to register your organization, you will need to contact your school's Student Activities Coordinator. (This person is sometimes called the Student Life Coordinator or other similar name.) Ask your school's coordinator what you need to do to become a recognized organization. Most likely you will have to submit a constitution, a set of by-laws, a budget, or some combination of these things. Your coordinator can provide you with samples or templates to help you create these.

If your school wants you to draft a budget because they are considering giving your group money, make sure that you are realistic, but ask for as much as you think you may need to spend.

Items that you will probably need to purchase include:

- Copies for flyers and literature
- Materials for signs and banners
- Food and drinks for meetings and events
- Fees for acquiring web domain names or other online social media services
- Travel funds for volunteers to attend human trafficking or student activism conferences.

RESEARCHING POSSIBLE CAMPAIGNS

Many of your campaigns will be local, addressing ways your campus or local community can help end human trafficking and modern-day slavery.

1. First, research resources and organizations in your local community. Make sure you understand the core issues you'd to address. Here are some websites that can help you get informed:

mtvu.AgainstOurWill.org - Make sure to regularly check our website for updates on current priorities in the national human trafficking movement.

www.polarisproject.org - Polaris is a national leader in monitoring policy updates at the local and national level. Visit their website to learn about pending legislation and other important updates.

www.gems-girls.org - GEMS is a national leader in addressing the needs of commercially sexually exploited and domestically trafficked girls. Visit their website to stay informed of ways your group can help end child sex trafficking in America.

www.freetheslaves.net - Free the Slaves' website is one of the most comprehensive resources for information on human trafficking and modern-day slavery internationally. Check their website to learn how abolitionists working abroad are addressing the issue.

2. Next, arrange meetings and phone calls to learn more about how organizations in your local community are fighting human trafficking. How can your group support their efforts through your campus campaign?

3. Listen closely to the concerns of students and faculty on your campus. What issues are they passionate about, and where are the gaps in their knowledge of the realities of human trafficking? Remember, the key to organizing communities is to organize people 'where they're at' and (through your campaign) guide them to where you'd like them to be.

Remember - always thoroughly research the issues before embarking on any new campaign.

CHOOSING A CAMPAIGN

Every campaign is an opportunity to expand membership, build awareness of your organization, and gain momentum for your next campaign.

Here are three questions for your group to ask when planning a campaign:

1. Does the campaign have a clear goal that can be attained in a reasonable amount of time?

If group members do not feel like they are getting closer and closer to a defined goal, they may tire of the whole campaign. Furthermore, if group members sense that a campaign is fruitless, they will start to feel like they are wasting their time and energy. For example: getting students to send postcards to school administrators asking them to ensure that produce used in dining halls is slave free has a clear goal and clear point of victory. Getting students to sign a petition to end human trafficking on campus, does not.

2. How does this campaign impact students on my campus and/or residents of my local community?

Although you will want to take part in national or statewide campaigns, you should aim to make success measurable in your own community. If group members and volunteers cannot see the results of their hard work, they will not be as inclined to work hard - or at all - in the future.

3. Will this campaign broaden my organization's natural base or narrow it?

Campaigns should always expand the reach and diversity of your organization. So, if your group is made up primarily of one demographic and is having a difficult time reaching out to other students, consider a campaign that specifically addresses an area of the human trafficking issue that impacts a range of communities. Educating students about the ways that human trafficking impacts every sector of society may help attract a diverse cross-section of students to join your efforts.

PLANNING A CAMPAIGN

There is a basic structure to campaign planning. Let's start with a few definitions:

Goal: a concrete, measurable end that you want to reach

There are two kinds of goals:

The strategic (final) goal.

Example: Get the school administration to only buy slave free produce.

The tactical goals.

Example: Collect 5,000 signed postcards to deliver to your school's administrators.

All of your planning must be with your final strategic goal in mind. You achieve your strategic goal by accomplishing your tactical goals.

Target: the person, organization, or body that you are pressuring

Always identify the specific person, body or organization with the power to help you achieve your strategic goal. In the case of the above postcard campaign, this target might be the entity on campus with the power to decide which vendors supply produce to your campus.

Tactic: a specific mechanism or technique used to achieve your tactical goal.

Examples:

- Tabling to get postcard signatures
- Speaking at the meetings of other campus groups
- Holding a rally or press conference

Strategy: a set of tactics arranged to influence a specific target towards a specific goal.

Example: Demonstrate overwhelming student support for a slave free campus by organizing a massive postcard petition drive and media campaign.

Be sure to think strategically about your campaign so that your work will actually succeed in reaching the goals you want to see fulfilled. Campaign planning can be among the most interesting and intellectually engaging parts of organizing. Enjoy!

EXECUTING A CAMPAIGN

Each campaign, like each student body, is unique, and requires a different arrangement of tactics. Following are tips on specific tactics: tabling, using the media, and building a coalition.

Tabling

"To table" means to set up a table in a central location, sit there or stand in front of it, and encourage people to come, look over your information, and hear what you have to say. Tabling can be used as a petition-signing or letter-writing station, as a tool to educate and recruit students unfamiliar with the group or campaign, or as a means to collect donations. It doesn't require a large number of volunteers, but as an ongoing activity it can use many volunteers. It is a great way to involve new volunteers and members--it is easy enough for anyone to pull off and they'll get excited about the group and learn a lot in the process.

- There will probably be other tables around, and you will be competing with other groups for people's attention. You'll need to be active and creative. For instance, can your postcards be signed digitally by using Facebook or mobile apps? What about orchestrating a flash mob to announce your group to your campus community? Think outside the box.
- Make sure your table signs are large enough to be read at a distance.
- Location and timing is key. Set up your tabling operation in a high traffic area like outside of cafeterias/snack bars, in the mailroom, or outside the gym. Table during times that you know people will pass by.
- Get the appropriate permission. The official(s) you need to talk to will vary by school and by location.
- Always have group sign-up sheets ready for anyone that expresses interest. And put one or two names at the top to start out--no one wants to be the first. (Follow this same tactic when collecting money--start out with a few dollars in a transparent jar.)
- Have informational material (e.g., flyers) out.
- Work in teams. Arrange your tabling schedule so that you always have between two and three people at your table--ideally one experienced person, and one or two new volunteers. Another effective tabling method is to have one person catching the flow of people and directing them to the table, while another person talks to them in detail, and shows them how to write the letter, sign the petition, etc.

UTILIZING THE PRESS

Using the media is integral to getting your message out and your voice heard. In short, the bulk of American citizens get their information from the mainstream press and social media. Actively pursue media coverage when holding events, executing issue campaigns and running candidates. By communicating consistently with available media outlets, you gain exposure, increase awareness about your issues and win campaigns.

Your group should create an plan for using the media to make announcements, educate the public and recruit new volunteers, that is tailored to your group and your current semester's campaigns .

Helpful Tips:

- Gather contact information for your campus and community newspapers, radio stations, and TV stations, and keep this in some sort of database for easy reference.
- All group members should consistently write letters to the editor, op-eds, and guest columnist pieces for campus or community newspapers, in order to respond to events or negative articles and to pro-actively promote your group and its campaigns. In order to get printed, these pieces should be timely, locally focused, and carefully written and edited. All arguments should be supported with details and hard evidence, and all pieces should contain your group's contact information.
- Contact your newspaper's editors and your radio/TV station's producers at least one week in advance of an event and ask them to assign someone to write a story about it.
- Many media outlets provide free announcements listings. Find out what you have to do to get all of your events listed.
- If you are not planning any events that can be covered in a traditional story, make sure that your campus newspaper editors know that a new organization is thriving at your school. They may want to run a feature on the group.
- If your campaign gets little or no coverage, raise awareness among students about the fact that your campus media could better cover the important issue of human trafficking.
- Everyone that talks to the media should be well versed on the issues involved with your campaign.
- Develop short statements with quotable lines that plug your group. Don't let your speeches degenerate into sound bites, but be aware of the kind of statements that reporters are looking for.
- Prepare events to suit photographing and videotaping. Have signs and banners with the your name (or [your school], however you refer to yourselves) and/or the name of your current campaign or event prominently displayed. Let editors/producers know beforehand that there will be photo opportunities so that they can have a photographer present.

- A press liaison should be present at all of your events to seek out the reporters, make statements, and direct them to other spokespeople in your organization. You don't want to let a reporter get away without a pocket full of good quotes!
- If TV or radio interviews you, mention your contact information several times throughout the interview. If you are interviewed by print media, ask the reporter if your contact information can be listed at the end of the article. They may say "no," but it doesn't hurt to ask.
- Send your stories to support@againstourwill.org!

BUILDING A COALITION

A coalition is an organization of organizations formed to execute a particular campaign. In nearly every campaign that you undertake, your organization will need to develop informal relationships with sympathetic groups. You will want to form a more formal coalition, however, when undertaking a major campaign that will require resources and volunteer numbers that the members of your organization can not possibly produce or manage alone.

The biggest potential drawback to forming a coalition is the time, energy, and dedication that it will demand. Once you form a coalition to run a campaign, your surrender control of that campaign and turn it over to the coalition; the coalition leadership should be made up of leaders from each member organization. Coalition meetings may run much longer than your organization's meetings and will require that you compromise with other coalition members. This can be frustrating, but it can also be a great growing and learning experience for your group.

- Find out what organizations are out there. And don't immediately rule out unlikely allies – there are many diverse groups compelled to fight human trafficking, including human rights, women's rights, labor rights, community service groups, sororities and fraternities, and more.
- Determine which groups you do not know very much about and research them. Find out whether they have specific leaders; if they do, find out who those people are. Also, find out how active an individual group has been on campus. What previous activities has the group been involved with?
- Get in touch with a group leader or member and ask if your organization can have a representative at their next meeting. Prepare some literature to pass out at the meeting and give a short, enthusiastic pitch about the campaign and the potential coalition. And bring visual aids, and food!
- Do not allow any one organization (including yours) to dominate your coalition. One good way to prevent this is to arrange an executive board comprised of a representative from each of member organization.
- Meet weekly as a coalition, and develop working groups independent of member organizations' working groups. Your group should, of course, continue to meet weekly in addition to the coalition meeting.

If, in the end, your group decides not to form a coalition, your campaign can still benefit from endorsements and loose alliances with other clubs. You should ask organization leaders if you can table or speak at their meetings, and work to enlist their memberships.

FUNDRAISING

Fundraising is everyone's least favorite part of working for social change. You don't want to beg; you don't want to offend anyone. You don't want to seem too interested in money. However, the fact is that your organization may require a lot of money. Flyers, posters, food, technical support, long distance calls – these things are all very important and cannot be purchased with your enthusiasm. Unless, of course, we use that enthusiasm to raise money!

First, draft a budget based on your upcoming campaign or possible campaign. Then, immediately ask your school for money. Most schools have some system in place designed specifically to give money to officially recognized clubs.

As for grassroots fundraising, which should bring in the bulk of your money, the key is to be creative and recognize what works and what doesn't. Your fundraising efforts should reach out to many different kinds of people in many different ways. Even people of limited economic means (like students) will donate to an organization that they care about.

COLLECTING MEMBER DUES

Collect dues! Any organizer can tell you that people are far more likely to invest their time and energy into an organization to which they have given money. Once a student gives \$5, or \$10 to your organization, they are far less likely to drop out of the group later in the semester. When someone feels like they've invested money in something, they'll stick with it.

Allow the group to decide what the due amount should be. Asking for a minimum of \$5 is always a good idea, but your volunteers may be willing to donate \$10 or \$15. Discuss this issue openly at your first meeting and come to a decision that is comfortable for everyone.

ONLINE FUNDRAISING

In today's world, online social media can help students raise funds. Websites like www.kickstarter.com and www.indiegogo.com, allow individuals and groups to set up profiles to raise funds for specific projects.

Another simple (but effective!) fundraising idea is to simply to have every member call or e-mail 10 friends or family members with a request for a specific amount of money that will go toward an important campaign. You'll be surprised how well this works!

GET CREATIVE

Your group's fundraising potential is limited only by your collective creativity. Spend a little time at each meeting with some butcher paper and markers and brainstorm. Design t-shirts, buttons, or other merch for your organization or current campaign, produce them cheaply (make sure your products are slave free) and sell them for \$10. Sell services like car washing. Have a bake sale or slave free lemonade stand on a hot spring day.

PLANNING A BENEFIT EVENT

Benefit events are a great source of money because they are fun to plan and attend, increase the audience for your campaign or issue, and when planned well, can raise a fair amount of money to help your group do its work.

Here are some helpful tips for planning your event:

Know Your Budget. The easiest way to do it is to work backwards. How much money do you hope to raise? How much money do you have as a budget? What are the expenses? Add up all the expenses and then project a conservative number of people you expect to attend. For example: if expenses total \$500 and you hope to attract 100 people, then you need to charge at least \$5 per ticket in order to break even. But you don't want to break even. This is a benefit, remember? The whole idea is to make some noise and raise some money. So how much money do you hope to raise? If you wanted to raise \$500, then charge \$10 per ticket. Or try and attract more than 100 people. For normal shows, people tend to settle around \$10 as a reasonable price to pay for a benefit show.

Pick a Great Date. When do you want to do the show? Gotta know that before you can set anything else in stone. If planning a concert, talk to bands and pick your date based on their availability. Pick your date strategically, considering your availability, the availability of your staff (more on that later), and what nights more students are likely to come.

Location, Location. If you don't have a venue, you don't have a show. Fortunately for you, there are more places to play than most people would think. If you don't have the resources to book a show at an established club, try churches or youth centers, or rooms or halls on your campus. You'd be surprised how willing most places are to help out pro-active, self-realized students who want to do something positive. Don't forget to ask them if there is a curfew or anything particular you should know, as you don't want to be finding that out for the first time during the night of the show.

Booking Your Main Attraction. What do you want your audience to experience at your event? Is there a powerful film you'd like to screen? A great speaker you'd like to spotlight? A fantastic band you'd like to present? Once you identify the focus of your event, head online to research contact information for the film, speaker or artists. If not readily available, call to get an email address for the appropriate contact person, and craft a thoughtful letter of invitation (4-5 paragraphs on one page is best) that introduces your organization, your campaign, the concept for your event and what you're asking of the individual or band. Be sure to include the 5 W's early on: who, what, when, where and why. Always consider the drawing size of the individual or band that you want to book. For example, while Jason Mraz is a committed anti-slavery advocate, he's also a major star who draws thousands to his shows. If you'd like to invite Jason Mraz or other well-known personality to your event, remember that your venue and budget will need to increase to accommodate more ticket buyers, equipment and security. Local bands are often fantastic draws on campuses, and tend to be more reasonable in terms of the cost to present them.

Technical Considerations. So you've got your date, venue, and your headlining attraction. Make sure your venue has proper lighting and sound equipment. If these technical services are not provided by the venue, hire an experienced professional to oversee this for you. If it's a small show in a small place, you probably only need a small PA that you can rent from your school's event services or audio/visual department .

General rule of thumb: the larger the show, the larger the sound system that needs to be ready to go. After all, people show up because they want to actually hear the main attraction, rather than just watch them. So ask around, and find somebody who can come over and work the show at a reasonable fee that will fit your budget. Or, use your connections to find someone who will donate their equipment and expertise for the show.

Your Stage. Stages are only essential for really large shows. If you're booking a show that you expect to draw more than a couple hundred people, nobody past the first several rows will be able to see anything if there isn't a stage. And that's no good. Get yourself a stage and spare yourself the beating that you might take after the show from angry fans who paid to watch the back of someone's head. Again, your campus event services department will be a great help here.

Volunteers. Make sure you have enough people to help you do everything that needs to be done: watch the front door and take money, crowd monitoring, trash pickup, and to generally pay attention to the show to make sure it goes smoothly.

Promotion. Almost all of the technical points should have been covered, so now all you have to do is talk it up! Publicize until your arms fall off. Put fliers everywhere. Take out an ad in the city paper. Post about the show on web boards. Send notice out to email lists.

The Big Night. The night of your event has arrived! Get there several hours early to set up and tell your volunteers exactly what you need them to be doing. Make sure someone is at the door collecting the tickets or donations at all times, make sure there are enough people roaming through the crowd to ensure that everything is safe, and make sure to introduce yourself to the sound, stage, and band folk before the show so that they know who to go to if there are any questions or problems.

WHAT'S NEXT?

So, now you've got the tools to get started, and the desire to make a real difference on your campus. Always remember your #1 goal – organize yourself out of a job. By empowering your peers to join the movement to end modern-day slavery, you are demonstrating the most important quality of an effective leader. Each of your members should have the knowledge necessary to go out and organize their peers, and so on and so on.

Don't forget to join the Against Our Will Facebook page to stay up-to-date on the latest news, policy updates and student actions around the country. We're excited to hear about your school's progress too. Send us your stories at support@againstourwill.org.

Good luck!