



CHAPTER HANDBOOK

Young Georgists of America

Mission Statement

As Young Georgists, we will educate and empower our fellow students to effectively advocate for the principles of Georgism. By training the leaders of the future, we seek to create a free and just society which recognizes the common right of humanity to the land.

YG Statement of Principles

Because the Earth and its resources were not created by any man, we believe that it belongs to mankind in common. Its bounties should likewise benefit mankind in common.

Therefore, we believe that taxes on income and capital should be repealed and replaced with taxes on the exploitation of the natural world.

Only by the recognition of humanity's common right to the Earth can society allow for the full latitude of human flourishing.

Chapter 1: Getting Started

You Are Not Alone

Now that you've decided to form a Young Georgists chapter at your school, what's next? The information presented in "Getting Started" will help you figure out the initial steps you should take to form your chapter. Furthermore, you can set up a timeline for each action. Anticipate taking one to two full semesters to complete the chapter startup process.

This may be difficult, but you are not alone. The Young Georgists Leadership Committee is available to help you, so don't hesitate to email us at any time: info@younggeorgists.com

Establish a Permanent On-Campus Presence

Official School Recognition

Registering your Young Georgists chapter as an official organization with your school can provide numerous resources to reach out to your student body. You will likely need official recognition from your school in order to table, petition, protest, obtain a campus mailbox, and hold meetings on university property.



Additionally, your school may provide funding to student organizations. Most schools have standard procedures and paperwork which you must complete in order to bring a new organization onto the campus.

In most cases, you can find your school's requirements online through its activities and involvement center's website – your school may use another name for a similar department to facilitate and manage campus organizations.

The process to start a new organization undoubtedly varies by school, but here are some common requirements you should plan to complete.

Chapter Constitution

Schools often require new clubs to create a constitution to guarantee it follows campus policies. Online examples are usually available which specify requirements.

As your chapter structure evolves, be sure to update your chapter constitution accordingly. This will help transfer the structure and organization of your Young Georgists chapter from one group of leaders to the next, so it's important you don't ignore this responsibility.

Faculty Advisor

In some cases you only need an advisor to be a co-signatory to the club's spending, and in other cases their advice and familiarity with the university may be very helpful.

Ask a professor with whom you have a prior relationship or who teaches about politics or economics to serve as an advisor. You will be likely to find a professor with interest in the Georgist movement in the business, economics, history, political science, or philosophy departments. Don't be afraid to talk to professors who might have an interest! Even if they are not interested in serving as an advisor, they may know someone who would be.

Student Government Meetings

Schools commonly require representatives of school clubs to attend student government meetings. It may be a good idea to have someone in your chapter act as a student government liaison. While these meetings may seem long and burdensome, it's essential for your chapter to make a positive impression. In many cases, these individuals can ensure your club receives funding for important events and appropriate access to school resources.

When possible, a member from your chapter should run for office.

Campus Mailbox



Your university likely provides its student organizations with access to a university mailing address and campus mailbox.

Make use of this, if possible, to ensure that mail to your organization is not sent to individual students whose addresses may change from year to year and as they graduate. This will establish a lasting presence for your chapter and add credibility (this will aid your fundraising efforts down the road, too).

Recruit Your First Group of Leaders

In order to earn official recognition, your chapter must recruit at least three dues paying Young Georgists members.

Whether you began the chapter formation process with a group of other like-minded people or not, you should always look for other leaders (students who share your passion to see a group of Georgist students organized to impact your campus and local community are invaluable).

Look for Members in Existing Campus Groups

After petitioning the people you know on a personal level, explore other groups of people whose members might be interested in the creation of a Young Georgists chapter. Potential recruits might be found in College Republicans or Democrats, or other politically focused organizations.

Ask Your Faculty Advisor

If you have already found an interested advisor, he or she may be aware of other students who share similar political ideas. Ask him or her to connect you with these students.

Post Flyers

Post flyers throughout your campus to announce the startup of your new Young Georgists chapter. Organize a meeting for interested people to meet and discuss your intent to form a chapter. Include the meeting date, time, and location on the flyer. This does not have to be a formal information session. Rather, you should organize an informal meeting to generate ideas before launching.

Post flyers in high-traffic areas around campus, and target major university bulletin boards and dorm bulletin boards (respect your school's rules regarding public advertisements). As stated previously, the early leadership will steer the course of the chapter and give the chapter its character. Make sure to separate the most serious members early on. Encourage them to take on leadership and officer roles.

Young Georgist Dues-Paying Members





While Young Georgists requires only three dues-paying members join your chapter for official recognition, you should encourage each person in leadership and officer positions to join as well.

When you register and pay your dues, the simple act helps to reinforce your commitment to Young Georgists and their leadership position. Additionally, all national members receive the following benefits:

- Voting rights in YGA elections
- Access to speakers
- Activism grants and funding to help carry out your activism ideas on campus
- Invitations to any Young Georgists national events
- Access to networking opportunities with like-minded people and organizations
- Free t-shirts, books, flyers, Young Georgists info cards, and other resources

As your chapter grows, you should push your general members to join.

Fund Your Chapter

Find out if your school provides startup money to newly forming organizations. If not available on your campus, create an initial plan to raise approximately \$150 to purchase essential materials and resources. It won't severely limit your chapter's first few steps, but if you plan to grow a young chapter, you should have a small pool of money to materials to help present your group as professional. The more a student views your chapter as legitimate, the more likely he or she will join.

A newly formed chapter won't likely have the necessary experience or personnel at this point to raise significant funds from large donors; however, you can take a few steps to help with initial purchases.

Consider how much you can donate personally. Then, approach your other core members to match your investment.

Don't forget potential outside funding sources. Once you are personally invested – along with your core members – it's easy, and totally reasonable and essential, to seek funds for this important cause from other prospective donors.

Initial Purchases

Your initial purchases should include items important for recruitment, including running a recruitment table (more on recruitment in Chapter 2).

Make the best use out of your funds. Buy sale items and materials from a thrift store.



Also, don't hesitate to ask people (alumni, parents, and professors) who might not wish to donate cash directly, if they would at least be willing to donate specific items: table, banner, poster board, markers, and clipboards.

Create a Budget

Below is a sample budget:

6 x 2 ½ ft. vinyl Young Georgists banner \$75

6 ft. folding table \$50

Tablecloth \$15

Prints of flyers/pamphlets \$10

Total \$150

Establish a Chapter Bank Account

If your group plans to fundraise in any capacity – as it most definitely should – you will need to set-up a checking account.

Donors will write checks to established organizations. More than likely, they will not write checks to individuals. A bank account will also encourage responsible use of chapter funds, making it easier to document expenses (especially if your school requires an audit).

In most cases, banks require only for you to have a chapter constitution and an Employer Identification Number (EIN): <https://sa.www4.irs.gov/modiein/individual/index.jsp>

Check with your preferred banking institution for specific requirements. More than likely, you will need both the treasurer and your faculty advisor to co-sign on the account. Remember to make arrangements with your bank when you transition leadership, particularly the treasurer. Planning ahead will help you avoid unnecessary, and unwanted, hassle down the road.

Early Leadership and the Leadership Mindset

As your chapter's leadership team takes shape, consider a few things about your officers and members. First, establish a clear structure for the tasks and responsibilities of the chapter so you can hold individuals accountable for specific tasks. Clear organization will project competence to your members and will eliminate redundancy when assigning projects.

Next, encourage the development of your officers' leadership skills. Why type of mindset and rhetorical approaches will make your leadership more reputable when providing guidance to the group?



Keep in mind, Young Georgists differs from all the other political organization on your campus. Your members likely engaged in the political process to effect real change, not climb the ladder of a major political party. Remain organized, but keep things fun, exciting, and interesting for your officers and members. Chapter members will absorb the attitude and work ethic exhibited by the leadership. This is especially true of those looking to move into leadership roles in the future. Therefore, make sure you set the right tone for your chapter from the outset.

If the chapter president or other leaders consistently arrive late to meetings and appear disorganized, don't be surprised when the general membership follows suit. Likewise, an enthusiastic, prompt, focused leadership will spread to others. The actions and attitudes of the best (and worst) leaders can be infectious, so always exercise discipline.

Leadership Structure

When you develop your chapter's leadership, you largely determine the extent to which you will impact your campus.

Commonly, the first few people who join your chapter will accept leadership responsibilities and assume an officer position. Depending on each member's personal ambitions and aptitudes, you should encourage them to accept appropriate roles.

Find a good fit between your most eager, passionate members and available chapter posts. Of the different positions listed below, fill the first three as soon as possible.

President

The Young Georgists chapter president coordinates all activities within the chapter. As a coordinator, the president makes sure the other officers complete each task assigned to them, not simply by assigning tasks, but by working with each leader to achieve goals.

Chapter presidents possess excellent communication skills and effectively organize and plan activities.

He or she will also act as a liaison between the chapter and outside entities: other student organizations, the school administration, and Young Georgists. The president must seek out and obtain resources for the chapter. The president conducts general meetings for the chapter and ensures they run smoothly and stay on topic.

He or she will also resolve any problems which arise within the group – the president should arbitrate and find pragmatic resolutions which will maintain harmony within the membership.

Secretary



The secretary should exhibit strong organizational skills. He or she should set up, organize, and maintain chapter documents. Google Docs serve this function well and cost nothing. Your chapter will use Google Docs (or a similar platform) for internal and external communications.

Secretaries should document all chapter activities, take notes at meetings, and transfer them everything into a digital format. It's important to archive and share these documents with other leaders and members.

The secretary should regularly update your chapter's Google Calendar (ideally, he or she will create a monthly calendar, which you should distribute to all members.

Because two-way communication is vital, the secretary should write weekly emails to inform and remind members of general news and upcoming calendar items, as well as collect feedback about proposed ideas and activities.

Treasurer

The treasurer will oversee all chapter finances. He or she should understand all financial rules of your school and participate in all financial activities:

- Serve as a signatory on your bank account
- Create budgets
- Make purchases
- File receipts and create digital copies
- Generate and maintain a digital end-of-semester financial report

The chapter treasurer may also organize fundraising activities. Under this role, the fundraiser will explore fundraising opportunities and develop relationships with donors (more on fundraising in Chapter 2).

Activism Coordinator

The activism coordinator should stay current on all campus activity, searching for opportunities in which your chapter could participate.

In keeping with the ambition of your members to effect change within your spheres of academic, social, and political influence, activism functions as the life-blood of your Young Georgists chapter. For this reason, the activism coordinator develops and executes essential activism events.





He or she should constantly seek out and generate new ideas to engage your student body with Georgist ideas. Frequently check the Young Georgists national blog and other places on the internet for ideas to promote Georgism.

The activism coordinator should also assemble your chapter's members to participate in the planning and execution of these projects.

At first, the activism coordinator and president may work closely to develop plans for activism events. As the chapter grows and the activism coordinator gains experience, he or she will inevitably undertake a singular role to coordinate most, if not all, activism events. As such, the number and effectiveness of such events will increase.

Media Coordinator

The media can substantially increase your chapter's reach and impact. To aid that important effort, the media coordinator should seek out all possible media outlets (within the college and throughout the local community). He or she should develop a full list of local media, including the contact name, email, and phone number for each outlet.

The media coordinator will create and disseminate media advisories before, and press releases after, each event. He or she should brainstorm ideas to creatively pitch each event and take advantage of media angles so the media will cover your events.

Taking pictures and recording videos will help your chapter earn media coverage. The media coordinator should ensure that a camera is always on hand and that photographs are always taken at every event so that they can be shared with the media and on the national Young Georgists blog. Even if you do not have a Media Coordinator, you should assign someone to document all events.

Leadership roles within your chapter will likely overlap, especially early in the formation process. Don't worry – this is normal!

As you familiarize yourself with specific tasks, projects become much more manageable and easier to delegate to other members. As your fellow officers become comfortable, they will gain confidence. At that point, you should establish clearly defined tasks for each leadership position. This will develop a level of discipline for the officers and streamline the structure of responsibility and communication. You will spend less time delegating tasks and avoid overburdening a single officer, especially the president- who may have a tendency to take on too much responsibility.

Leadership Meetings





Your chapter's officers should meet regularly to generate ideas, report on activities, and organize future meetings and projects. The meeting organizer should prepare an agenda ahead of time. This will help focus the meeting, keeping each one concise while accomplishing its stated goals.

The meeting's organizer (typically the president) should communicate directly (by phone) to the other leaders about the:

- Time
- Location
- Purpose of the meeting
- Expectations for each officer – their role during the meeting

Keep meetings concise, covering only the most important topics. If you keep the length between 30 and 45 minutes – and stay on task – people will return to meetings which will strengthen your chapter. (See a sample meeting agenda on page 36.)

Encourage an Activist “Community”

Think about the most successfully organized groups. These include churches, veteran's groups, college fraternities/sororities, and more. In addition to tireless recruitment efforts, each organization strives to create an environment which not only enables the purpose of the group, but also fosters social cohesiveness. In other words, they function as a community, even beyond the state purpose of the group.

The community aspect exists because people build bonds with each other, find other common interests, become friends, and eventually begin to interact outside of the group. This increases comfort which in turn increases creativity. You'll also notice members sharpen their philosophy and rhetorical skills. Fostering a community atmosphere will form a cohesive bond between your Young Georgists chapter members. Keep this in mind as your leadership establishes a vision for your chapter and as you plan ways of expanding and sustaining membership.

Make sure your leadership is constantly aware of this. The atmosphere of Young Georgists should always invite others to join and take part. All of the leaders should welcome and interact with new faces in the group, as well as set a good example for other members.

When you plan events or meetings, think of ways to encourage social interaction. For example, use some cheap name tags until members become familiar with each other. If you go out to petition, encourage the leadership to pair up with newer members, not just their friends.

Nothing encourages conversation and friendship like sharing food. If possible, provide cheap food and drinks 15 minutes before the beginning of your meetings so members socialize. You don't want this to occur during the meeting. Additionally, you should plan events which are entirely social, such as a cookout or a meet-up at a local pizza place.





Make certain your social events reflect well the character of Young Georgists and are open to all of your members. Be moderate with their frequency, and make sure exclusively social events don't make up the bulk of your activities – remember, your goal is to expand the Georgist movement.

Find ways to simultaneously encourage social interaction and engage in political activism. Something that doesn't involve chairs and goes beyond what you typically do when standing around tabling. For example:

- Participate in a petition drive
- Design Young Georgist flyers and posters for you and your members to hang around campus
- Create an activist video, including all your members
- Go chalking

Be aware as you bring in new members, that you do not want for your leadership team to appear exclusive or privileged. Cliquish groups will not thrive.

Develop the idea of a “community” ultimately to sustain the middle section of your group, as new people join and older members graduate.

If the community idea is ignored, you risk losing members through attrition because they will find other groups to connect with, leaving only the most hardcore, individualistic types who show up and then immediately leave your events and meetings (like they would for one of their college classes).

Focus on Principles, Not Labels – Messaging Strategy

From the outset, your leadership should pay careful attention to the campus' perception of your chapter.

The leadership should demonstrate to the other members how to describe the group to the student body, especially when recruiting new members. Seek to meet people where they are rather than arguing them into submission. Be particularly careful not to let preconceived notions block your recruitment and education efforts- the philosophy of Young Georgists is neither “left” nor “right.” It shares common ground with both ends of the political spectrum, and Young Georgists should present our ideas as an attractive alternative to the current political paradigms, one able to be embraced by progressives, liberals, and conservatives alike.

Be particularly careful to avoid labeling or accepting the labeling of Georgism as ‘capitalism’ or ‘socialism.’ While Georgism shares important characteristics with both of these economic philosophies, it is fundamentally separate from them and any attempt to conflate it with one or the other will necessarily be a misrepresentation.



How can you effectively connect with the maximum number of potential new members? A basic strategy is as follows:

1. First, show personal interest! People will be far more willing to listen to you once you have demonstrated that you care about them on a personal level
2. Learn about the political principles of the student, particularly their ideas about economics and property rights
3. Explain fundamentally why you agree- since Georgism shares commonalities with both capitalism and socialism, there is almost always some point of agreement
4. Ask him/her to consider extending and clarifying those beliefs by explaining the Georgist point of view on the subject

If someone directly asks you to clarify your chapter's philosophy, avoid labeling Young Georgists with ideological terms- instead, default to explaining fundamental principles. This may confuse them, but it provides an excellent opportunity for you to engage in a discussion about what you believe and not what you call yourself.

Inform them that regardless of how individuals in your group may describe themselves, Young Georgists are dedicated to improving the conditions of mankind by recognizing the common right of humanity to Earth and its resources.

Chapter 2: Manage and Build Your Chapter

Expand the Georgist Movement

To ensure a strong, effective chapter, as well as to ensure a sustained presence on campus, you must constantly recruit – in other words, expand the Georgist movement.

As a leader within your chapter, you must always think ahead about your chapter's growth, especially near the beginning of the fall semester when large numbers of incoming freshmen search for opportunities to get involved on campus and meet other students. Even beyond the beginning of the school year, constantly improve your group's creative capacity to recruit.

Remember these three questions:

- How can you leverage each activism event, each speaking engagement, and every interaction with the student body to expand your membership (and the Georgist movement)?
- What approaches – including your rhetoric and accompanying visuals – will appeal to the most people, especially those who have never heard a complete and comprehensive philosophy of Georgism?
- How will you retain your potential new members once you engage them or convince them to attend a meeting?



Effective recruitment requires you to increase your visibility on campus. So get out there on your campus, and don't let up until you've converted your entire campus to Georgism!

How do you make this happen? Below are some tips to successfully plan and execute your chapter's recruitment drive.

The Effective Recruitment Strategy

What follows is a strategy to bring in large numbers of permanent new members at the beginning of each new semester, especially in the fall.

To increase this strategy's effectiveness, plan your efforts to coincide with your school's student activities fair. If your school already hosted its activities fair, don't give up! Follow the advice in the subsequent sections to recruit new members year-round and prepare for next fall's student activities fair.

There are four parts to the effective recruitment strategy:

1. Have a Plan! – develop a plan and assign responsibilities for your recruitment drive
2. Grab Attention for Your Table – attract potential recruits to your table
3. Connect with Recruits at Your Table – engage people at your table and get them to your next meeting
4. The Informational Meeting – host an informational meeting to discuss your philosophy and future activities

1. Have a Plan!

Before you jump into the deep end of chapter growth, lay out your plan for the most effective recruitment strategy.

Successful planning for your recruitment effort will take time and require an extensive amount of brainstorming and preparation. Keep this in mind if your Young Georgists chapter plans to participate in a student activities fair – and plan your leadership meetings accordingly. Keep your chapter's leadership focused and plan to develop and generate ideas and assign tasks.

Consider the following questions:

- What days during the semester do you plan to recruit?
 - Where will you set up operations? Are there multiple locations (indoors and out) you could table or recruit?
 - Who will help recruit? Make a sign-up list with specific times so you can schedule volunteers throughout the day.
 - Do you need to register for your school's student activities fair? Register now! This is a perfect opportunity to introduce your chapter to new people.
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- Do you need to receive permission to set up a table or to petition on campus? Ask now! Don't give unsympathetic administrators any reason to hinder your efforts.
- What materials do you need to prepare ahead of time? Posters? Flyers? Pens and sign-up sheets? Get them now!
- How will you grab students' attention and stand out?
- What is your plan to get people to your initial informational meeting?
- What do you present at the meeting?
- Have you planned at least four weeks of activities and distributed a calendar of events?
- How will you sustain your membership, develop new leaders, and integrate new members into your chapter?

If your school has a student activities fair, make sure to register your chapter and reserve space. This is the best time to recruit new members. (Note: Plan to table as much as you can before the activities fair. That way, when you table at the fair, students may already remember your chapter and take this new opportunity to approach you – even if they didn't feel comfortable in your campus' quad.) Remember to schedule an informational meeting before you begin to table. It may be useful for you to schedule two informational meetings, which ensures more interested students can attend.

2. Grab Attention for Your Table

Devote a significant portion of your preparation to develop an effective strategy to gain attention for your Young Georgists chapter. Stand out from all of the on-campus distractions. You will compete with other groups, activities, and events for students' time.

Think beyond bowls of candy or Georgist pamphlets. Of course you'll want a professional looking table, but what else can you do?

Think Big. Bold. Loud. Think of a display passersby simply can't ignore.

Below are a few ideas which might turn heads and aid your efforts to draw new people to your table:

- If you are outside and it's cold, give out hot drinks (cider, coffee, or hot chocolate) and advertise loudly that you have it...and that it's FREE. Free food always appeals to students as an alternative to dining hall fare. Alternatively, pass out bottles of water if it is warm.
- Construct a frame for your Young Georgists banner to raise it to eye-level. Most other organizations will have their signs draped in front of their tables. A frame placed directly behind a table can help keep Young Georgists recruiters out in front. (Note: No hiding behind your table! Standing or – heaven forbid – sitting behind your table puts a barrier between you and potential recruits. Always, always stand in front of your table and engage anyone who even glances your way.)
- Consider creating a large illustration of Georgist principles to accompany your table- a diagram of the Law of Rent, for example, or perhaps a historical display of famous Georgists-

people will be interested when they see names they know associated with ideas they are unfamiliar with.

3. Connect With Recruits at Your Table

So someone came up to your table! Now what?

Be prepared to engage potential recruits with something other than Georgist rhetoric. Make certain that each person you interact with leaves with something – at minimum, a flyer referencing your informational meeting or a calendar of your upcoming events. How about something more substantial, like a Young Georgists pamphlet? Or something edible? Or both?

Your goal when you table is to find interested students and convince them to attend your informational meeting – a more formal setting where you can more thoroughly cover our philosophy, as well as the purpose and plans for your Young Georgists chapter.

If the purpose of your Young Georgists chapter is to promote the Georgist message to your student body and grow your membership (and the movement as a whole), then you will not find a better opportunity to do this than by tabling.

Tabling is a major part of the external growth discussed later in this Chapter. Through tabling, your chapter members have the opportunity to explain Young Georgists' political philosophy and logically respond to questions or concerns. These opportunities will help to develop your rhetorical skills so you can defend Georgist philosophy and effectively spread our message.

Essential Supplies

The following items are essential for your table and recruitment efforts:

- 2' x 6' vinyl Young Georgists banner
- Six-foot, center-folding table
- Tablecloth
- Foam poster board
- Pack of permanent markers
- Clipboards
- Lots of Ink Pens
- Activism Materials: books, flyers, pamphlets, pins, etc

How to Table Effectively

The following sections describe how to make the most out of your tabling efforts:

Table Placement



Locations will vary, but find a high-traffic area on your campus to set up your table: the student union building, cafeteria, or main quad where students hang out or walk through on their way to class. If more than one high-quality location exists, change up the areas where you table to expose Young Georgists to as many potential students as possible. Be aware of the weather, and plan to table in an appropriate indoor or outdoor location.

Strategic Time

Start as early as possible. The more you are exposed, the more likely someone is to stop by or return to your table. Attempt to cover as much time as you have members available to run your table, taking into account their class schedules and food breaks.

Face-to-Face Conversation

Always stand in front of your table. You must engage students to reach and recruit large numbers of people. Their inclination is to avoid you and continue on their way. Standing behind the table will make you seem passive and create barriers between you and passersby. If someone glances at your table or looks your way, approach them and introduce yourself and your Young Georgists chapter.

Connect

When a new person approaches your table, ask right away what grabbed their attention. Introduce yourself and ask, “So what caught your eye?” Hopefully you have enough diversity in visual materials (posters, books, etc...) that you can attract the attention of a broad group of people. Continue to ask questions until you can uncover their generic political opinions and then proceed accordingly (refer to the ideas on page 24).

Membership Sign-Up

Encourage all those who appear interested in your group to leave at least their email address on your chapter’s sign-up sheet, which you should have printed out and brought with you.

Reminder

Before a student leaves your table, make sure they leave with a reminder of their encounter with Young Georgists – an events calendar or a flyer with information about your next activity or general meeting. Ideally, they should also leave with some substantive literature on the philosophy of Georgism.

Follow-Up





Make sure you contact every student who shows interest in your Young Georgists chapter. You can send a brief email about your next meeting or event, you can call, or you can invite them to your Facebook group. Following up with interested students will increase the likelihood they become actively involved in your chapter.

Keep them informed about Young Georgists on campus and welcome their involvement. As the saying goes, “Get them a title, and get them involved.” Do everything you can to delegate a responsibility to your new member, even something as simple as coming early to help set up before a meeting. Don’t inundate sign-ups with messages, however. Unless you have a major event coming up, one group email per week is adequate.

Pitfalls to Avoid While Tabling

The following sections describe pitfalls to avoid while you run your recruitment table:

Do Not Sit Down

Try not to sit down. You cannot passively recruit members, and if you sit behind your table, you send a message that you’re disinterested. It’s the most uninviting posture your tabling members can assume when out on your campus. Eliminate the temptation to sit. Remove chairs and push the table against a wall. Or place your framed banner against the back of your table.

Socializing

Have fun, but don’t turn these times into purely social opportunities. Don’t let your members crowd around one another too often. This will lead to ignoring potential new recruits. You don’t want to come off as exclusive or cliquish, you want to invite others to hear your message.

Shouting

While each campus is unique, you should typically avoid shouting loudly at people or through a bullhorn (although you can certainly talk into one). Sure, you want to grab attention from students, but without the proper approach, your group will likely come off as either aggressive or annoying. Some groups have members who are natural at street theatre and can be humorous or entertaining, but if you attempt this, leave the aggressive, confrontational attitudes at home.

Debating

Do not debate students who oppose our philosophy at your table. Your table should be a place where you can communicate the ideas of Georgism to curious students, but watch out for closed-minded partisans who have firmly held views opposite of ours. Although





these people may be fun to debate – and may help to sharpen the defense of your own beliefs – the purpose of the table is to expose the largest cross-section of open-minded students to the ideas of Georgism as possible. There’s a time and a place to debate. Your recruitment table is not one of them. Partisans are a waste of resources and time which your members should spend focusing on natural allies.

In fact, one person should be dedicated to pulling those who would like to debate you off to the side, away from your table. You can then politely invite them to discuss their ideas at another time.

4. The Informational Meeting

This is where all of your hard work potentially pays off. You grabbed someone’s attention. You engaged them at your table. And now they’re sitting five rows back at your chapter’s meeting. Will they take interest in your group and become a consistently active member? This is the measure of the success in your recruitment efforts.

It's essential for you to have a well-executed and organized first meeting if you plan to make a good first impression and sustain membership growth. You have only 30 to 60 minutes (the optimal target is 45 minutes for a meeting length) to make your case, so how do you make the most of it?

Organize and Prepare

First, be organized and look professional. Arrive to the meeting place at least 15 to 30 minutes ahead of time to make certain that the room is unlocked and multimedia equipment is functioning properly before people arrive.

PowerPoint Presentation

It is preferable to give a PowerPoint presentation which will keep the discussion focused. This will also force you to prepare beforehand. This method also allows the use of other digital media resources such as photos, videos, and demonstrations of internet tools

Set a Good Location

Make sure your meeting room is recognizable. Set up your table just outside or near a major entrance to direct people to the room. You don’t want to lose a potential recruit just because they can’t find your meeting.

Bring Your Chapter’s Materials

Even if you already distributed materials at your table, such as a calendar, make them available at the meeting, too.



Maintain Order

During the meeting, maintain a good level of control over the discourse and direction of what may be discussed. Depending on the number of people, you can easily get carried off topic and waste other member's time. Stay on task and make sure you accomplish everything you intend before moving to unscheduled topics.

Mix Up the Speakers

Allow different members of the leadership to discuss different sections of a meeting, this provides some variety in speaking styles and serves to introduce new members to the leadership. The actual content of an information meeting should be focused and specific. You will want to discuss what you believe and what you plan to do about it.

What You Believe

The "what we believe" section of the information meeting can be approached in several ways. Be sure to think ahead about what approach will be the most palatable to your anticipated audience. Regardless of how you approach the topic, make certain someone with good rhetorical skills confidently, clearly, and concisely delivers the presentation. Because the political message of Young Georgists is not mainstream or commonly discussed, avoid as much confusion about the ideas of Georgism as possible.

What You Plan to Do About It

The "what you plan to do about it" part of the presentation should come next. First, explain the structure of your own group, introducing leaders if you have not already done so. Explain the history of Young Georgists and the history of your own Young Georgists chapter.

Next, and most important, explain to potential new recruits:

- Your immediate goals
- Your plans for activities during the semester
- What activities and leadership positions are available to engage in

Have copies of your calendar available as an illustration. This is where your group can solidify the participation of your members. Give them somewhere meaningful to plug in so they have a reason to come back.

Some members may be content just to come to meetings, but many will find other things to engage their time if you don't.

Come to the meeting ready with activism ideas in which new members can immediately join. Have a variety of events from education to activism to social interaction for members to engage

in. Don't expect everyone to do something, but this will begin to create an environment of community within the chapter which will solidify its presence.

Other Methods of Recruitment

Working with Existing Student Organizations

While tabling is a vital way to get your club out and recognized on campus, especially at the beginning of the school year, it is far from the only way. Be creative. Because there are few Georgists out there, it may take time to build up the capacity needed to table. Instead, try to leverage the opportunities presented to work with other student organizations. People who are already politically active and engaged with clubs and organizations on campus are most likely to be interested in your message, so go out of your way to find them. Whenever possible, cooperate with other clubs to bring the Georgist message to their members. For example, you may try:

- Holding a debate on capitalism, socialism and Georgism with the Young Republicans and Young Democrats or the Debate Club
- Participating in a campaign for a carbon tax with the Environmental Club
- Doing a presentation on land value taxation with the Economics or Tax Policy Club
- Raising awareness about redlining and the history of land discrimination with the Black Student Union

Word of Mouth

Along with people from related student organizations, the people who are most likely to join your chapter will be people who know your members. Leverage your members' friend network. Have them invite people to come to meetings, and make them comfortable. If needed, have members share ways that they have been able to discuss Georgism effectively with people they know.

Effective Meetings

The ability to hold an organized and productive meeting is an essential skill which leaders must possess in order to be effective.

It will have consequences for the sustainability of your group and the delivery of your message. A well-run meeting will project confidence from your group to new members and curious onlookers.

Your meetings should convey your recognition of the value of the general audience's attention and time. Remember, your group will already face the obstacle of overcoming students'

skepticism about your message. You do not need to introduce an additional obstacle – such as an unfocused, hastily prepared meeting – to the topic or objective you present.

Depending on the purpose of the meeting, the size of the audience, and the type of audience, you will prepare differently.

The process of planning a meeting is an excellent exercise in leadership discipline. It will force you to think through and practice the delivery of the meeting's content, especially if you plan to prepare a visual projection to complement the content of the meeting. Do not neglect the planning process!

Assembled for you below are a number of strategies and ideas to help you think through some of the less intuitive steps to execute an effective meeting.

General Meetings

A general meeting is one that is open and advertised to all of your members. These include activities that should appeal to a general audience, such as a topical discussion led by a knowledgeable speaker. The larger your group, the more orderly these types of meetings will need to be, so adjust the formality of these meetings accordingly.

Preparation

At the very beginning of the semester, plan the location and time for your general meetings in order to make reservations for the rooms. This will allow your group to advertise the time and location on your events calendar so that people can reference the meetings in advance. Holding meetings at a regularly scheduled time ensures the members who miss one week will already know where the next meeting will take place – and when.

Consider where it will be best to hold your general meeting, especially a central location on campus, such as the student activities center. When choosing a spot, consider the size of the audience you expect. An appropriately sized room will help you members feel comfortable. Obviously a room too small will feel cramped, but a room too large will feel awkward and empty. Also consider the type of audio/visual equipment you may want to use and the capabilities of the available rooms.

Whenever possible, set dates and times which do not conflict with any major campus-wide event or other club meeting that might detract from your meeting. Attempt to cater to the best time held in common by the majority of your committed members. You may want to take a survey of the best days and times via your contact list (consider using SurveyMonkey.com or WhenIsGood.net for easy scheduling).

Keep in mind that you will encourage faithful meeting attendance if there is a consistent time and location from week to week.

Meeting Materials

- Young Georgists banner to identify your meeting room
- A/V equipment (laptop, projector, speakers, etc...)
- Pens
- Name tags
- Copies of the agenda and/or presentation
- Copies of calendars and other materials for new members
- Sign-up sheets for general membership and for specific groups (like a book club)
- Refreshments

Promotion

If you plan to have a meeting, let people know! Use all of your resources to inform and remind people of the meeting: email, Facebook, an events calendar, sidewalk chalk, and meeting-specific promotional flyers that can be passed out while you table.

You should never hear the phrase “I didn’t know” from anyone interested in your group.

Make sure that you begin to remind people of the meeting three to four days in advance, but not too early. Then, follow up the day before – or very early the day of – the meeting with a second reminder. As discussed earlier, you should contact your most committed members on their phones. A phone call or a text message will increase turnout – it’s hard to ignore a call, and everyone reads their text messages.

The Presentation

Visual presentations can keep your meetings organized and project an aesthetically professional message if done correctly. A visual presentation will at the very least outline your meeting agenda. It will also reinforce the content of the meeting and anchor the message. Additionally, a visual presentation will allow for the use of interactive multimedia tools such as videos and demonstrations of internet resources.

Use the presentation to introduce the agenda and to summarize what was discussed during the meeting.

Remember that the key to a good presentation is to only have enough information to guide the leader’s speech and alert the audience of the place in the presentation or agenda. Use only relevant, non-distracting content. The text in a presentation should be concise and paraphrase with a few words the content of your discussion.

The Meeting



The organizers of the meeting should arrive at the location about 30 minutes prior to go over the checklist, make sure that the AV equipment works properly, and practice the presentation.

Your meeting location should remain constant and take place in a commonly used, easy to find area on campus.

Have your promotional materials on display and station people around the area to greet people and guide them toward the room. Every person who walks in the door should feel welcome and easily connect with others. Pay personal attention to everyone, and encourage your core members to be prepared to do the same.

As you begin the meeting, determine if there are any new faces in attendance. If so, introduce yourself and the leadership team to the audience, and tell them a bit about Young Georgists.

Next, make certain each member has a copy of the agenda, and review the agenda and expectations for the meeting. As described earlier, use a visual presentation if possible to keep the meeting focused. Interaction between the presenter and the audience can be helpful – and keep the meeting energized – remain mindful about keeping the discussion focused. There are certainly an infinite number of discussions your group could engage in, but your time is limited and fixed by the patience and schedules of the other attendees. Out of respect for everyone, the leaders should not hesitate to maintain control over the direction of the discourse and adhere to the agenda.

Invite people who have more to say about a specific issue to stay afterwards to continue the conversation.

During the meeting, the Secretary should pay attention to any information which should be recorded, including volunteers for projects and suggested ideas put forward during the meeting. In the meeting's formal conclusion, summarize what has been discussed and any decisions that have been agreed to. Make certain that everyone is aware of the upcoming events and other calendar items.

Following the conclusion of the meeting, stick around and talk to everyone you can. Collect names for the various groups (book club, street team, etc...) and have personal discussions to clarify responsibilities.

Keep each meeting to approximately 45 minutes or less.

Additional Types of Meetings

In addition to general meetings, there will be plenty of other occasions to gather groups of Young Georgists members together.

Leadership Meetings





As discussed earlier in this chapter, you will likely convene specific meetings intended only for your chapter's leadership.

As with the general meeting, the president should organize and lead these, presenting a similar type of agenda. Make sure to provide a meeting agenda and keep the goals and discussions focused.

The content of these meetings should include the business side of the club, the actual planning and logistics of activism, and any other internal affairs which require a discussion. This is also the place in which general meetings should be planned and organized, so be sure to have these before your general meeting.

Book Club

To strengthen the philosophy of your chapter's members, consider organizing a book club. These are the events in which students can read about a specific topic or book and debate issues.

These will be very informal and should encourage participation from everyone; however, one specific person should keep the discussion relevant and ask questions of the group to encourage a healthy dialogue.

Ideas Session

This type of meeting can be led by the activism officer as a brainstorming exercise to generate ideas for future activities and events for the chapter to carry out.

Chapter 3: Effective Communication Structure and Resources

Don't you hate getting a mass text and an email from two different sources about the same event, but one says it takes place at 6:00 PM and another says 7:00 PM? Or getting a thread of messages to correct prior mistakes? So do other students.

Develop an effective communication structure to ensure your chapter's success.

Networks of communication must be in place for leadership, members, and the community you intend to reach. The modes used must be clearly defined and used consistently to avoid confusion and eliminate redundancy.





Separate your networks into two categories: internal communication and external communication. Internal communication is to be used between leadership and other key members. External communication is to be used for reaching the general membership and for promoting the group to the public.

Internal Communication

As mentioned above, internal communication deals with messages between your chapter's leadership and other key members. The following sections describe different mediums which you can use:

Email

Your chapter's Gmail account will facilitate written forms of communication that can be documented and made available to the rest of the leadership to see. For this reason, all of the leadership should have access to the email account so that a record of communications is visible. Remember to have individuals sign the email with their own names when authoring a message. Officers should be responsible for checking the email account at least once each day, answering emails promptly and updating the documents, calendars, and other tasks as events change. Although all of the leadership should stay aware of what comes into via email, the chapter president or secretary should take ultimate responsibility for managing the account.

Cell Phones

You should contact your leaders and core group of members to remind each one of them of events and meetings on their phones, either by calling them or sending a text message – people always read text messages!

External Communication

External communication describes messages between the chapter leadership and members as well as from the chapter as a whole to the public.

These are mass emails which inform members of meetings, chapter-wide activism events, and general information. However, your contacts lists may also include persons who may show only moderate interest in your chapter. Because some list members may simply watch what you're doing to see if they should engage in a more substantive way, you should exercise caution when you release information through this outlet – this is much more formal than internal communication.

In general, you should also pay attention to how your mass emails and other forms of public communication are presented and the frequency with which they're sent out.





You do not want to send follow-up emails correcting information which was not thoroughly reviewed and edited before being sent, so be sure you and at least one other member edit each external email before you hit send.

When sending mass emails, always “blind carbon copy” (Bcc) all recipients. People may not want their email address exposed to others, and this will save space when the email is displayed, especially when viewed on a mobile device.

Social Media

Social media platforms such as Twitter, Instagram, TikTok, and Facebook have transformed the way people communicate. This advancement provides a great opportunity for Young Georgists members to network with each other and develops an additional layer of community within the chapter. With the capabilities of social media, members can easily share the ideas of Georgism to their friends and families, so don't hesitate to leverage these outlets to spread the message.

Eventually, you should appoint a social media director whose main responsibility is to maintain your social media accounts in order to keep them updated with activities, events, and information and build a following for your organization.

Facebook

Facebook is the easiest, cheapest, and most widely used platform for student organizations. Creating a Facebook group is an easy way for interested students to find out about your organization. However, many students do not use Facebook regularly, so do not rely on it for communication.

As far as what information to provide for your chapter, give a description of the group's philosophy and focus, as well as any permanent information:

- Meeting times
- Location
- Leadership names and contact information
- Group website
- National website
- Other social network sites

Use the group as a way to:

- Remind people about upcoming events
- Provide interesting updates and external links to important or useful information on the internet

Never hesitate to remove content you think is objectionable or abusive.



Twitter

Twitter is a powerful tool for helping people to discover your organization, learn about Georgist ideas and find out about your events. When setting up a Twitter account, use a professional handle and create a detailed bio with a professional profile picture. Posting frequently will help you gain followers, although it may take some time to accumulate many.

When posting, use graphics as often as possible. Many are available from Common Ground USA, the Young Georgist national organization and other related groups. Graphics draw readers' attention and significantly increase engagement.

Always remain professional. Avoid the temptation to get into heated debates. Your Twitter is for representing your political beliefs, not getting into arguments.

Instagram

Instagram is a great way to document your activities and share information in a graphic format. As with Twitter, use a professional account name and bio and post consistently when possible. You can also share screenshots of other Georgist content, including posts from your Twitter account.