



# YOUNG AMERICA FOR EDWARDS

## Organizing your Own YAFE One Corps Events

*Events such as fundraisers, community service events, or socials will raise awareness on your campus for what we're fighting for.*

**Don't forget** to register your events on your chapter page. It will help create awareness on your campus and nearby One Corps Chapters.

There are many types of events you can organize on your own campus that will help move John Edwards closer to the White House and bring forth the transformational change that this country needs. Your One Corps may want to travel to an early primary state, organize community service events, hold educational forums, or host dorm parties as part of our monthly national days of action. The following tips should help make your event a success!

### Registering your event with the Campaign

Once you are set up as a One Corps Chapter at your school, you should register your events on your chapter page: Here, you will find the tools you need to communicate with the rest of the chapter members. Go to <http://blog.johnedwards.com/submitevent> to register your event with the campaign.

### Planning your event

- ✓ **Recruitment.** The goal is to get a lot of people involved, so think through a recruitment plan that recruits from a broad universe of people on your campus. Invite everyone! At the same time, make sure that any key groups or individuals that would be great to allies to your chapter. For example, be sure to invite reporters from the school paper or heads of allied student organizations. Use multiple methods of recruitment for your event, including visibility (see below), personal invitations, email, social networking and other online spaces.
- ✓ **Visibility.** Let the entire campus know you are having the event! Put up posters and fliers, chalk sidewalks, put a notice in the school paper, set up a table in high traffic areas, and be sure to use online social networking, and blogs to get the word out. All of this helps recruit students but also provides visibility for the event. Even the folks who don't show up will know

Be sure to get the team together early to plan the details of the event and to delegate roles.

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Contact the Young America for Edwards team at [youngamerica@johnedwards.com](mailto:youngamerica@johnedwards.com)



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that you are organizing an event and that the John Edwards campaign is taking action on your campus.

- ✓ **Logistics.** Logistics may only be 5% of what determines the success of an event, but it can be 95% of what goes wrong. Take the time to assemble a good group of volunteers who can help to prepare and manage whatever logistics are required. This includes securing a location and setting up the equipment, and also providing sign up sheets and directions. If you plan on hosting an event on school grounds, be sure to check with the campus administration.

## Possible Events:

You can organize any type of event – it's your school and your campaign. Here are the most important events that your chapter can run:

1. Get a group of your friends **to travel to an early state** (Iowa, New Hampshire, Nevada, and South Carolina). Contact [youngamerica@johnedwards.com](mailto:youngamerica@johnedwards.com) and we can help you organize a trip.
2. Set up a table in a common area on your campus **to recruit supporters, sign them up for the campaign**, and pass out information about John Edwards' policy proposals. Set a goal – for example, try to obtain 200 new email addresses during a sign-up drive (you should email us your data).
3. Organize a **One Corps community service event**. Volunteer at a food bank, encourage energy efficiency around campus, or think of your own project.
4. Hold a **voter registration drive** on campus and get your fellow peers to register to vote. You should find out what your state laws require for voter registration.

Other ideas include holding a policy forum on an important issue such as health-care, hosting a debate watch party, or organizing a John Edwards fundraiser in your dorm or apartment.

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One important thing to remember is that you are going to be a representative of John Edwards. Think about the message that your event sends when it makes it onto the local news!

**Questions?** Feel free to contact the YAFE team at any time to for help planning your events by emailing [youngamerica@johnedwards.com](mailto:youngamerica@johnedwards.com)

*"We can't trade our insiders for their insiders." – John Edwards*

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