



AT WILLIAM MITCHELL COLLEGE OF LAW

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[www.worldwithoutgenocide.org](http://www.worldwithoutgenocide.org)

## **Handbook for Student and Community Chapters**

## 1. YOUR WORLD WITHOUT GENOCIDE CHAPTER: PURPOSE AND FUNCTION

Your World Without Genocide (World) chapter is part of a network of chapters around the state. The goal is a coordinated grassroots movement to educate and mobilize local community members and elected officials to prevent and stop genocide.

Examples of successful past American grassroots movements include the abolition of slavery, the extension of voting rights to women, the legalization of civil rights for all Americans, and the implementation of policies to protect the environment. These movements, all started by ordinary people, have created greater access to social and economic justice throughout our country.

World chapters unite communities throughout the state. This creates unified voices intended to influence lawmakers. Your chapter's message and action is always coordinated to ensure your efforts maximize that single unified voice of World chapters.

World chapters can share ideas, promote others' initiatives, and build on each other's capacity to increase state impact. To learn about World chapter contacts in your area, contact Mark Turbak, World Without Genocide board member, at [turbs78@gmail.com](mailto:turbs78@gmail.com).

The goal for all World chapters is to build the necessary political will that advances anti-genocide legislation and diplomatic efforts. In the past, the United States and the international community have failed to prevent and stop genocide because of a lack of political will in our elected officials and among our citizens. There has been no political consequence for our leaders if they did not take action. Your World chapter acts as positive constituent pressure to make genocide prevention an important and relevant political priority for policymakers.

## 2. STARTING YOUR WORLD CHAPTER

### **World Chapter Leadership**

World chapters often start with a small number of concerned students, faculty, and staff interested in taking action around the issue of genocide. These core people can make up a central leadership team to build the chapter as it begins its education and advocacy efforts. World chapters can delegate responsibilities by creating leadership chairs responsible for key operations. Leadership chairs can then recruit friends and colleagues to create committees that ensure congruency among various functions of a World chapter.

A Chapter should ensure that there is leadership and committees in the following areas:

**Administration or Executive Committee.** The Administration Committee is often made of the Chapter's president and committee chairs. The Administration Committee is responsible for the Chapter's financial oversight and strategic planning. This committee

ensures that all Chapter resources and efforts support the education and advocacy goals. The administration committee delegates tasks among members and ensures that advocacy and education efforts are well-publicized and marketed.

**Advocacy Committee.** The Advocacy Committee ensures that the Chapter is current on advocacy goals and initiatives. They organize the chapter's advocacy activities and events, including letter-writing events, rallies, and building relationships with their community's legislators and their staff.

**Education Committee.** The Education Committee organizes educational opportunities across the community. The Education Committee is also responsible for creating and producing high-quality and accurate educational materials or for using materials provided by World.

**Fundraising Committee.** The Fundraising Committee plans and coordinates the fundraising initiatives of the Chapter. This committee also writes applications for grants from the college or university. The advisor should be able to connect students to information about these opportunities.

One individual is designated as the Chapter's treasurer responsible for maintaining and accounting for all Chapter funds. For more information on successful book-keeping strategies, contact Mark Turbak at [turbs78@gmail.com](mailto:turbs78@gmail.com).

### **Identifying Strategic Goals**

World chapters should identify key strategies and goals, such as two educational events a semester, one annual fund-raiser, and three advocacy actions each semester. Strategic goals provide a chapter with a sense of purpose and framework. Goals also ensure that the Chapter's efforts build on one another and that resources are utilized well.

A chapter may also have internal goals as well. It may want to recruit more members and ensure that certain skill sets are represented among the group.

Often, goals are derived through a SWOT analysis where the chapter analyzes its Strengths, Weaknesses, Opportunities, and Threats. Facilitation for goal-setting is available through the World board. At the end of the year, it is often helpful to revisit the initial SWOT analysis to determine successes and begin establishing the following year's initiatives.

### **Leadership Support at Schools and Organizations**

In order for school-based chapters to gain legitimacy among academic faculty and staff, it is important that there is a faculty or staff member supporting efforts. Faculty members can guide chapters as they grow and develop. They also add additional resources including access to presenters, films, and other faculty. Often, faculty in political science, sociology, and history will be happy to help support a chapter's efforts. It is important to

remember that faculty are advisors only; leadership should come from the chapter members. As student participation changes over the years, faculty and staff involvement will often be an important ongoing connection to the college, university, or high school.

For chapters at other organizations and in faith communities, it is important to engage the organizations' key members in important roles. This will enhance sustainability, membership development, and long-term success with programs and advocacy.

### **Recruiting Chapter Members**

Work among your current social networks to build your chapter's membership. Also, it is important that chapters have individuals who are skilled in the following:

- Organizational and management skills
- Bookkeeping
- Public Speaking
- Event Management
- Marketing and Communication
- Graphics Design
- Art and Photography
- Computer and website skill

It is also important to build on individuals who attend chapter education and advocacy events. All lectures, public screenings, rallies, etc. are key ways to recruit members who are already interested in your cause. It is important to capture contact information of individuals attending events in order to engage them in further Chapter indicatives.

**ALWAYS HAVE A SIGN-UP SHEET FOR NAMES AND E-MAIL ADDRESSES! This should be very professional-looking, on a clipboard, and circulated to all in attendance.** All individuals who attend any chapter events should be made aware of future meeting times and dates and invited to attend. Fliers, PowerPoint information, and announcements should be included at every event.

### **Succession Planning**

Members should be mindful of the chapter's ability to continue after key leaders graduate from school or move to other organizations. In academic settings, committee chairs and chapter presidents should not be seniors in order to allow for past chairs to mentor new chairs. Terms of office are most successful when they do NOT coincide with the academic year. Officers' terms should run from January-December, so that each school year begins strongly with officers who have skill and experience.

### 3. RUNNING SUCCESSFUL MEETINGS

You always want to have an agenda for every meeting, including Executive Committee meetings. The agenda lays out each subject item that will be covered in the meeting. It provides the framework for the meeting.

Next to each item on the agenda, write down the person responsible for leading on that item and an estimated time length, such as ten minutes, so people know there is a limit. If the limit is reached, meeting participants can vote to extend the discussion time. If they vote not to extend discussion, then the meeting continues on to the next item on the agenda.

#### **Conducting the Meeting:**

The World chapter president should lead the meeting. The following is a list of suggestions on how to conduct the meeting:

- **Start the meetings on time**
- **Follow the agenda**
- **Monitor time**
- **Ensure participation**
- **Assign tasks when needed**
- **Summarize key decisions and actions**
- **Prepare minutes**

See appendix A for a sample meeting agenda.

### 4. ORGANIZING A SUCCESSFUL EVENT

An event has three broad objectives:

- Educate others
- Advocate for key legislation or raise awareness
- Raise funds if appropriate

All events are opportunities to influence public officials, attract new members, and gain interest of local media. Everyone should leave your event understanding no less than three action steps they can take and at least two ways to get more involved (i.e. attend a meeting, read materials, watch a film, organize their own event, etc.). If possible, people who attend an event should be contacted personally afterwards with a thank-you for attending, information on further ways they can get involved, and an invitation to come to the next event or the World meeting.

## **Event Publicity**

Properly marketing an event is as important as the event itself. The earlier you start, the better. Consider having one Chapter member responsible for leading event publicity, especially one who is experienced. Publicity ideas are nearly endless and the more unique the ideas are, the better. There are a lot of organizations vying for the attention of the community and it is important that your event stands out. Just remember, the best publicity comes from already-established relationships.

Here are some traditional strategies to publicize your event:

- **Fliers**
- **Listservs**
- **Tabling**
- **Announcements to a class**
- **Social networks**
- **Letters to the editor**
- **Announcement in publications and websites**
- **Announcements at other club meetings**
- **Press releases.**

For additional support in event ideas, crafting press releases and working with media, contact Mark Turbak, [turbs78@gmail.com](mailto:turbs78@gmail.com)  
You can find press release templates online; remember that a press release should be no more than a page.

**ALL EVENTS SHOULD INCLUDE A LIVE CALL TO 1-800-GENOCIDE (800-436-6243).**

See appendix B for an event planning checklist.

## **5. REPRESENTING THE ANTI-GENOCIDE MOVEMENT**

Your World chapter is the face of the anti-genocide movement in your community. You have the great responsibility of speaking on behalf of the victims and survivors of genocide around the world. Professionalism is essential in all your activities and in the community.

Here are some tips to ensure your chapter acts responsibly:

- During any community event, wear appropriate attire including shirt with collar, slacks or khakis, and dress shoes. Wearing a World t-shirt is appropriate.
- Refrain from drinking alcohol, smoking, or engaging in any behavior that may degrade the image of World Without Genocide when representing World or wearing any items with World's logo (t-shirts, etc).

- Arrive no less than 30 minutes early for any public-speaking engagement.
- Ensure all events are well-planned and coordinated.
- Ensure all printed materials meet the highest quality.
- Ensure individuals with effective speaking skills present on behalf of World Without Genocide at all times.
- Stay informed on the issue of genocide and areas of conflict around the world.
- Provide customer service to any partner organizations or community stakeholders.
- Be responsive and timely in all communications with members, partners, and community stakeholders.

## **6. COORDINATING WITH WORLD'S LEADERSHIP**

Each chapter of World will designate a representative to serve on a chapter board. This board will coordinate with a board member of World Without Genocide to ensure consistent messaging, sharing of resources, and opportunities for event and leadership support.

### **APPENDIX A: SAMPLE MEETING AGENDA**

#### World Without Genocide CHAPTER April 15<sup>th</sup>, 2010 AGENDA

- I. Introduction of new chapter members
- II. Report of previous month's activities
  - a. Education Events
  - b. Advocacy Events
  - c. Any media or publicity outreach or received
- III. Upcoming Events Status Report
  - a. Review assigned tasks
  - b. Confirm logistics that have been set
  - c. Confirm logistics that have yet to be taken care of and action plan
- IV. Upcoming Advocacy Initiatives
- V. Treasurer's Report
- VI. Next meeting date

Adjourn

## **APPENDIX B: EVENT PLANNING CHECKLIST**

It is important to allow yourself at least two months to plan the event. The check-list below will help guide your efforts:

- Check the date to ensure it doesn't conflict with another big event in the area, a secular or religious holiday (be sure to check the calendars for Jewish, Christian, and Muslim holidays), or similar events held by a partnering organization.
- When reserving space, you'll need to make reservations months in advance for key campus locations. Allow time for set-up and clean-up. Ensure the venue has adequate seating and there are plenty of tables for any displays or action stations.
- Ensure the venue has proper trash/recycling facilities and bathrooms and you can direct people to them.
- Verify the equipment that will be available; request support staff to run the equipment or, if not possible, arrange for someone to teach the WORLD members how to use it.
- Ensure you have enough volunteers on hand to execute the event properly.
- Check about signage for the event: will you be able to post signs?
- Consider any food or beverages you will need for the event. Order well in advance.
- Ensure you have a marketing plan for the event including all materials you will utilize (fliers, press releases, recruitment information, etc.).
- Ensure you have additional volunteers to help with set-up, registration, facilitating the event, and take down/clean-up afterwards.
- Remember to confirm venue, speaker, parking details, etc. one week prior to the event.
- If the speaker will get an honorarium, be sure to contact him or her at least two weeks in advance for the necessary information (social security number, mailing address, etc.).
- Be sure the speaker has a WORLD person's cell phone number for emergency contact on the day of the event for last-minute directions or other information.
- Always have a contingency plan. Know what you are going to do if key event planning considerations go awry, such as the speaker or venue suddenly becomes unavailable, the sound system of the venue suddenly doesn't work, etc. "What if" planning will ensure the event will go smoothly as possible regardless of the circumstances. Have a back-up plan!