

## Recruitment Event/Activity

### What is the Recruitment Meeting?

The goal of a general interest meeting is to introduce the Feminist Majority Leadership Alliance and *Choices* Campus Campaigns and provide students with the opportunity to participate. The Executive Committee (or launching members if the group is newly formed) should organize a general interest meeting after an intense recruitment and visibility campaign during the first few weeks of the semester.

### Preparation for the Meeting

- Contact a Campus Organizer for materials and suggestions.
- Reserve a room! Reserve the room for at least two hours, and be sure it is in a central and accessible location. Make sure the location and time are convenient and comfortable for a diverse group of students; including handicap accessible. The room should be large enough to be comfortable, but small enough to look filled.
- Work with faculty members and the Student Activities office to schedule a location and time. Make sure the meeting does not conflict with other progressive organizations' events or meetings.
- Begin a publicity and outreach campaign for the meeting. Post bright flyers that include the **date**, **time**, and **location** of the meeting, along with **contact information** in case anyone has questions.
- Make announcements about the general interest meeting in classes and other progressive organizational meetings and events. Ask supportive faculty members to help publicize the meeting in their classes. Circulate a sign-up sheet at all classroom announcements.
- Place an announcement about the meeting on campus-wide feminist and progressive listservs.
- Divide sign-up sheets and phone lists among members to place reminder calls to interested students about the meeting. Make calls the night before the meeting. Send a reminder e-mail as well.
- Develop an agenda ahead of time with the help of your Campus Organizer (see Sample Agenda). Divide the agenda among all Executive Committee/Launching members to give everyone a chance to present a part of the program, and practice the presentation.

### The Day of the Meeting!

The Executive Committee/Launching Members should arrive at least 45 minutes early. Post signs to help students find the room. Allow approximately one hour for the meeting.

Make sure you're prepared! Bring...

- Chalk and markers
- Sign-up sheets and clipboard
- FMLA materials, including Membership Forms
- Signs to decorate the room
- Snacks!

## Sample Agenda for a Recruitment Event/Activity

### Welcome

- Thanks for coming!! Make people comfortable and happy that they are attending!
- Introduction of the Executive Committee/Launching Members.
- Brief introduction of all others present with icebreaker.
- Send around a sign-up sheet.

### Introduction to the Feminist Majority Leadership Alliance (FMLA)

Explain the vision behind the Feminist Majority Leadership Alliance: Young feminists are the leaders of today! The FMF launched the Campus Program to:

- Inform young feminists of the very real threats to abortion access, women's rights, affirmative action, and LGBT rights posed by right-wing extremists.
- Provide students with skills and resources to organize effectively around feminist and pro-choice issues.
- Empower students to affect change at the grassroots, state, national, and global levels.
- Create a permanent progressive voice on college campuses.
- Join a nationwide network of pro-choice feminist activists.

Make sure to share information about your own FMLA. If your group is just beginning, how was it conceived? If your group is established, share the story and your major successes. Is there a strong need for a feminist presence on campus? What are some of the unique challenges and successes you have had on campus? Get people excited about the way they can be part of a local *and* national movement through this group.

### Introduction to the Feminist Majority Foundation (FMF)

- Review FMF's principles, mission, and definition of feminism. Including the importance of calling the group and oneself feminist.
- Discuss some of FMF's major programs: Ms. Magazine, National Center for Women and Policing, National Clinic Access Project, Campaign for Mifepristone and Women's Health, Campaign to Help Afghan Women.
- Explain FMF's commitment to college campuses and training the next generation of feminist leaders.
  - FMF provides student activists with the tools and resources necessary to engage in feminist activism.
  - FMF provides students with support and resources to be effective activists, access to a full time staff of experienced Campus Organizers, and national and regional training conferences.

### Introduction to the FMF Choices Campus Program

- A national program that all Leadership Alliances work on together. Defines "choices" broadly to include a range of feminist and pro-choice issues.
- Explain the role of faculty advisors.
- Review the Constitution (Name, Purpose, Principles, Executive Committee, and Meetings and Procedures).