

Welcome

Envisioning Choices

Welcome to the *Study and Action Manual (SAM)* of the *Choices* campaign! The innovative SAM provides materials for Feminist Majority Leadership Alliance meetings as well as event and action suggestions that will enable your Leadership Alliance to proceed with an optimum level of activity and accomplishment. The two components – study and action – grow out of the Feminist Majority Foundation’s philosophy that effective action is anchored in ongoing research and learning. The following pages provide information on how to use the material and implement the strategies included in the SAM. Before reviewing this process, however, we would like to share with you information about our organization and the vision behind the *Choices* campaign.

The Feminist Majority Foundation

THAT NAME: THE FEMINIST MAJORITY

The Feminist Majority Foundation, a research and educational organization, and our sister organization, the Feminist Majority, an advocacy group, were both founded in 1987 by Dr. Eleanor Smeal, President, and Peg Yorkin, Chair of the Board. Our name, “Feminist Majority,” a consciousness-raiser, comes from a 1986 Newsweek Gallup public opinion poll that showed a majority of women (56%) in the United States self-identified as feminists. Most polls since then, including our Women’s Equality Poll of 1995 (which was conducted by Peter Harris Associates and analyzed by Louis Harris, the dean of American pollsters), reveal that this majority has only become larger, with over two-thirds of young women (ages 18-24) self-identifying as feminists. Also encouraging, most men, especially young men, view themselves as supporters of the women’s rights movement.

Our definition of the “F” word, “feminism,” is simple yet broad: “the policy, practice or advocacy of political, eco-

nomic, and social equality for women.” A feminist is any person – woman or man, girl or boy – who advocates feminism; but, our work and the principles of the Feminist Majority Foundation are even broader than this definition. We view the feminist movement as a movement that includes women and men who believe in equality between the sexes and seek to eliminate discrimination of all kinds – sex, race, sexual orientation, age, religion, national origin, disability, socioeconomic and marital status. Moreover, feminists since the late 19th and early 20th centuries, when usage of the term began, have advocated nonviolence and worked to eliminate social and economic injustices.

Most importantly, the feminist movement is global. Everywhere, women are struggling to eliminate centuries of discrimination. We, in the Feminist Majority Foundation, see ourselves allied with women and men worldwide seeking to eliminate sexism, racism, and horrendous poverty. For example, one component of our global program seeks to eliminate sweatshops in Southeast Asia as well as in Los Angeles and other U.S. cities.

MAJOR PROGRAMS

The Feminist Majority Foundation operates several research and advocacy projects. The following are a few of our major programs:

- National Clinic Access Project
- National Center for Women and Policing
- Feminist Majority Foundation On-Line – Women’s Worldwide Web
- Campaign for Women’s Health and Mifepristone
- Campaign for Afghan Women and Girls
- Global Empowering Women’s Program
- *Choices* Campus Leadership Program

PRINCIPLES

The FMF is a non-profit organization and the Feminist Majority Leadership Alliance is a division of the FMF. Although the Leadership Alliance has its own constitution for campus use, it shares the principles of the FMF. The FMF and the Leadership Alliances are committed to:

- Equality between women and men and boys and girls, and support of constitutional and statutory measures to gain equality locally, statewide, nationally, and globally.
- Safe, legal, and accessible abortion, contraception, and family planning, including Medicaid funding and access for minors.
- Achieving civil rights for all people, including affirmative action programs for women and people of color.
- Lesbian, gay, bisexual, and transgender rights.
- Non-discrimination on the basis of sex, gender, race, sexual orientation,

socioeconomic status, religion, ethnicity, age, marital status, national origin, or disability.

- Nonviolence and the elimination of violence against women.
- Programs directed at the preservation of the environment, clean air and water, the elimination of smog, toxic and hazardous waste, chemical and nuclear weaponry.

THE FEMINIST MAJORITY FOUNDATION ON CAMPUS

The Foundation of the Campus Program

From our inception, the Feminist Majority Foundation has invested in programs for young people. For example, our efforts have resulted in The Princeton Review ranking our internship program in the Top 100 nationally every year since 1994.

However, our internship program, based in the greater D.C. metropolitan area and Los Angeles, is just one part of our many campus activities. We successfully mobilized on college campuses in Oregon in 1990 to defeat two anti-abortion initiatives on the state ballot, including a punitive parental notification initiative. The Feminist Majority Foundation again expanded its college campus program in 1992. This time, in Iowa, our efforts mobilized hundreds of students to work at the polls on Election Day for passage of a state Equal Rights Amendment (ERA) and helped spur the largest turnout of young voters in Iowa’s history. Although the state ERA was narrowly defeated, huge majorities of young people, especially young women, voted overwhelmingly in support of the Iowa State ERA in 1992.

In 1994, we decided to double the number of our internships by developing a field program for interns to participate in our National Clinic Access Program. Interns were stationed in field offices in

seven states. They served in the field as organizers who trained local volunteers and as key members of the local clinic defense teams who worked along-side the Feminist Majority Clinic Access Staff. The field program was so successful that in 1995, at the request of interns, we expanded again and established Feminist Majority units on 10 campuses.

Meanwhile in 1995, we launched our award-winning Internet website aimed especially at reaching students on campuses nationwide. Today our website receives more than 8 million hits per month, approximately 80% of which are from campuses and students 18-24 years of age. Because of the high usage by students, the Internet is a major mode of communication among the Feminist Majority Leadership Alliances. The Feminist Majority Foundation On-Line (www.feminist.org) received a 5-star rating (the highest) from Luckman Interactive, which produces the Official Interactive World Wide Yellow Pages. The site has received numerous other awards including a Platinum Award from Netguide; Best Overall Non-profit Website from the Non-profit Online Conference; P.C. Magazine's Top 100 Sites and Top 5% of the Web.

In 1996, we, once again, dramatically increased our work on college campuses. From the fall of 1995 through the fall of 1996, our President, Eleanor Smeal, spoke on some 110 community, private, and state campuses nationwide. This major recruitment effort mobilized thousands of young activists for both Expo '96 and for Freedom Summer/Fall '96. Of the 3,000 people who attended Expo '96 during a blizzard, 1,200 of the attendees were college students. Moreover, for Freedom Summer/Fall '96, we expanded the concept of field programs for interns and recruited some 350 full-time volunteer interns to work to defeat Proposition 209, the anti-affirmative action initiative on

California's November '96 ballot. These student interns worked on almost all California campuses, including community colleges, to register students to vote and to recruit campaign workers. In total, thousands of students, with some 750 volunteering significant blocks of time, worked in the campaign through the Feminist Majority Foundation program.

Finally, the Feminist Majority has spread a pro-choice message to students through our Rock-for-Choice project. Featuring concerts and compact discs with young popular musical artists – including the Indigo Girls, Nirvana, and L7, who speak out in support of abortion rights, the Rock-for-Choice project has reached tens of thousands of young people. Concerts sponsored by college students on campus have been especially effective in registering students to vote and distributing "Take Action" information to counter current attacks on abortion rights. Rock-for-Choice recently teamed up with SONY to distribute a Rock-for-Choice holiday compact disc. The CD featured "Take Action" materials and a brief history of the fight for abortion rights.

The Launch and Growth of the Campus Program

In 1997-98, the Feminist Majority Foundation hired our first team of Campus Organizers to energize, mobilize and recruit feminists on college campuses across the country. Their work began with the 10 Feminist Majority Foundation campus units launched in 1996 and grew from there. Campus units were named Feminist Majority Leadership Alliances (FMLAs), and by 2002 FMF had more than 100 FMLAs in 35 states across the country. The 2002-03 academic year saw the first full team of Campus Organizers stationed in FMF's West Coast office, making the Campus Program bicoastal and better able

to develop feminist activism on campuses in every state in the nation.

The Feminist Majority Foundation continued to do other work in conjunction with and supporting the Campus Program. Feminist Majority Foundation Online (feminist.org), our award-winning website, receives up to 8 million hits per month, mostly from young women ages 18-24, and our Internship program is ranked as one of Princeton Review's top 100 internships. In 1999, a sister site – www.FeministCampus.org – was launched and now receives almost 1 million hits per month.

In 2000, FMF built upon our successful 1996 Feminist Expo to produce Feminist Expo 2000 for Women's Empowerment. The event mobilized 7,000 feminists worldwide in support of women's rights and reproductive health, including more than 2,000 student attendees.

In 2001, we launched the Save Roe Campaign to educate students about the threat to legal abortion and the process whereby a Senate filibuster could block an anti-choice nomination to the Supreme Court.

In 2002, FMF gave FMLAs structured national campaigns to help them better develop feminist activism on their campuses. Activities centered around three campaigns: Prescribe Choice: A Campaign for Women's Reproductive Health, including an Emergency Contraception Over-the-Counter initiative; Never Go Back: Understanding the Threat to Legal Abortion; and Get Out Her Vote (GOHV) 2002 – a campaign developed from our successful 2000 GOHV work on college campuses.

Our Prescribe Choice campaign, launched in 2001, is an initiative designed for students to demand full access to all reproductive health services, including emergency contraception (EC) and mifepristone, on college campuses.

FMF's Never Go Back campaign was

formally launched in 2002 as we distributed our Never Go Back video to more than 100 campuses across the country to kick off the public education and grassroots mobilization campaign about the judicial threats to abortion rights. Approximately 75 of our student groups used the video as part of their 29th and 30th anniversary *Roe v. Wade* programming, often in conjunction with other events.

In the fall of 2002, we tested a Never Go Back tour, during which FMF President Eleanor Smeal visited four college campuses in three states to warn communities about the threat an anti-abortion Supreme Court justice poses to *Roe v. Wade*. FMF Campus Organizers helped our student groups on these campuses work in coalition with other student and community groups to bring audience members, including local leaders and politicians, to the tour events. The tour was expanded in 2003 to 7 additional states, reaching feminist activists in every region of the country.

To train and mobilize students for the Never Go Back campaign, we began 2003 with the first national student conference to commemorate the 30th anniversary of *Roe v. Wade*. Approximately 300 students from more than 30 states gathered in Washington, DC, on January 22nd and 23rd to learn new strategies and tools for advocating for reproductive rights on their campuses from the leaders of nearly every major women's and reproductive rights organization. Students also participated in workshops on topics ranging from "Understanding the legislative threats to *Roe v. Wade*" to "Know your opposition – anti-abortion activism." On the 23rd, students participated in a morning speak-out for abortion rights and then had the opportunity to meet with their US Senators and make their voices heard in support of abortion rights.

The Feminist Majority Leadership Alliance

WHY THE FEMINIST MAJORITY LEADERSHIP ALLIANCE?

Currently, the right wing is allocating massive amounts of money, time, and staff to campus organizing. For example, The Campus Crusade for Christ employs a staff of some 14,200 internationally and is currently building a world headquarters in Orlando, Florida expected to employ some 1,000 people. At this time, the The Campus Crusade for Christ has organized units on almost 200 colleges and universities in the United States. The Collegiate Network, which provides technical assistance and funding for the establishment of independent right-wing college newspapers, has launched 54 collegiate newspapers, with a combined annual circulation of over two million. Moreover, American Collegians for Life and the National Right to Life Committee are both organizing on college campuses. In order to maintain the historically high levels of support from student activists, we know it is imperative that the feminist movement begins organizing more aggressively on college campuses.

Through the FMF's efforts to protect a woman's right to reproductive health care, provide internship opportunities for college students, save affirmative action, stop sweatshops, and mobilize individuals for major rallies and events, we have worked very closely with feminist activists on college campuses nationwide.

The Feminist Majority Leadership Alliance provides an opportunity for student activists and the Feminist Majority Foundation to take their relationship to the next level of organizing. Together, we can fight the current backlash against women's and civil rights from the radical right, which is taking place not only on

national and global levels, but also on college campuses throughout the country.

THE BENEFITS OF MEMBERSHIP IN THE FEMINIST MAJORITY LEADERSHIP ALLIANCE *Nationwide Feminist Network*

Your Leadership Alliance is a program of the Feminist Majority Foundation. This program enables the Feminist Majority Foundation to expand and strengthen our nationwide network of young, feminist activists working toward social, economic and political equality for all women. Through coordinated actions nationwide and a strong information and communications network, including emails, list-servs, and actual campus visits, the Leadership Alliance works to help you and your participants reach personal goals, as we work together to reach the goal of full equality for all women.

Leadership Training and Development

The Feminist Majority believes that feminists must be at the decision-making table at all levels of society in order to achieve full equality for all women. On campus, decisions affecting the lives of feminist students are made daily — sometimes with feminist representation, and sometimes without it. Whether the campus decisions are made through the Student Government Association, the Board of Trustees, or the Budget Committee, the Leadership Alliance works to put feminist students at the table. As Leadership Alliance participants, you are afforded an opportunity to hone leadership skills through the carefully designed leadership development program, including event planning, public speaking, and team organizing. In addition to learning how to acquire these critical leadership and organizing skills, we provide the opportunities to practice them.

Resources

As a Leadership Alliance participant, you will have access to cutting-edge research and materials as well as the experienced staff of the Feminist Majority Foundation to help create change on a local level, while moving toward equality nationally and globally. The innovative *Study and Action Manual (SAM)* not only provides materials for meetings, but also offers event and action suggestions which enable us to proceed with an optimum level of activity as well as accomplishment. Additionally, the Leadership Alliance can access and utilize the Feminist Majority Foundation's award-winning website to research feminist issues and share experiences and ideas.

Career Building

The Leadership Alliance provides information about and opportunities for careers in feminist activism, media, law enforcement, medicine, and law – to name a few. The program also includes training in networking techniques, resume development, and seeking informational or job interviews.

Mentor Opportunities

The Leadership Alliance program has a dynamic approach to intergenerational feminism: mentoring. You have the opportunity to participate in and assist with the development and implementation of an important mentoring program for high school students. You will outreach to area high school students to create a feminist environment and foster feminist activism in local high schools. College feminists also act as role models for younger feminist students.

Create Change

For many students, participation in the Leadership Alliance sparks a lifelong commitment to feminist activism and

public awareness. When you join or establish a Leadership Alliance, you become part of a growing network of mobilized feminists who work toward equality on campuses and in communities worldwide. Feminists working together in a coordinated effort to address the issues of political, social, and economic equality for women represent a powerful force for change. Through the Leadership Alliances, you can join the millions of other feminists around the world who together work for women's social, political, and economic equality.

Learn Feminist Issues

As one of the leading feminist research and policy organizations in the nation, the Feminist Majority Foundation strongly believes that effective action is anchored in ongoing research and learning. In a time when the women's movement is fighting a backlash from the Radical Right, we must create and utilize cutting-edge information to further our efforts toward women's equality.

The learning component of the Leadership Alliance builds upon research, which utilizes information from a variety of organizations throughout the world, including government, public, and private institutions. In order to promote knowledge as a foundation for action, the Feminist Majority Foundation created the SAM as a tool to aid the learning process throughout the academic year.

Put Knowledge into ACTION

Knowledge becomes power with action. We included in the SAM some very real actions, which you can carry out with maximum efficiency and results. Actions include chalk-talks, speakers forums, *Adopt-A-Clinic*, *Adopt-A-High School*, poster campaigns, and much more. Combining the information provided in the SAM with



innovative and manageable actions enables you to enhance women's choices and improve your own life.

The *Choices* Campaign

HOW DOES CHOICES WORK?

Choices is the first of the Feminist Majority Leadership Alliance's campus campaigns. *Choices* follows a two-step building process known as the study and action format, which promotes knowledge as a foundation for action. We created the SAM as the tool that guides this process throughout the academic year. The study component of *Choices* builds upon research conducted by the Feminist Majority Foundation that utilizes information from a variety of organizations throughout the world, including government, public, and private institutions. The second step, action, enables the activists in your Leadership Alliance to put their knowledge to use.

In both the study and action components, the *Choices* campaign broadens the definition of "choice" to include the following four areas of focus:

- Reproductive Choices
- Leadership Choices
- Career Choices
- Saving Choices: Fight the Backlash

These four broad areas of focus are broken into ten units in the SAM, and each unit contains a study component and an action component. The topics of the units follow:

UNIT 1

LEADERSHIP CHOICES: KNOW YOUR CAMPUS

This unit focuses on building leadership opportunities for feminists on campus. A study of decision-making bodies on

campus and their gender composition is included and serves as the how-to for becoming a part of these entities. Additionally, you will explore the gender dynamics of the faculty and staff as well as services available to women, people of color, and gay and lesbian students. The action component of this unit includes ideas for publicizing campus needs and improving existing conditions.

UNIT 2

REPRODUCTIVE CHOICES: THE STRUGGLE FOR CHANGE

This unit examines the historical context of reproductive rights and abortion in the United States. Landmark legislation, the development of the birth control pill, the road to safe and legal abortion, and current reproductive health issues are covered in this unit. As the action component of this unit, you may establish a reproductive choice speakers bureau for educational outreach and conducting teach-ins for campus organizations, dorms, Panhellenic groups, and classrooms throughout the year. Presentations include viewing of educational videos such as *Never Go Back*, *Abortion Denied*, and *Abortion for Survival*, as well as the use of any educational materials or approaches developed by the Pro-Choice Public Education Project (PEP).

UNIT 3

SAVING CHOICES: COUNTER THE VIOLENCE

This unit addresses the epidemic of anti-abortion and anti-family planning violence. This unit analyzes the results of the Feminist Majority Foundation's National Clinic Violence Surveys and reports of both Planned Parenthood (PPFA) and the National Abortion Federation (NAF). The Freedom of Access to Clinic Entrances Act (FACE) is studied as well as recent Supreme Court rulings on safety-buffer

zones. *Adopt-a-Clinic* is the major action component of this unit. Leadership Alliance participants have the opportunity to contact and set up meetings with a reproductive health clinic to establish a relationship. You may be trained for local volunteer clinic defense and escorting services and/or research and become familiar with local extremists' violent activity.

UNIT 4 **SAVING CHOICES: KNOW THE OPPOSITION**

In this unit, you will learn about various anti-abortion think tanks, public policy centers, funding sources, and, most importantly, extremist groups and individuals. It analyzes organizing strategies, ideologies, and violent tactics. Your goal is to identify related campus and local organizations. The action components include identifying anti-choice groups posing as local abortion or family planning clinics and exposing the “fake” clinics through the campus newspaper or through a visibility action such as leafleting. Leadership Alliances will challenge the anti-choice student group to a debate on campus.

UNIT 5 **REPRODUCTIVE CHOICES: MOBILIZE THE PRO-CHOICE MAJORITY**

In this unit, you examine the pro-choice messages and research, including those developed by the PEP. Also, this unit examines public opinion polling over the last two decades. You will examine various visibility strategies and techniques for grassroots organizing, including leafleting, postering, chalking, and picketing. This unit highlights the importance of all forms of media for political organizing and includes training materials on working with the media. The action component for this unit includes a broad based visibility campaign on campus during women's history month (March)

to increase awareness of pro-choice reproductive issues. The visibility efforts may include: a pro-choice postering campaign, a pro-choice signature ad in the campus newspaper, and chalking of pro-choice messages on campus, as well as planning and hosting a Rock-for-Choice™ concert for the campus community.

UNIT 6 **REPRODUCTIVE CHOICES: MAKE THE GLOBAL CONNECTION**

This unit addresses the current climate for reproductive health and family planning from an international perspective. This unit examines a wide variety of countries, including those where family planning and abortion is severely restricted or nonexistent. United States and United Nations International Family Planning policies are reviewed. The action components for this section include incorporating information on global reproductive health issues into the presentations, conducting visibility events, and coordinating speaker panels.

UNIT 7 **LEADERSHIP CHOICES: MENTOR FOR THE FUTURE**

This unit features a mentoring program, which examines issues pertaining to young women such as college preparation, financial aid and scholarship information, sexual assault, eating disorders, and self-esteem building. Additionally, the Leadership Alliance will survey access to the local community's reproductive health services and identify and familiarize students with local family planning services and parental consent laws wherever relevant.

UNIT 8 **LEADERSHIP CHOICES: WIN A SEAT AT THE TABLE**

A review of women in decision-making positions in state legislatures and Congress

is included in this unit. Also, you will review how gender affects political involvement at all levels – national, local, and on campus. Leadership Alliance participants will learn how to run for public office or to assume leadership at all levels.

UNIT 9 **CAREER CHOICES: EMPOWER WOMEN** **IN THE WORKPLACE**

This unit reviews career choices in both the public and private sectors. You review careers in a host of areas, such as health care, domestic violence, law enforcement, law, medicine, and academia. The actions for this unit include hosting a feminist career fair and feminist career panels, as well as improving campus career resources for women.

UNIT 10 **CHOICES IN CAREERS: FIND A** **FEMINIST CAREER**

This unit helps students develop strong resume writing and interviewing skills as well as explore methods for finding internships and jobs in the non-profit and activist sectors. Students will visit the Feminist Majority Foundation's on-line career center and investigate fundraising strategies to support internship and conference participation.

These unit topics were carefully designed to broaden your knowledge of important current as well as historical feminist issues. In one manual, of course, it is impossible to cover the breadth of feminist issues and history, so we encourage your Leadership Alliance to explore other areas and incorporate them into your meetings. Be sure to share your ideas, information, and actions with your Campus Organizers, so we can share them with Leadership Alliances on other campuses!

SPECIAL CHOICES PROJECTS **Get Out Her Vote**

Women's votes have never been so

critical in electing feminist officials at every level of government. The gender gap, or the difference in the way in which men and women vote, continues to grow with each passing election and will be the deciding factor in many important elections in the future. The Leadership Alliance on your campus can help mobilize the feminist vote by registering students to vote in the November elections and by providing transportation to the polls.

Never Go Back

Never before has the right to safe, legal abortion been in greater jeopardy. The most recent Supreme Court case on abortion rights was decided with a razor-thin 5-4 pro-choice vote. A vacancy could occur at any time, giving President Bush the opportunity to nominate a replacement. Under the Constitution, the Senate has a role equal to the President's in the judicial confirmation process. A filibuster strategy is the reproductive rights movement's most viable strategy to preserve a woman's right to safe, legal abortion and the *Roe v. Wade* decision. A filibuster permits unlimited debate on the Senate floor and requires only 41 Senators to sustain it, blocking a vote on an anti-reproductive rights nomination. The Leadership Alliance on your campus can join the Never Go back campaign to inform the public about the impending threat to legal abortion, the role of the Supreme Court in affirming or overturning *Roe v. Wade*, and the importance of the filibuster as a winnable strategy for stopping anti-abortion judicial nominees.

Prescribe Choice

What does your campus health center do for women? What should it be doing? Health centers on college campuses are often the only source of health care for many college students. And yet, these

centers may or may not offer birth control, emergency contraception, abortion services and referrals, lesbian health services, and effective rape kits. These services, if they are offered, may or may not be covered by the health insurance your school offers. By participating in the Prescribe Choice campaign, the Leadership Alliances will play a vital role in expanding health services for women of all ethnicities, economic backgrounds and sexual orientations on college campuses. The Leadership Alliance on your campus can host forums for students to voice their concerns about women's health services on campus, develop Did You Know campaigns to educate the campus about necessary reforms in campus health care, and effectively lobby school officials for these changes.

Emergency Contraception Over the Counter: EC OTC

Emergency contraception is a combination of hormones that, when taken within 72 hours of unprotected sex, can reduce the risk of becoming pregnant between 75-88%. This drug has minimal side effects and is statistically less likely to cause adverse reactions than aspirin, and yet it is only available by prescription in all but three states. The Leadership Alliance on your campus can help make emergency contraception available over the counter to women everywhere through an aggressive petitioning campaigns, rallies and campaigns to educate your campus about emergency contraception.

Anniversary of Roe v. Wade

January 22 is the anniversary of *Roe v. Wade*, the U.S. Supreme Court decision legalizing abortion. We believe this day should be observed as the anniversary of this historical decision. Your Leadership Alliance, while conducting Choices, will plan reproductive choice issue events and

activities during the month of January. Most importantly, we will seek to make the anniversary extremely important, alive, and relevant to your college campus.

Anniversary of Seneca Falls

The year 1998 marked the 150th anniversary of the Seneca Falls Convention, which adopted the Declaration of Human Sentiments of 1848. The Seneca Falls Convention, organized by Lucretia Mott and Elizabeth Cady Stanton, is widely viewed as the event and the resolution that launched the drive for women's suffrage and the first wave of feminism in the 19th Century. Commemorated widely by Women's Studies departments and Women's History Month every year on campus, the anniversary provides organizing opportunities for your Leadership Alliance participants.

The Study and Action Manual

STUDY

The Feminist Majority Foundation is one of the leading feminist research organizations in the United States. Eleanor Smeal personally participates in the development of all of the materials and reports of our organization. Smeal, a trained political scientist, was the first to identify the "gender gap" – the difference in the way women and men vote – and popularized its usage in election and polling analyses to enhance women's voting clout. The research team at the FMF produces a National Clinic Violence Survey Report, which is used by law enforcement, the FBI, and the Department of Justice in understanding and combating anti-abortion terrorism. We have produced "kits" that report on the status of Women in Business, Women in Sports, Women in Philanthropy, and Women in Medicine. Additionally, the

FMF produces reports on the benefits of mifepristone (the French abortion pill known as RU 486). Currently, we are researching corporations utilizing sweatshop labor. We are also working to restore the rights of women in Afghanistan.

The material contained in the SAM reflects the FMF's commitment to cutting-edge, well-researched, and well-documented information. The SAM provides valuable educational materials for your weekly meetings and information upon which you can build actions. Additionally, it includes extensive bibliographies. So whether you are writing a paper, preparing a speech, or just want to learn more about a particular topic, the bibliographies provide current data by leading researchers and authors in the field.

ACTION

In addition to the Feminist Majority Foundation's excellent research abilities and resources, our staff also has extensive experience as event and field organizers. Smeal, who began her activism integrating movie theaters while a student at Duke University, has been on the frontlines fighting for women's equality for nearly three decades. As President of the National Organization for Women (NOW), Smeal led the drive to ratify the Equal Rights Amendment, the largest nationwide grassroots and lobbying campaign in the history of the modern women's movement. Additionally, members of our staff have played key roles in the major mass mobilizations of the feminist movement throughout the past 25 years including an abortion rights campaign in Oregon, major marches and rallies in Washington, D.C., clinic defense campaigns in over 13 states, and an affirmative action campaign in California. Our staff members, young and old, are dedicated and trained field organizers who are available to help you with action planning and event strategies.

The action items we developed for the SAM are both exciting and manageable. Included are a variety of action items for your Leadership Alliance to undertake, which range from quick and easy poster campaigns to more complex actions such as Rock-for-Choice™ concerts. For each unit, we included several action ideas, and one that we fully explain. The following areas are incorporated for each major action item:

- Introduction, which describes the goals of and strategies for the event.
- Committees/People, which explains approximately how many people are needed to prepare for the event and important event planning committees.
- Materials/Equipment, which delineates any special equipment this particular action needs, ranging from safety pins for ribbons to a PA system for speeches.
- Timeline, which gives an approximate schedule of tasks to be completed in the days leading up to the event and includes "day of" event activities.
- Budget, which covers items you should consider because they may cost money, including room rental, copying expenses for flyers, and posters.
- Advertising, which describes the who, what, when, and where of the event; press; and publicity information.
- Helpful Hints, which is a miscellaneous section filled with important information.

Conducting successful actions on your campus will create visibility for your Leadership Alliance, educate the campus on critical feminist issues, and foster a special camaraderie among Leadership Alliance participants. Please share your success stories with your Campus Organiz-

ers at the Feminist Majority Foundation! We would love to include them on our internet site and in our newsletter, so send pictures as well.

HOW TO INCORPORATE THE STUDY AND ACTION MANUAL INTO YOUR MEETINGS

When you begin your Leadership Alliance, explain carefully to the other Leadership Alliance participants the four focus areas and the topics for each of the ten units. After reviewing this information, ask participants to volunteer as presenters for units. People can work together on unit presentations, incorporating the information from the SAM, guest speakers, videos, and other creative aids to make the material come alive. Some units will require a couple of meetings because of their complexity and length. Each unit will launch a new action item, some of which are one-time activities, such as chalk-talks, and some that are long-term like *Adopt-A-Clinic*. After the material presentation during your weekly meetings, address questions people may have. Then, move on to the action items.

For example, Unit 2 addresses the history of reproductive rights beginning in the late 19th and early 20th centuries and ending with contemporary reproductive rights issues, such as abortion accessibility and the fight to bring RU 486 into the United States. Prior to the meeting, each participant should familiarize her/himself with the information, so s/he can actively participate in the discussion. If, for instance, the presenters of Unit 2 developed discussion questions about Margaret Sanger or showed a video about the struggle for abortion rights before *Roe v. Wade*, Leadership Alliance participants should be able to fully engage in an informed dialogue. When the discussion winds down and the end of the study component is reached, the presenters can lead the group in action development. For Unit 2, the major suggested action is the establishment of a speaker's bureau, which would send speakers prepared with information and videos from Unit 2 into dorms, theme houses, and classrooms.

ACTION

THE FIRST GENERAL MEETING

The first meeting of the Feminist Majority Leadership Alliance and *Choices* includes a welcome and an overview of the entire program. We suggest that first the acting core group introduce itself and ask the participants in the room to introduce themselves. Then the acting chair introduces the group to the Feminist Majority Foundation and its sister group the Feminist Majority by distributing materials, such as the *Feminist Majority Report*.

The review of the Feminist Majority Foundation follows the “Study” section of this Unit. Divide the review among core group members, ensuring a variety of speakers and constant energy. Topics include:

- That Name: The Feminist Majority
- Major Programs
- Principles
- The Feminist Majority Foundation on Campus

After your core group reviews the Feminist Majority Foundation, answer any questions the audience may have. Remember, if you do not know the answer, let your questioner know that you will contact your Campus Organizer and get back to her/him.

Next, review the Feminist Majority Leadership Alliance. Again, cover the topics detailed in the study component of this Unit including:

- Why the Feminist Majority Leadership Alliance
- The Benefits of Membership in the Feminist Majority Leadership Alliance.

Answer questions if you are able. If not, contact your Campus Organizer for clarification.

Also, review the constitution and the structure of the Leadership Alliances. At this point, hand out the constitution to review. The major areas to cover in the constitution include:

- Name
- Purpose
- Principles (already discussed)
- Local Campus Unit Standards
- Executive Committee
- Meetings and Procedures
- Removal of Officers
- Amendments
- Parliamentary Authority



Make Your Move!

At this point, it is important to introduce and thoroughly explain the Profile for Activists. Hand out a Profile to each person and go over every question on the Profile together, explaining why it is important. Encourage people to fill out their Profiles at the end of the meeting, but set a time and place for the group to turn them in should they need additional time.

The next section for review is the *Choices* campaign. Again, for diversity of speakers, have each core group member discuss different portions of each one of the following sections:

- How Does *Choices* Work?
- Special *Choices* Projects

This is a very substantive part of your meeting and may require more time — take it! Answer questions then move to the final section, the Study and Action Manual.

The Study and Action Manual Section explains how the SAM works. Make sure people understand the Feminist Majority Foundation philosophy that effective action grows out of research and knowledge. The following are the topics to include in your discussion:

- Study
- Action
- How to Incorporate the Study and Action Manual into Your Meetings

HELPFUL HINTS

This meeting tends to run a little longer than most because the material is new and people are just learning about the program. Try to keep it under two hours, an hour and a half ideally. Reserve the other half-hour for people who want to stay behind to ask more questions. Be sure you pass around a sign-in sheet. Additionally, provide snack food and drinks. Keep the atmosphere informal, but make everyone aware that there is an agenda. Do not spend too much time on any one question. Ask the questioner to stay after the meeting if you find yourself involved in a long question and answer session. At the end of the meeting, announce the time and place of the next meeting, and ask everyone to come back with a friend. In the next day or two, call and email people who expressed interest in the program and gauge their interest in becoming a core member of the group.

Good luck! Each step of the way, in all activities, you will have the support and assistance of the Feminist Majority Foundation. Your Campus Organizers are available by phone, email, and fax if you need to contact them. Be sure to let us know how the first meeting goes, so we can share your success with other Leadership Alliances nationwide!