



COLLEGE DEMOCRATS OF NORTH CAROLINA

2018 CHAPTER GUIDE

Welcome to the College Democrats of North Carolina family! We are excited that you joined our organization, and in order to help you get your chapter up and running we have created a guide to assist you. This guide focuses on communication, events, fundraising, etc. We hope this guide will provide you with the information and tools to create an amazing chapter!

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Starting a Chapter

So you're interested in starting a College Democrats chapter at your university but don't know where to start? GREAT. Here are some steps you want to take to begin the process:

1. **Reach out** to the Student Government Association or Student Activities & Organizations coordinators on your campus to learn how to register your organization on campus. Many schools require a certain amount of members, a constitution, a faculty advisor, and other requirements.
2. **Find an advisor.** Having someone within the faculty that can support your chapter makes things a lot easier. Usually, you can find an advisor within the Political Science, Criminal Justice, or Sociology departments, among others! Tap into the wisdom of your favorite (Democratic) professors.

3. **Recruit members.** This is the most important part because members are what make your organization great! You can build the base of your organization with like-minded friends but it's important to have a strong and diverse membership so you're able to make a broad impact on your campus. You can find more information about recruiting members on the next page.
4. **Write a Constitution.** This will serve as the foundation of your organization, including how to become a member, descriptions of leadership roles, elections and much more. In Appendix I, you will find examples of Constitutions from Wake Forest University College Democrats, East Carolina University College Democrats, and Appalachian State College Democrats.
5. **Elect your leadership.** This is laid out in your constitution. We've had chapter with three people in leadership and others with nine people. Figure out what works for your chapter and encourage everyone to participate in the election.
6. **Charter with your university and CDNC.** Now that you have an advisor, members, a constitution and leadership, you can typically register as a student organization on your campus. This is also the time to work with the CDNC Membership Director (see contact information above) to charter with CDNC.
7. **CONGRATS.** You're officially a chapter and can begin electing Democrats and advocating for progressive values on your campus. How do you do that? Check out how to be active on your campus on page 6.



How to Recruit Members

So now you have your very own College Democrats chapter! The next step is to recruit members. Here are some tips on how to do just that:

Start with people you know:

- Talk to peers that you think might share your interest in Democratic and progressive ideals. Invite them to your meetings and events!

Tabling:

- Most Student Unions or Activities Boards provide tables you can borrow to recruit in central areas of your campus. Utilize this if it is available!

Student Activities Fair:

- Many schools offer opportunities for new freshman to learn more about organizations. This is a great opportunity to get contact information for freshman and invite them to College Democrats meetings/events.

Issue-Organizations Outreach:

- Many schools have other campus groups, such as the Black Student Union, Feminist groups, Environmental clubs, etc. Take the time to reach out to their membership (with their President's permission) about getting involved and work with their leaders to co-sponsor events.
- Movies and Forums are great events, which can be co-hosted with other like-minded organizations.

Social Media:

- Creating a social media presence for your chapter can help draw new members in. If you already have a few members or interested peers, have them share your chapter profile. Profiles should include an email address that students can use to express their interest and a date and time for your first meeting. See more tips about utilizing social media on page 17

Tips:

- Follow-up with those who sign-up at tabling events and organization fairs via email. You can see a sample Sign-in sheet in Appendix II
- Create a system where older members/execs mentor younger members. If younger members feel that they have friends at College Democrats meetings, they are more likely to return to later meetings.
- If you see someone has stopped attending meetings, reach out to them to see why. This can encourage them to return or possibly give you ideas on how to do better at retaining members.

How to be Active on Campus

Now that you have started your chapter and recruited members, you can get out on campus and make a difference! Note: This is also how you retain membership.

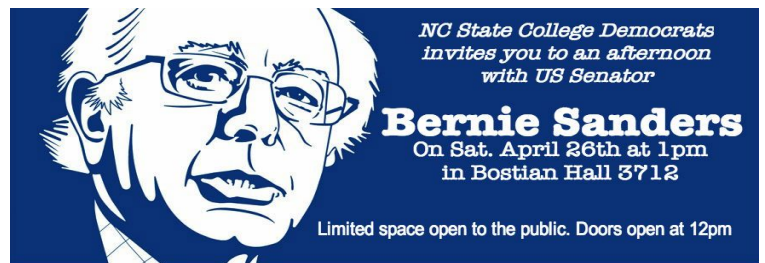
I. Events

The best way to promote progressive values is to hold and participate in events at your school and across the state. The following events have been particularly popular at schools across the state, and tend to yield great results:

Popular Events By School

- **NC State College Democrats**

- Bernie Sanders Visit - Bernie Sanders visited NC State and spoke to a large group of students on women's rights, LGBT rights, the rising tuition



costs, the economy, and more. The event was held on Saturday, April 26, 2014 @ 1pm. Eighty-one students attended, including many from schools across the state.

- End of Semester Get Together

- **Appalachian State University**

- Trips to See Speakers - The speakers have been on campus, in the local community, and across the state. These events typically have a great turnout!
- Invite local candidates to speak

- **East Carolina University**

- Recruitment Competition - The member who bring the most new people to the first meeting of the semester wins a prize
- Washington, D.C. Trip - This trip works well for smaller chapters so that everyone can attend, but larger chapters such as UNC-CH have done it as well. It is a



wonderful bonding experience for members, and is an opportunity for first-hand political exposure.

- **Duke University**

- Debate your campus Republicans - 3 v. 3 ECU College Democrats
worked well for us. Get a professor to moderate and ask questions. Great way to build camaraderie and bipartisanship on campus.

- **University of North Carolina at Chapel Hill (UNC)**

- Exam Study Breaks - Hold study breaks with hot chocolate etc. during exam season in our College Dems office on campus. Attendees discuss current events etc
- Host debates - Find law school, PoliSci, etc. professors to debate current events issues, and invite chapter members and the campus community to attend. We typically hold a question and answer session at the end, so it becomes an interactive event.
- Date-A-Dem Mixer - At the end of each semester, we hold a mixer (with food!) so that members can get together for a good time and reflect on progress made. Often, people will bring democratic dates as well! Typically semi-formal, and we ask \$5 per person to cover costs and raise some extra money.

- **Wake Forest University**



Wake Forest College Democrats

- Host events with other liberally minded groups on campus- Starts a dialogue on campus, and allows you to extend your reach to like-minded groups.

- College Democrats Watch Events- Invite members to watch major events together, i.e. debates (even Republican ones), political rallies, State of the Union, etc). Food (especially pizza) is known to help boost attendance.

- **Warren-Wilson College**

- Debate Watch Parties - Offering food increases turnout!

Popular Events Across the State

1. March to the Polls

- During early voting or on election day, chapters and their members march to their closest polling place to vote
 - Encourages voting/participation
 - Gets out the vote!
- Requires: Nothing! Set up a Facebook event and invite people to the location where you will begin your march.

2. Voter Registration Drives

- Tabling and dorm storming can be two of the most effective ways to register students to vote. Remember to check your school's rules about these forms of promotion!
 - Tabling - Set up a table in a high traffic area on campus (i.e. outside the cafeteria, library, student center, etc.)
 - Dorm storming - Go through dorms (especially freshman dorms) and knock on their doors and inquire if they are registered to vote.
- It is always helpful to carry information about the North Carolina Voter ID laws, while registering people to vote.
- Ensure students are informed that if they register to vote in North Carolina, they can only vote in North Carolina, and cannot additionally vote at a home address.
- Requires:
 - Voter Registration Forms (Can be picked up from local board of elections)
 - Clipboard
 - Pens
 - Volunteers (Organize in shifts - typically 1-2 hours)

3. Day of Action (Service, volunteering, etc.)

- App State held a street cleanup event during National Volunteer Week (April 6-12)
- UNC-Asheville: MLK Day of Service
- Create a social media campaign. Make a facebook event for your day of action, including a meet up time and place for group volunteering, or a list of actions people can do on their own. RSVPing to



UNC Asheville College Democrats

the event is a pledge to doing service on that day!

4. College Dems/College Republicans Debate

- Engage your chapter with the college republicans on campus!
- See the issues section **on page 10** for a list of potential debate topics.

5. Debate Watch Parties

- Pizza, snacks, and drinks

Tips

- **Encourage your members to participate in your county party and go to events held by the state party**
 - Sanford, Frye, Hunt Dinner (NCDP)
 - Annual event in varying locations
 - Typically held in the Spring
 - Jefferson-Jackson Dinner (NCDP)
 - Annual event held in Raleigh, NC
 - Typically in early June
 - Western Gala (NCDP)
 - Annual event held in Asheville, NC
 - Typically in early October

NOTE: NCDP events typically have a hefty price tag that hinders college student attendance; if you would like to attend one of these events let us know - we usually have some discounted or free tickets.

- **Encourage your members to go to CDNC events or events held by other schools**
 - Email your chapter when a State Conference Call is coming up with CDNC! Include the phone number and pin number that CDNC provides.
- **If you want to get more people to your meetings, create incentives! (e.g. food, free stuff, prizes)**

II. *Issues*

It is important to be active on campus not only for recruitment but for education.

There are many issues that we as progressives hold dear and it is vital that we

educate the general student body on them. Here are some of the issues that are essential to talk about:

Voting and the Voter ID Laws

- Table on campus about the updates to the voting laws and how they will specifically affect students on your campus. Over the past year, Chapter across the state have gotten questions from many students regarding voting. It is important to educate students on the following:
 - What acceptable IDs need to vote
 - Driver's license, passport, North Carolina Identification card.
 - Where they should be voting (No out-of-precinct voting)
 - TIP: Some campuses might be split between precincts. Check your precinct before Election Day to be prepared for the election.
 - When they need to be registered by (25 days prior to an election)
 - Updating their address when they move
 - Out-of-State Students: Are you planning on voting in NC or home state? Do they know the rules for absentee voting?
- Tips for Out of State Students
 - If you registered within 90 days of the election, you MAY use an out of state Driver's License.
 - If you have a passport, it works the same as a NC ID. You can cast a ballot using your passport, without changing the state of your Driver's License
 - If you do not have a passport, consider casting an absentee ballot. The requirements for an absentee ballot include getting the signatures of two North Carolina adults, who witness that you filled out the ballot.
 - Absentee ballots may be requested as soon as sixty days before an election, by mailing or faxing a form to your county's Board of Elections, and must be postmarked by the date of the election, in order to be valid.
 - Request absentee ballots here:
<http://www.ncsbe.gov/ncsbe/Portals/0/FilesP/AbsBallotReqFormv112013.pdf>

Women's Rights

- Abortion coverage
 - Roe v. Wade is the primary basis of



abortion rights in the United States. A Supreme Court case in 1973 supported the right for a woman to make decisions regarding her pregnancy, including opening the door to safe, and legal, abortions.

- The Democratic Party also supports additional funding for health care education efforts, which would help reduce the number of unintended pregnancies. This has included expanding equal access to birth control substances.
- In recent years, many states have **Elon College Democrats** attempted to close the doors to abortion access through closing clinics and forcing abortion providers to have admitting privileges in local hospitals.
- In 2016, the Supreme Court will rule on *Whole Woman's Health v. Cole*, which will set an important precedent for access to abortion moving forward by ruling on the constitutionality of the previously stated measures.
- Equal Pay for Equal Workgroup.
 - The Democratic Party understands that women are more than half of the United States population, and more than just a special interest
 - The first piece of legislation signed by President Barack Obama was the Lilly Ledbetter Fair Pay Act, which gave women avenues to fight back when they were paid less than men for doing equal work.
 - The average woman makes 78 cents for every dollar a man makes. Over the course of her career, a woman will lose 431,000 dollars to her male counterpart due to her wage gap.
 - The Democrats have aimed to fight back against gender discrimination; the Obama administration has obtained over 140 million dollars in relief for victims of gender discrimination.

Racial Equity and Justice

- The United States needs to take a strong stand against the physical violence, which has been perpetrated by the state in cases such as Michael Brown, Eric Garner, Walter Scott, Freddie Gray, among others.
 - A growing number of communities do not trust the police forces, due to prior misdeeds. We need to demilitarize the police and force accountability of the officers in blue.
 - Police forces need to be reflective of the diversity in our country.
- #BlackLivesMatter
- Political Disenfranchisement: We need to make sure laws are passed in order to allow for equality at the ballot box. Previously segregation, poll taxes, and

literacy tests were utilized to limit the voting rights of racial minority voters, today we've seen gerrymandered districts, voter ID requirements, among other things, which are intended to silence the voices of racial minorities. See *Shelby County v. Holder*, which eliminated a provision of the Civil Rights Act, which required preclearance in certain regions of the United States.

- War on Drugs: The War on Drugs has directly and disproportionately affected many poorer and African-American (and other minority groups)'s communities. Laws requiring mandatory minimums often have minimums, which are much higher for drugs, which are more commonly used by individuals who are in a racial minority group. That coupled with three strikes laws, lead to many minorities spending a large portion of their lives behind bars, where they cannot help provide for their families, and are often set back for years to come with regards to employment.
 - See: "Ban the Box"
 - See: Michelle Alexander's, *The New Jim Crow*
- Affirmative Action: Affirmative action is an important part of increasing workplace diversity, by giving minorities opportunities in jobs they might previously have been limited in. The purpose of affirmative action is to allow for all applicants to be viewed fairly no matter what the color of their skin is. It is a policy of equity, meaning fairness. Since minorities were disadvantaged for so long, they may need a leg up in order to advance in today's job market, due to the years of advantage for whites.

LGBT Rights

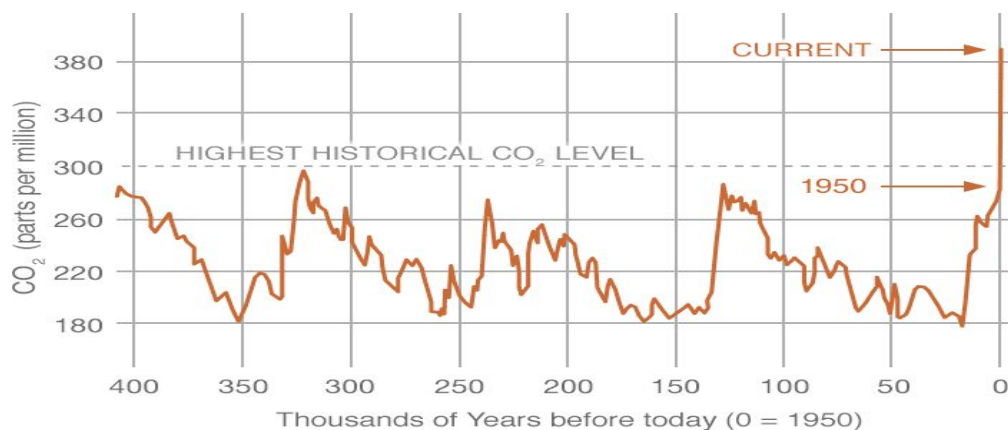
- A key principle of the Democratic Party is protecting the Freedom to Marry.
- The 2012 Democratic Platform endorsed the right of all families to have the same responsibilities and protections of the law, regardless of sexual orientation.
- The Democratic Party has also opposed state efforts to deny equal protection of all couples. And is committed to fighting for equal protections for LGBT individuals, even after the passage of Same Sex Marriage.



- Future Democratic fights will include protection of LGBT individuals in the workplace, where in 2015, there are still 29 states where you can be fired for identifying as a sexual minority.
- The Democratic Party is maintaining strong opposition to laws proposed by Republican legislatures, which would create opt outs of marriage equality, as well as laws which would promote conversion therapy.

The Environment

- Climate Change
 - This issue was formerly known as Global Warming, which only refers to the increase in Earth's temperature due to greenhouse gases. Climate Change not only includes Global Warming, but also any other adverse effects greenhouse gases are having on Earth.
 - Effects (all evidence from NASA):
 - Sea levels have risen 6.7 inches in the last century (almost double that of the previous century)
 - 10 of the warmest years have occurred in the past 12 years; the 20 warmest years occurred since 1981
 - The number of record high temperatures is increasing, and the number of record low temperatures decreasing since 1950; number of intense rainfall events increasing
 - Cases of extreme weather events
 - Ice sheets have been decreasing in mass; Greenland lost 36-60 cubic miles of ice per year (2000-2006); Antarctica lost 36 cubic miles of ice per year (2002-2005)



NASA Climate Change: Carbon Dioxide Levels; <http://climate.nasa.gov/vital-signs/carbon-dioxide/>

- Environmental Racism

- Communities of color are more subject to consequences of poor environmental choices
- <http://www.workers.org/articles/2014/02/01/environmental-racism-grows-north-carolina/>
- Duke energy preventing growth of renewables
 - <http://www.environmentnorthcarolina.org/news/nce/report-duke-energy-among-nation%E2%80%99s-top-solar-energy-opponents>
- Fracking
 - Drilling into the Earth to release oil and gas; drilling goes down vertically and then turns horizontally, cement casing is then installed where massive volume of water, fracking fluid, chemicals and sand are used
 - The issues with fracking:
 - Releases methane gases into the air
 - Methane is 4x more potent than carbon dioxide and contributes to global warming.
 - “4 percent of the methane produced by these wells is escaping into the atmosphere. NOAA scientists found the Weld County gas wells to be equal to the carbon emissions of 1-3 million cars”
 - Waste water storage will eventually leak and contaminate drinking water
 - Induces earthquakes
 - Very water intensive (A resource we already can't afford to waste)
 - Toxic chemicals uses
- COP21
 - UN Conference on Climate Change; held in Paris (Nov. 30-Dec.11 2015)
 - Countries in agreement are required to limit global warming to 2°C (1.5°C is preferred)
 - COP22 coming up!
 - <http://www.cop22marrakech.org/>

How to Successfully Fundraise

Fundraising is a vital aspect of sustaining an organization/chapter. By obtaining funds, your chapter has more means to hold larger events or provide free incentives

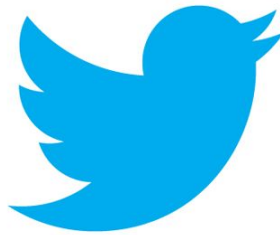
to get students to come out. The benefits of fundraising do not stop there; here are some ways your chapter can master the art of fundraising:



Step-by-Step

1. **Look into school fundraising rules.** You don't want to raise money only to find out that it means you will not be eligible to receive funds from the school.
2. **Pre-plan events.** Lay out a semester's worth of events at the beginning of each semester. This will help you determine a ballpark dollar amount you will need to raise. What's the point of fundraising if you don't have anything to fundraise for?
3. **Establish a fundraising goal.** This should be a reasonable and achievable goal. It's important to do step 3 and 4 because you are more likely to receive donations when people know how much you need and what it is going towards.
4. **Decide what method(s)** you will use to fundraise. Some ideas include:
 - a. Many chapters have yearly or semesterly dues. This can help offset some of the cost.
 - b. Fundraising Events
 - i. Dinner
 - ii. Bake sale
 - iii. Mixer for members - An end-of-semester mixer where current members bring a friend that is interested in joining. Current members reflect on the progress they have made, while introducing new members to your College Dems family! Have light refreshments and music, and charge ~\$5 per attendee.

- iv. Sell surplus gear - For existing chapters with surplus t-shirts etc., consider selling these for a small dollar amount to raise a few extra bucks.
5. **Reach out** to organizations and community members:
- a. College Democrats: You should also invite your members and, if applicable, other CD chapters in the area to fundraising events.
 - b. Local Democrats: Reach out to your County Party, Young Dems chapter, or other Democratic Auxiliaries in the area. You can also contact local elected leaders.
 - c. Community members: Encourage members to tap into their networks and invite



How to: Communications

A good communication strategy is critical to recruiting members and educating students about the Democratic party and issues affecting young people. Social media, specifically, has been used tremendously over the last few years. Here are some best practices to keep in minds when building your social media platforms.

- Be sure that your social media aligns with the Democratic Party Platform! On top of that, remember that you're representing the entire party on the internet. So, be mindful before you post!
- Engage with your audience by requesting an action on their part. (ie. "Like if..." or "Share if...")
- Feel free to share attention grabbing images from [CDNC's page!](https://www.facebook.com/CollegeDemsNC/?fref=ts) (<https://www.facebook.com/CollegeDemsNC/?fref=ts>)
- Try creating a social media content calendar!
While this can be

time consuming for a College Dems chapter (because your posts will be contingent on current events), you can have a basic outline of intended future posts. (ie. Mondays: Update on future events, Thursdays: Local politics post, etc.)

- Posting between **10 am - 12 pm** and **4 - 5 pm** helps maximize engagement and views across platforms.
- Study your Facebook and Twitter insights to see which posts reached the most individuals. Use those indicators to create future successful posts.



- Create Facebook “events” for your meetings! This could help you reach a larger audience by allowing you to invite people who may seem interested in your group. They also help roughly judge how many people may come to an event, which can be useful if you are providing food, for instance.

- When posting, try to engage other organizations. Try tagging your County Party or other liberal organizations on campus in relevant posts to extend their reach and build relationships.

- Share events of other likeminded

organizations. If you share their events, they might return the favor and share your events.

- [Hootsuite](https://hootsuite.com/pages/education), a well known social media management system, offers free online social media training. It may be a good idea to have a group member take this training (or one like it) to serve as the social media chair for your group! (<https://hootsuite.com/pages/education>)
- For Twitter, [TweetDeck](#) is a nice way to manage multiple accounts. It’s also easy to add multiple accounts on a mobile device.
- When creating a website, it’s best to keep it as simple as possible. People visiting it will primarily want information about when meeting and events take place and how to contact the club’s leadership. The more visually appealing the better.
- If you need to design logos, keep in mind that the Democratic Party’s official light blue is RGB code R: 2, G: 176, and B: 240. Its darker blue is R: 16, G: 36, B: 71. You are definitely free to experiment with others - these are just good starting points.

- The official font is [Neutraface slab](#), but that's really expensive, so Helvetica, Gotham and Futura are good substitutes. They are available on most design programs.

How to Build Your Network

One of the best ways to take your College Democrats chapter to the next level is to create a strong relationship with other auxiliaries in your area.

- By working with your county's auxiliaries, you can open doors to expanding your reach.
 - It is likely that your county party has individuals who are more established in your college community than the College Democrats chapter has, where most members have been in a community for four years, or less.
 - If you have a strong relationship with the county party, they can help direct you to speakers, and could even help fund you for certain events.
- It is especially beneficial to partner with Young Democrats chapters. College Democrats chapters and Young Democrats chapters have similar goals, and can plan events together, allowing local leaders to talk about issues affecting Millennials to both groups.
- A mutualistic relationship between the county party and a College Democrats chapter can make both organizations stronger than they could be without each other.
 - Local races are often good races to immerse yourself in politics.
 - Working with local politicians can provide a stronger entry level experience than volunteering on a statewide, or even national campaign.
 - Many local candidates struggle to recruit workers and volunteers, so if you have a strong relationship with your county party, the county party may direct prospective candidates to the College Democrats, when looking for people to assist with their races.
 - This could lead to getting field, fundraising, and communications experience, which they would not receive if working for a larger state level campaign, where the hierarchy is often filled with professional staffs.

- After successfully working on a local race, doors are opened to working on larger campaigns. And maybe even getting paid for that work.
- Reach out to county party officials about attending local fundraisers. Many county parties are willing to have College Democrats attend fundraisers for little to no money.
 - This allows members to successfully network with other Democratic leaders in their college community, which can open future doors.

How to: Gain an Internship

For someone who is interested in going into politics, an internship is a great way to get a foot in the door of an organization. An internship allows you to gain experience in a field, and gives you the ability to test your aptitudes and explore your interests.

- Begin your internship search during the fall semester. Many internships have deadlines early after the turn of the new year. You don't want to have to pull an all nighter to finish your application.
- Connect with your networks. Remember those individuals who visited your College Democrats meetings, and those who you have met in the community. These people often have connections, which can help you receive an internship.
- Apply early. Apply often.
- Many internships, especially in more well known organizations, will get thousands of applications for a limited number of spots. Many applicants are just as qualified as you are. It's beneficial to cast your net far and wide to ensure yourself an internship.
- Explore the [College Democrats of North Carolina Internship document](http://tinyurl.com/CDNCInternshipGuide): **http://tinyurl.com/CDNCInternshipGuide**
- Keep an open mind. You may not love every aspect of an internship, but it is intended to give you experience. Part of an internship is allowing you to figure out what you enjoy doing, and what you don't.

How to: Get Involved with CDNC

- Remember to keep up with CDNC's social media for frequent updates on what we're up to.
- Members of CDNC are available to help you with your chapter. Our contact information is included in the beginning of this manual.
- CDNC hosts State Council Calls, and College Dems are encouraged to call in to hear the state of the organization! Sometimes a speaker joins the call to talk about an important issue, and other times SCCs are more conversation based. Information about these calls, including the phone number and pin code, are posted in a Facebook event when a call is nearing.

Acronym Guide

These will help you keep up with the political lingo you will encounter while interacting with colleagues and following political media.

- CDA- College Democrats of America
- CDNC- College Democrats of North Carolina
- CRNC- College Republicans National Committee
- DFA- Democracy for America (Democratic organization started by Deans)
- DNC- Democratic National Committee
- DSCC - Democratic Senatorial Campaign Committee
- DCCC or "D Triple C"- Democratic Congressional Campaign Committee
- DWS - Debbie Wasserman Schultz
- ENC - Equality North Carolina
- GOP- "The Other Guys"
- GOTV - Get Out the Vote
- HRC- Hillary [Rodham] Clinton OR Human Rights Campaign
- NCDP - North Carolina Democratic Party
- NCFRC - North Carolina Federation of College Republicans
- NCGA - North Carolina General Assembly
- NCATD-North Carolina Association of Teen Democrats
- OFA - Obama for America/Organizing for America

- PAC - Political Action Committee
- PIRG - Public Interest Research Group (Tends to lean left)
- SEC - State Executive Committee
- SCC - State Council Call
- YDA - Young Democrats of America
- YDNC - Young Democrats of North Carolina

Helpful Resources

Democracy North Carolina - <http://www.democracy-nc.org/resources/>

- This non-partisan organization has a lot of information on voting. Some resources to look at include: “Voter Registration Tip Sheet”, “College Student Guide to Voting” and “Voter Registration Kit.”

Appendix I

Sample Constitutions

ECU:

<http://tinyurl.com/ECUCDConstitution>

Appendix II

Name	Email Address	Year

- Double space the blocks so that people have room to write neatly

- Once people sign up, add them to your chapter email list.

Check out the online version of this guide for updates on chapter leaders, popular events, and internship opportunities!
<http://tinyurl.com/gmxvbw5>