



## **Volume IV - Leadership**

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# *How to Tea Party Encyclopedia* *Master Document*

A Compilation of How to Tea Party Documents

Revision Date: 7/13/2013



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# Volume IV: Leadership



## Leadership

### **Learning to Lead (Revision date 1/8/2013)**

The ultimate responsibility of a leader is to facilitate other people's development as well as his own. Perhaps more than anything else, leadership is about the creation of a new way of doing things. By being a leader, you are creating the environment that you are in. The responsibility for making it better rests on you. In many situations, the only way to get the ball rolling in the right direction is for you to push it yourself. Good leadership improves everything. Leaders are lifters. They elevate others performance and make them better than before.

Leaders also have a great responsibility. They must first model excellence. Notice how great leaders always model behavior that has a high return. People do what people see. The best way for people to learn what you expect of them is to model it yourself. A good leader never expects others to do what they themselves are not willing to do.

If you choose to start a Tea Party group, be prepared to be a leader. In my business of consulting, I have gone into businesses where the owner claims that he or she just is not a natural leader and that is why they have so much dysfunction in their company. My reply to them is that since they chose to own their own business, then they also made a conscious choice to lead. If they do not know how, then it is time to learn. Anyone can learn to lead, if you are willing to change.

Some may wonder if it is possible to teach "old dog's new tricks." While it may be difficult to adapt to change your style or thinking, it is not impossible. You will become on the outside what you believe on the inside. Will this change be risky? Probably; but would you rather live with the pain of risk or the pain of regret?

When you begin your group, get a few close associates together that you trust and who will encourage you. You need to surround yourself with positive people who share your passion and commitment to excellence. They need to be your "fire lighters." Those who will help you with the fire that is in you to take back your country. You need those who will be there in the up times as well as the down times. You need to surround yourself with those who will give you guidance and counsel when you need it.

If you have ever built a fire, then you know that its natural tendency is to go out. If you want to keep a fire hot, you need to feed it and protect it. Not everyone in your group will do that for you when it comes to your passion and your mission. There are two kinds of people, "fire fighters," who will throw cold water on the fire of passion and "fire lighters," who will go out of their way to help you keep your fire hot.

Here are some "fire fighter" phrases: "That's not practical." "We tried that before and it didn't work." "We've never done this before." "Yeah, but..." "That's not the way we do it." "It will never work." "Who will do all the extra work?" "I'm tired of working for nothing."

If you find yourself around "fire fighters," here is some food for thought. If you think you are beaten, you are. If you think that you dare not, you do not. If you would like to win, but think you cannot, it is most certain that you will not. Life's battles do not always go to the stronger or faster, but sooner or later, the one who wins is the one who thinks they can.



As a leader, you need to be productive. After all, you cannot steer a parked car. Know where you want to go and get started. If you wait for the car to start on its own, nothing will happen. If you want to get moving, you must reach out, insert the key, and turn it.

As I mentioned earlier, you will experience times of great joy and accomplishment as well as discouragement and fatigue. You will have times of great unity and times of dissension. Leadership will carry you through these times.

Sometimes you may feel like a wind-up toy with a sensor in front, so that whenever it bumps into something it turns 30 degrees and starts again. However, notice that if you put that toy in a room it will always find its way out because every time it hits a wall it turns and starts again. On the other hand, some toys hit the wall, stall, and then run out of battery. We need to be like the first toy and keep persevering. The price of leadership is one worth the cost because in the end, you will be responsible for raising the bar for so many who could not have arrived where they are without you.

Being a leader will take you out of your comfort zone. You will never know what you are capable of until you try to go beyond what you have done before.

#### **What is a Leader? A leader who will develop other leaders?**

- The true level of leadership is measured by influence. Nothing more and nothing less. Are you influencing others and are they following you? Look around. If no one is following you, perhaps you need to follow a true leader.
- Anyone can drive a car, but it takes a leader to plan the trip. A leader is not afraid to LEAD.
- When a leader speaks, others listen.
- Leaders are trusted by their followers.
- Leaders naturally follow leaders stronger than themselves. They constantly are looking to others for their growth so that they can help those following them to grow.
- A leaders potential is determined by those closest to him. What kinds of people do your surround yourself with?
- Only secure leaders give power to others. A true leader gives power away so that others can develop and grow. They want their group to grow by multiplication to make an impact beyond their own reach.
- Leaders are positive, shun negativity, and always find a way to win.
- Leaders understand that “activity” is not necessarily “accomplishment.”
- Leaders share the successes with the team and take sole responsibility for the failures.
- Leaders desire excellence and will settle for nothing less.
- Leaders are kind with their words.
- Leaders share responsibility and never “go it alone.”
  - Those you surround yourself with will determine the potential of the group.
  - Your relationships will determine the morale of your group.
  - The organizational structure of your group will determine its size.
  - Vision will determine the direction of your group.
  - Leadership will determine its success.
- Leaders focus on others strengths and encourage their use of their strengths.



- A true leader “works themselves out of a job” when others around them become equipped to step into their shoes.

#### **What a leader IS NOT**

- A leader is not a person who needs to be needed.
- A leader does not focus on others weaknesses.
- A leader does not treat individuals unfairly or inequitably.
- A leader does not hoard power.
- A leader is not arrogant or abrasive.
- A leader does not criticize others efforts or judge motives.
- A leader does not lord their authority over others.
- A leader does not expect others to do what they will not do themselves.

Developing leaders is difficult but rewarding. True leaders will attract other leaders that may just need that little investment of time to become a great leader themselves. Leaders are hardworking, energetic, and even entrepreneurial. They will “multiply” rather than just “add” to their group.

Leadership is not an “add-water-and-stir” proposition. It takes time, energy, and resources. It demands commitment. It requires determination. It teaches us patience. It stretches us. It compels us to rise to a higher personal level. It gives back much more than we ever can give.

#### **Leading in Your Neighborhood**

How do you lead in your neighborhood when you do not even know who they are? How do you lead when you do know them or feel afraid to mention “politics” to them?

There has not been a better time than right now to bring up politics. We are faced with the largest intrusion of government into the private sector in the history of our nation. Republicans, Democrats, and Independents alike are concerned about this over reach of the federal and state governments.

As Tea Party activists, we can attract people from all sides of the aisle. Remember, our stated mission is, limited government, fiscal responsibility and constitutionally limited government. Very few will disagree with that. That statement is non-partisan as well as inviting.

Never “assume” that this topic is taboo. Consider this fact. In California, a very politically active state, only 5% of registered voters participate in the selection of their government. Those individuals are considered “activists” and would include door-to-door walkers, from the right and the left, precinct captains, campaign headquarter workers and those who would volunteer on a phone bank. Most individuals who vote just participate in picking someone who has already been picked for them.

As you talk, be sure that you know your facts and do not do any name-calling directed at the opposition. As Tea Party activists, we can easily stay focused on our three-pronged mission of fiscal responsibility, constitutionally limited government, and free markets. We do not need to get side tracked with arguments about moral issues, guns, military, gay rights or abortion. These issues will divide us. We also know that our three mission goals are like the steering wheel of the car; all those issues that are near and dear to our hearts are in the back seat of that car and will fall into place.



Staying focused is important. Simply, calmly, professionally and confidently state the case of truth and freedom forever. Granted, when you stand for truth, you will meet with opposition. Remember, we are going to speak the truth in a caring way. You are not there to win a popularity contest, you are there to be like Paul Revere and warn them of our coming doom if people do not understand what is happening right before their eyes. If you doubt if you should or should not talk to your neighbor or friend then ask yourself, "What is my motive?" If it is to win a debate, then maybe you should remain quiet. If it is because you care about your country and what will happen to your neighbor or friend, then it is your duty to talk to them. It is not your duty to change their mind or heart, just present them with the truth; the rest is up to them.

### **Leading in Your Community**

Most Americans remain convinced that the country is on the wrong track. They know that something is not quite right. The problem they face is that they do not know how to respond to it and have no clue how to stop it. Moving into your community can open many doors that will help them understand that their fears are well founded and you will be able to give them answers to questions that they have.

Places that invite speakers to come in can provide wonderful opportunities to tell them about Tea Party groups and our mission. Some of these organizations may include Sir Optimist, Optimist, Rotary Club, Lyons, and other business networking groups, etc.

If you find yourself invited to speak to a group be sure that you go prepared so that you are comfortable with your information. Keep to your message and remain focused. Do not ramble and be sure to have only two or three basic points that you expound on. Ask how much time you have and stick to the time line. Be sure to answer the questions, "How does this affect me?" and "What can I do with what I have learned?" Definitely, avoid talking about yourself unless it is an illustration for learning purposes.

A good first step to open with would be a quote from our Founding Fathers. Words have consequences and the words and ideas that those men shared were revolutionary. It is not time to dissolve the bands that connect us to one another, but it is time to dissolve the political bands that separate us from one another. We can disagree on politics, but we all call ourselves Americans. On that, we can agree.

Not everyone will be asked to speak to a group, nor will everyone feel comfortable speaking publicly. That is okay. Other community opportunities can occur when shopping, while at the beauty salon or barber shop, sporting events or other large social community gatherings. Do not force doors to open, but do not miss one either. When asked, be prepared to give an answer as to what and why you believe what you believe. It is all about being prepared.

To reiterate, if you do not like to speak publically, that does not mean that you cannot be a great leader. After all, President Eisenhower readily admitted that public speaking was not his forte. Addressing an audience one day, he told the following story:

"A neighboring farmer had a cow that he wanted to sell. We went over to visit the farmer and asked him about the cow's pedigree. The old farmer did not know what pedigree meant, so we asked him about the cow's butterfat production. He told us that he did not have any idea what it was. Finally, we asked him if he knew how many pounds of milk the cow produced each year. The farmer said, 'I don't know. Nevertheless, she is



an honest cow and she will give you all the milk she has'. I said, "I'm like the cow. I'll give you everything I have." What a simple yet profound illustration on commitment and leadership.

### **Leading in Your State**

There are varieties of ways that you can show leadership on the state level. There are statewide rallies that you could help to coordinate. Even targeted areas, such as representatives' offices or media locations could be a way that you can show leadership.

Another idea is to make appointments with your State Representatives to tell them, face to face, what you think about certain issues and their stands on those issues. Be sure that the issues you want to discuss pertain strictly to your state and are in your representative's jurisdiction.

In order to be credible when meeting with your Representative, be sure to go there informed with facts and not emotion. This will keep you from "rambling" or going off on rabbit trails that dilute your main message and prevent you from making your point. Passion is one thing, becoming emotional is another. You need to stay calm and focused.

Some key things to be aware of; first, be on time. Nothing destroys credibility more than being late for a meeting. Dress appropriately, namely, casual office attire. Patriotic T-shirts are great for rallies and meetings but not so when you go to meet your Representative. Remember, you will have more impact with your knowledge of the issues than making a statement with a slogan on a T-shirt. First impressions are lasting and it is hard to overcome a bad first impression. Make yours professional and respectful.

Taking a step like this will definitely require some courage. Remember, courage is not the absence of fear; rather it is the ability to take action in the face of fear. Courage is doing what you are afraid to do. There cannot be courage unless you are scared. One of the most courageous things you can do is identify yourself, know who you are, what you believe in, and where you want to go.

Lastly, never be afraid to help others in your state get Tea Party groups set up in their area. You may feel that you are sticking your neck out to help someone else in this way. Well, behold the turtle. He makes progress only when he sticks his neck out. Remember, people are moved by highly motivated people, by enthusiasts, by men and women who want something very much or believe in something passionately. Your willingness to help others get started will not be a sacrifice. It will be an exhilarating experience because it is an intense effort applied toward a meaningful end.

You do not need to spend an exhaustive amount of time helping them get started. Show them what you have done. If you lead a group, tell them how you got started and help them with their first meeting. If you have been attending meetings, you can show them what is done in your meetings and how your leader follows up with you and others in your group and how they provide information on important issues. You could also invite them to attend one of your group meetings so they get a feel for what is going on and then help from that point.

Opportunities to help are limited only by our own imagination. People want to be involved. Most people just need encouragement and to be shown what to do. Few things in the world are more powerful than a positive push. A smile! A word of optimism and hope. A "you can do it." This is verbal sunshine!



### Leading on the National Level

Leading on the national level is similar to the state level but may require a little more creativity. Creativity is especially expressed in the ability to make connections and associations that will turn things around and express them in a new way. This will involve taking what you have, where you are, and getting the most out of it. It is the natural extension of your enthusiasm.

National involvement may be helping coordinate national rallies such as the one in Washington DC on September 12, 2009. That required the efforts of many and it paid off tremendously.

Other ways to lead nationally would also include going to meet with your two Senators and/or the Representative from your district to the House of Representatives. The same rules apply here as with meeting those on your state level. Know and understand the facts about the issue you want to discuss, be on time, and dress appropriately. My suggestion would be to talk about one issue at a time. Stay focused, be informed, and by all means, be professional.

Be sure that the issue you discuss is of a national nature or how your state will be affected if certain national legislation is enacted. Be specific and clear. State only facts and stay away from the emotions. Be clear that you will support them if you agree but you will work against them if you disagree with their voting record. You want to say this with a friendly smile.

Other ways to influence those across the nation would be by making phone calls to members of committees that are working on legislation that you agree or disagree with. Even if they are from another state, you can let them know that you want or do not want a certain piece of legislation passed. Inform them that if you disapprove of their voting record you will donate to their opponent in the next election.

Lastly, you can also contact the White House and let your voice be heard about issues that are slated for vote and the President's signature. It is crucial that we all understand the power of our vote and our voice.

Silence is not golden. Silence is saying that what is going on is all right with you. If you do not stand for something, you will fall for anything. I believe that a person ought to know what he believes, why he believes it and then believe in it enough to act upon it. We must all become people of action. "To know" is not sufficient. It is necessary both to know and do.



Leadership

### **Attracting Other Leaders (Revision date 1/8/2013)**

The values that your group has will determine the leaders that you attract. If you never really thought about how your values can reveal its identity and increase its potential, go through the following process:

- **Articulate your values** – Take time to think through your values and then put them on paper.
- **Teach your values** – Help others understand and grasp to support them.
- **Practice your values** – They have no value if you do not stick to them.
- **Publicly implement your values** – Weave them into the fabric of your team so that they too can encourage others.

**Model behavior that will attract leaders.** People do what people see. The best way for others what you expect of them, model it yourself.

**Communication matters.** If you've ever been involved on a team where teammates never let one another know what's going on, then you know how frustrating poor communication can be. If your board does not communicate well, you'll never attract others who want to be part of your team.

Good communication is never a one-way street. It should not be top-down. When you invite, listen and encourage you ensure participation.

**To enlist other leaders, be positive.** Nobody wants to part of a losing team. If you try to get someone to take a leadership role, you can't do it by saying, "I don't know if you can help with this, after all, we've tried and failed so many times and, frankly, don't think it can be done, but...". Rather, you need to say, "We have an opportunity and feel that you would be able to help with...".

No one wants to be around someone who is negative. If the leader isn't positive and believing in your mission, you will never attract others to take leadership roles. If no one is following you, you may need to evaluate if you are a leader and if so, what kind of leader are you?

**Don't neglect to compliment good work.** I know for myself, if you compliment me on a job I've done, just wait for the next job – I'll work even harder.

When you are not afraid to give credit to others for success or a good job, you raise the morale of everyone. Mark Twain said, "I can live for two months on one good compliment".

### **When mentoring someone to become a leader you must follow a plan:**

- **I do it** – First I learn the job. I have to understand the "why" and "how" and perfect it. You must model excellence if you want to attract and develop new leaders.
- **I do it, you watch** – I demonstrate it while you observe. I explain what I am doing and why I am doing it.
  - Whenever I am asked to speak to a group or organization, I always invite someone that I see as a potential leader.
  - When they watch, they are learning.
  - You can observe them and see if they really do have potential.



- **You do it and I watch** – As soon as possible, we exchange roles. I give you permission and authority to take over the job, but I stay with you to offer advice, correction and encouragement.
- **You do it** – Once you're proficient, I step back and let you work alone. The leader is drawn to a higher level and free to move on.

True leaders will “work themselves out of a job”. That’s how you determine if you are an effective leader. When you are willing to empower others with responsibility and authority it raises up more leaders for your team.



Leadership

### **Personal Development (Revision date 1-12-2013)**

As you lead, learn and grow since learning and growing go hand in hand. Learn and understand, not just “how” to do something, but “why”. The person who knows “how” may have a task to do and get it done, but the one who knows “why” will be successful. When you remember and stay focused on the “why” the “how” will become apparent. When you ask “why” you are purpose driven. When you ask “how” you are process driven and a slave to a system of doing the same thing over and over, reaping the same results.

If I were to ask you, “What is the purpose of filing?” what would you say? Would you say, “For storing information”? Most would agree with that answer. However, the purpose of filing is for the retrieval of information.

A person who only knows the steps and doesn’t understand the reason behind them will have a difficult time leading. **Learn and understand the “why”** are you doing what you’re doing.

**A true leader will also recognize the diversity** among the people and embrace it rather than view it as a threat. Different isn’t wrong. Different offers us many useful talents and approaches to situations.

**Humility will be your cornerstone.** Remember “without YOU there would be no ME”. No one person achieves anything on their own. Therefore, be sure that when compliments and accolades are being passed out, you remind everyone that it is each one of them, your team, that has allowed your group to succeed.

As a leader, you need to see that you cannot impart what you do not possess. In order to be able to train, lead and motivate others, **you need “feeding” yourself.**

A dry riverbed can’t water the anything from its own resource, it needs water fed to it from another source. We are like that riverbed. If you are not allowing yourself the time to grow, be refreshed and encouraged by other leaders, you will be like that dry riverbed trying to provide water when there is none.

Find seminars designed to grow businesses. After all, your group is like your very own small business. Go to other group meetings with those who have a different style of leadership than you – and go with an open mind. Don’t be afraid to read books on business development. They are extremely useful.

We never stand still in our lives. We are either moving forward or slipping backwards. Growth and learning takes conscious effort and is as necessary as gasoline in a car.

Your car may be beautiful, shiny, clean and in good operating condition. If it doesn’t have gas in the tank however, it’s going nowhere. That gas keeps it moving in the direction the driver intends. You



can wish for gas. You can know that you need gas. But until you put gas in the tank, it just looks good. It has no useful purpose.

Our leadership is like that car. We can have all the talent in the world – and we may even look good! Without feeding our souls, without exposing ourselves to others who know more than we do, without learning new things and working shoulder to shoulder with others, we are a car on empty. We are like that dry riverbed that is trying to water the valley around it. It's futile without the resources of water from other sources than its own.

Never neglect time on your inward person. The outer person seems to get more attention these days and is emphasized in our society much more. Remember this; outward beauty is attracting, inward beauty is captivating.

**Some recommended reading:**

*“The Acorn Principle”* by Jim Cathcart – This book will help you to understand yourself, your strengths and weaknesses so that you surround yourself with those who are strong where you are weak.

*“The 21 Irrefutable Laws of Leadership”* by John Maxwell – The basics of what a true leader is.



Leadership

### **Building a Board of Directors (Revision date 1-12-2013)**

In order to accomplish things that are bigger than ourselves, it requires more than us to do it. We must let go of our ego and become part of a team. We really need all the brains that we have and those we can borrow from others.

Vince Lombardi said, *“The achievements of any organization (or group) are the results of the combined effort of each individual”*. Your potential is only as good as your current team.

When you build your board (your team), don't wait for a crisis to move you to action. Start building it today so you will be ready.

#### **Things to consider while building your team:**

**What is my vision?** Nothing much happens without knowing what your dream or vision is. What lies in your heart? What do you see as a possibility? What do you want to accomplish with your group?

You must know that you can't do this on your own.

**Who is my team?** You must examine who is joining you on your journey. If you only have half-hearted companions you will never be able to accomplish your vision. A great dream with a bad team is a nightmare.

What are characteristics you should look for?

- A “team” player, not a solo artist.
- Creative.
- Flexible.
- Motivated.
- Determined.
  - Offers a “talent”.

Is positive, not negative.

Those who will “light” your fire, not try to put it out.

- There is only one thing more contagious than a good attitude and that is a bad attitude. Some people think it is “cool” to be negative – they think that they appear smart. Really? A negative attitude hurts everyone.
- Teachable.

With every team building you will find that perhaps some on the team don't meet up with the challenge or don't “play well with others” and they may need to be removed. We have had that happen several times.

Self-serving individuals cannot be part of your team. You will always have to devote your energy to bring them back to being focused on the vision and you don't have time for that.



Negative attitudes will ruin your team. You can't win without good athletes but you can lose with them. Good attitudes don't guarantee your success but bad attitudes will guarantee your failure. It's never the person you let go who gives you a problem, it's the one you should turn loose but you choose to keep.

Sometimes a board member can turn a winning team into a losing one, either through lack of skill or a poor attitude. Your potential is only as good as your current team.

### How many do I need on my Board?

How big is your dream? The size of your dream should determine the size of your team. Remember what Mother Teresa said, "You can do what I cannot do. I can do what you cannot do. Together, we can do great things."

We have 7 on our board (it's always good to have an odd number). Each one has a distinct role to play.

Here is how we have broken down the responsibilities:

- Facilitator (me)
  - Communicates with the database.
  - Meets with other groups, leaders and organizations and reports back to the board.
  - Develops leaders.
  - Oversees the Board of Directors.
  - Lines up speakers for group meetings and radio show interviews.
  - Host of our radio show.
  - Personally corresponds with donors.
  - Creates documents, flyers, manuals, etc.
  - Oversees Committee Leaders and their group.
    - Education – Community Outreach helps with this one
    - Legislative – All help with this committee
    - Media – Media Coordinator oversees this
    - Science in Politics – All help here
- Secretary (also me)
  - Provides copies of minutes to all board members.
  - Creates the agenda for board and general session meetings.
  - Communicates with board members regarding reports, findings and/or general information pertinent to the board of directors.
- Treasurer
  - Handles deposits of monies from meetings and/or events.
  - Is responsible for writing checks to accounts payable.
  - Provides reports to the board on a monthly basis or more often when necessary.
  - Helps plan the budget.
    - Holds us to the budget.
  - Contacts facilities and vendors for events.
    - Arranges for permits.
    - Obtains the proper insurance for events or meetings.
- Outreach Coordinator
  - Liaison to the community.



- Chamber of Commerce
- Secures information for our involvement with:
  - County Fairs
  - Parades
  - Community work days.
- Builds a communication bridge with schools.
  - Adopt-a-school program.
  - Getting into schools to teach the Constitution.
- Helps to build bridges through community organizations.
  - Lyons
  - Rotary
  - Sir Optimist
- Assists in securing locations for special events.
- Liaison to the facility for our general session meetings.
- Volunteer Coordinator
  - Organizes volunteers for:
    - Large rallies
    - Booths at fairs
    - Parades
    - General Session meetings
    - Other local Tea Party groups who enlist our help.
  - Communicates with all volunteers on a regular basis.
    - Provides training needed hold their volunteer position.
    - Encourager
      - Sends thank you letter to all who volunteer.
      - Publically recognizes them when possible.
- Media Liaison
  - Works with media outlets
    - Radio
    - Newspaper
  - Provides press releases for all events and meetings.
  - Works with Media Committee Chair.
    - Provides guidance
    - Provides information
  - Builds a relationship with these outlets
    - Allows for press coverage for events.
    - Puts a human face on the Tea Party to the media
  - Works with webmaster
- Event Coordinator
  - Helps to coordinate events with:
    - Theme
    - Decoration/backdrop
    - Audio Visual coordination
    - Video coordination



- Works with speakers and musicians for large events.
- Creates needed signage and banners.
- Works with web-master
- Logistics Coordinator
  - Works with Event Coordinator
  - Secures equipment by working directly with vendors needed for events.
    - Barricades
    - Porta-pottys
    - Rental Equipment
  - Creates a “footprint” map of each event.
  - Liaison with vendors and the Board.
  - Oversees merchandise
    - Conducting inventory
  - Sets up for General Session Meetings
    - Puts out signs on the street marking meeting location.
    - Sets up tables
      - Registration and information
      - Merchandise
- Fundraising
  - EVERYONE
  - All the time!

Every board member has a clear “job description” yet we all work together as a team. No one is afraid to step out of their area of responsibility to help someone else. When one needs help, others are there to pitch in and help carry the load.

When choosing your team, look for individuals who have passion and some talent that will assist your group. Not everyone will be able to give you the same amount of time. Understand what they can give and work with them.

We also have two members “at large”. They serve a vital function but can’t commit to the number of meetings required to be a board member (attend at least ¾ of the scheduled meetings). They attend as many meetings as they can but do not have a vote. They can, however, provide insight on topics under discussion.

They are:

- Music
  - This individual is a musician and his wife is the one who sings at all of our events.
  - He has amazing insight for our large events, bus tours and general session meetings.
  - Helps secure musicians for events.
  - Arranges for the proper audio/visual equipment needed.
- Webmaster
  - Handles our web-site
    - Development
    - Keeping information current
  - Facebook



- Twitter
- Ring Central

Everything rises and falls on leadership. The single greatest way to impact an organization, group or business is to focus on leadership development. There is almost no limit to the potential of any group that recruits good people, raises them up as leaders and continually develops them.



Leadership

### **The Importance of Follow-up (Revision date 1-12-2013)**

In order to sustain ongoing loyalty efforts from members of your group, leaders must consistently participate with them through regular communication and encouragement. Also, the amount of enthusiasm demonstrated by a leader will be reflected throughout his or her group. Leaders at all levels must buy into the effort and communicate supportiveness to your members. If the leader isn't 100 percent committed, the overall effort will not succeed.

Follow-up is, in a way, like coaching. A coach provides training, motivation and keeps things positive and interesting. When working with your group you always need to remember that they are thinking, "Okay, what difference am I going to make in this effort, I'm only one?" Others may be thinking, "This is great, but I have five kids at home and four of them are on different soccer teams, so when am I going to be able to do anything?"

This is where you need to create excitement and reinforce a level of commitment needed for ongoing success. However, each participant's level of "time" may be different. That doesn't mean that they are any less committed. It simply means that the time donation from each person is different.

Members at all levels need to feel empowered and encouraged to participate. There are several ways that you can accomplish this.

#### **Through E-mail**

Are you making the best possible use of your e-mail messages? Jokes and un-verified information is a waste of everyone's time. Be sure that what you send pertains to the effort of the Tea Party and their mission. It's also helpful to remember the five e-mail commandments:

- E** – mail only those people to whom your messages actually pertain to rather than your entire e-mail list.
- M** – ake a point of responding to messages promptly.
- A** – lways use spell-check and grammar check before sending messages.
- I** – nclude your telephone number and any other contact information.
- L** – earn that e-mail should be informative and correct. Verify your information.

Remember that e-mail has a potential disadvantage – it's one-sided and lacks personality. Be sure that your receiver has the information that they need and then there should be a "call to action". What are they to do with the information that you have just sent?

Maintain confidentiality. Treat your electronic correspondence with the same respect that you do a personal letter or business correspondence. When sending an e-mail blast, use your "bcc" box for your addresses and yourself as the recipient.



## **Following Meetings**

Most group leaders have meetings at least once a month. Some have them more frequently. No matter how often, you will never have everyone in attendance.

Within two days following your meeting send out an e-mail to the group recapping the issues that were discussed. Those who were in attendance will be reminded of the topics. For those who were unable to attend, they will still feel connected and informed regarding the direction that your group is headed.

Always mention when and where the next meeting will be held so that everyone can make plans in advance.

Sometimes you will have some in your group that may need a “real” voice to encourage them. A phone call to some, prior to your meeting, may let them know that you value their input and presence. Most will benefit from a courtesy call.

If you are leaving a message on their phone, be sure to say who you are and then provide a brief but detailed idea of what you are calling about. “We’re having a meeting on Monday, I hope that you can join us at 7:00 P.M. at our usual place. Please contact me if you have any questions.” Be sure to leave all of your contact information.

Who doesn’t like compliments? We all do. And the more time you spend with others, the easier it is to acknowledge their good deeds. It will make people feel good about themselves and improve your relationship with others. When someone in your group does you a favor, comes up with a good idea, encourages someone else or does any good deed, be sure to acknowledge it.

## **Follow-up with Your Lawmakers**

### ***After a Face to Face Meeting***

If you have had a one-on-one appointment with a lawmaker you are going to want to follow-up with a letter of thanks. You may have said a verbal “thank you” but is that enough? No! Any time someone exerts more than 15 minutes of energy to talk to you or do something for you, a written thank you is definitely in order.

You may be asking the question, “When may a thank you note be sent via e-mail or fax?” The best answer for this is: Never. That would be like trying to give someone a hug without touching them. The aim is to show that you went out of your way to express your thanks.

Typing for 30 seconds and hitting the “send” button or deciding not to use a stamp sends the opposite message that you are trying to communicate. It is far more appropriate to key or hand-write a note and send it to the person via “snail mail”. By doing so, your “thank you” will appear to be the result of a conscious effort to articulate your appreciation, rather than a hasty attempt to cross an item off your to-do list.



### *Follow-up on an e-mail*

You may choose to contact your legislator via their web-site to voice your concern to him or her. It's a good idea to have a strategy each time you write so that when you do multiple contacts, you have a course of action and a record of what you have already done.

Commit yourself to the process of good communication. We all like to think that we're pretty good at it but often times we are really turning off those who we are trying to influence. It may not be intentional, but it happens and we need to be alert to the problem.

How do you know if you're turning off your legislator (or the aide who reads their e-mail)? The short answer is to put yourself in the shoes of him or her. If you're being disrespected or called names, would you continue to read an e-mail that you received? Would that person's opinion hold favor in your eyes? I think the answer is "no".

When following up on a prior concern, you may want to refer back to it and remind them of what you said. It's important to let your concern be heard. You will accomplish this with multiple contacts and doing so respectfully.

An important thing to remember is that just because you contact your legislator once doesn't mean that your job is done. It takes perseverance and tenacity to see results. You can do it – day by day and e-mail by e-mail.

### **Never Give Up**

Keep going and the chances are you will stumble onto something, perhaps when you are least expecting it. I never heard of anyone stumbling onto something sitting down.

I love the story of a high school basketball coach who was attempting to motivate his players to persevere through a difficult season.

*Halfway through the season he stood before his team and said, "Did Michael Jordan ever quit?" The team responded, "No!" He yelled, "What about the Wright brothers? Did they ever give up?" "NO, sir!" "Did Kurt Warner ever quit?" They yelled back, "NO." "Did Elmer McAllister ever quit?"*

*There was a silence until one player had the nerve to ask, "Who is Elmer McAllister? We never heard of him." The coach replied back, "Of course you never heard of him – he quit!"*



Leadership

## **How To Run A Meeting (Revision date 1/13/2013)**

No matter what kind of meeting you are having there are rules that, if followed, will ensure that you have accomplished your goal for the meeting. It does not matter if you are having a “board” meeting of your core group of leaders or a general session meeting addressing hundreds of individuals; certain protocol is necessary.

### **Board of Directors Meeting**

This is a meeting with a specific group of members who make decisions on behalf of the group or organization. Meetings of the board are usually only open to members of the board or invited guests. I caution you not to open your board meetings to the public unless you want chaos.

### ***Conducting your board meeting:***

Having by-laws makes the structure of your meetings more efficient than if you run it by the seat of your pants.

### ***The Facilitator***

The role of the facilitator may be called “president” or “coordinator,” which ever you are most comfortable with. Even grassroots groups need structure or there is chaos. Whoever your facilitator is, their job should be spelled out in your by-laws.

Your facilitator works behind the scenes and may work with outside individuals that influence your group such as speakers or other conservative leaders. He/she should be prepared to report to the board about any of those meetings.

- The facilitator should preside over each meeting. If they need to be absent, then another can be chosen to lead at that meeting.
  - Have an agenda and stick to it.
  - Start on time.
    - This is critical. If you always wait for the “late” one, you are telling the others that arrive on time that they are not as important as the one who is always late.
- They serve as the official representative of your group.
- Usually is the one to report to the general session meeting the direction and plans of your group.
- Signs documents on behalf of the group.
- Prepares the agenda and/or works with the secretary to do so.
- Calls meetings to order ON TIME.
  - Determines that a quorum is present.
  - Follows the agenda, allowing for input from all members.
  - Expedites business.
  - Processes all motions and votes.
  - Conducts a fair and equitable meeting.
  - Adjourns the meeting when all new and old business is completed.

### ***The Secretary***

- The Secretary does more than take minutes.
  - He/she is the official record keeper of the organization.



- Keeps a record of the minutes and distributes them to the board members prior to each meeting.
- Maintains copies for audit by the state or IRS.
- Keeps a record of its list of members.
- He/she has the governing documents.
- Your secretary should have a copy of the last meetings minutes at each meeting and before you begin your new business, these minutes must be approved by a majority.
  - If corrections need to be made it can be done with a motion and then move on to current business.

### ***The Treasurer***

- The Treasurer is where the “buck” stops. The size of your group will determine the scope of the treasurer's responsibilities and should be spelled out in your by-laws.
  - Your treasurer is the custodian of the funds of your group.
    - The president or coordinator should be removed from the funds.
      - This is a protection to him/her.
    - Your treasurer should always be prepared to give a current report to the entire board and provide a monthly Profit & Loss statement.
    - Balancing the books is critical for when the IRS comes knocking on your door.
  - The treasurer will receive the monies and disburse that money according to the instructions of your by-laws and/or board members.
  - Your Treasurer should be involved in preparing your groups budget. I know what you are thinking: “Why have a budget when we never know what income we will have?” Glad you asked!
    - If you have no plan for any funds that come in, you will squander what little you do have.
    - With no budget there is not control (hence, our Federal Government).
    - Whether you bring in thousands a month or under \$100, you need to have a budget.
      - How much is your meeting facility?
        - Printing?
        - Office expenses?
        - Events?
  - If you do not have viable records, you are setting yourself up for trouble with the IRS.
    - He/she will keep accurate records and report regularly to the membership.

### **Conducting a General Session Meeting**

Conducting a General Session meeting should be done with care, integrity, and professionalism. You should be ready to go before people arrive.

It is important to have some of the following things in place prior to individuals entering your meeting room or hall:

- A table with information and a person staffing the table to answer question.
  - Sign-up sheets.
  - Brochures about your group.
  - Important flyers with information about events important to your members.



- Donation bucket.
- Merchandise for donations.
  - Be sure that you have “seed” money to make change.
  - Have a sign that tells them what they get for their donation amount.
- Have a flag already hung for your pledge.
- Have your audio equipment ready to go.

Be sure that you start on time! If you wait for stragglers to find their way in 15 minutes late, you send a signal that those who respect your time frame are not as important as those who come in late.

Years ago, I was asked to lead a large women’s inner-denominational bible study. It was to start a 9:00 AM. Women would arrive about 30 minutes early to chat and enjoy a cup of coffee in the foyer.

The first week, promptly at 9:00, I was ready to start. Over half of the women were still in the foyer. I went out and asked them all to come in.

The next week, at 9:00, I began, even though more than half were still outside. When they heard us start, they all scampered in. They were never late again.

When people know you are punctual and keep your word by starting on time, they will get there. For those who are always late, they will always be late. Do not disrespect others by making them wait for the latecomers. They will always be with us.

#### *When planning your meeting:*

- Have an agenda
  - Do your announcements prior to the guest speaker.
  - Be interesting and do not “read” your announcements.
    - Do not be laborious with too many announcements.
    - Do not let others who may do a report go too long. You want to have them wanting more, not counting the seconds before it is over.
  - Have your guest speaker lined up and there early.
    - Keep them to your time frame.
    - If they go over, give them the “time done” sign and walk up to where they are speaking.
    - If you allow Q & A, you also need to control that and end on time.
      - If they want to chat with the speaker on their own time after the meeting, they can (if the speaker does not have to leave).
- Begin and end your meeting on time (do I say that a lot?).
- Give them a “teaser” for the next meeting.
- Before you leave your meeting hall:
  - Leave it cleaner than when you arrived.
    - Haul your trash away yourself.
    - Check the restrooms.
  - Leave within the time frame you have agreed to with the “landlord.”

Some of this may seem like “common sense,” and it really is. However, if you are new to leadership, it is important that you understand the basics of leading meetings.



I highly recommend (though very dull reading) “Robert’s Rules – Complete Idiot’s Guide” as a resource. It is the most complete book you will find to help you with your leadership skills in running meetings.



Leadership

### **Teamwork (Revision date 1-12-2013)**

Spinning more plates doesn't increase your talent. It increases your likelihood of dropping a plate. People have been known to achieve more as a result of working with others rather than against them. Your potential is only as good as the team you're willing to build and work with. Vince Lombardi said, "The achievements of an organization are the result of the combined effort of each individual. A great dream with a bad team is a nightmare. Many people make the mistake of focusing on their dream with too little attention to their team."

We can never accomplish the mission of the Tea Party values alone. *"Few of us will have the greatness to bend history itself. Yet, each of us can work to change a small portion of events. It is from numberless acts of courage and belief that human history is shaped."* Robert F. Kennedy

There is an event every year in the Midwest at a local county fair where they put work horses in a contest to see which horse can pull the most weight. One year, the winning horse pulled 4,500 pounds. The second place horse pulled 4,400 pounds. This year they decided to take the two top horses and put them together to see how much weight they could pull together as a team. Together, they pulled over 12,000 pounds. That is an improvement of over 30%.

#### **Advantages of a team:**

- Teams involve more people, thus affording more resources, ideas and energy than would an individual.
- Teams maximize a leader's potential and minimize his weaknesses. Strength and weakness are more exposed in individuals.
- Teams provide multiple perspectives on how to meet a need or reach a goal, thus devising several alternatives for each situation. Individual insight is seldom as broad and deep as a group when it takes on a problem.
- Teams share credit for victories and the blame for losses. This fosters genuine humility and authentic commonality. Individuals take credit and blame alone. Lack of teamwork fosters pride or a sense of failure.
- Teams keep leaders accountable for the goal. Individuals connect to no one and can change the goal without accountability.
- Teams can simply do more than an individual.

Teamwork can't be developed in microwave time. Teams grow strong in a crock-pot. The time and effort required to develop team members doesn't change the team overnight, but developing them always pays off.



### Working With Other Tea Party Groups

A favorite fish of many hobbyists is the Japanese Carp, otherwise known as Koi. The fascinating thing about the Koi is that if you keep it in a small fish bowl, it will only grow to be two or three inches long. Place the Koi in a larger tank or small pond and it will reach six to ten inches. Put it in a large pond and it may get as long as a foot and a half. However, when put in a lake where they can really stretch out, they may grow to be three feet in length.

You've probably already figured out the simple point to this illustration. The size of the fish is in direct relation to the size of the pond that it is in.

A comparable analogy can be made concerning our group of Tea Party activists. Our growth is determined by the size of our world. Realizing that growth comes from moving outside of ourselves and our own little world, we come to the realization that unless we expand, we'll always have what we've got – nothing more.

When we started our group, we named it according to the town we lived in. After just two months, we were growing and wanting to expand and influence in areas way beyond our own little area. We realize that our name was rather short-sighted (we were living in a very small fish bowl) so we promptly changed our name to show more vision and less limitation. We changed it to reflect the movement. Prior to our name change, we had limited our outreach. With our new name, we had plenty area of influence.

We become more valuable as we grow and stretch. Zig Ziglar says, *"Go as far as you can see and when you get there, you will always be able to see farther."* Growth is exciting! As we expand our comfort zone, additional opportunities appear. These new things expand us more and the growth process continues.

At times we may be tempted to stop or coast. Don't do it. The key is in an undying commitment to exceed ourselves.

To promote more growth and effectiveness will require that local groups combine their efforts in order to have a greater impact. We need a combined effort to get the audience that we desire. Unfortunately, we are not aided or enhanced in any way by the majority of media outlets but we have technology on our side with the internet, Facebook, and Twitter. It's easy to make contact with large numbers quickly and have that information spread like a virus. However, nothing excites people and motivates them more than personal contact and a large amount of people coming together for a common cause.

If you know of other groups within a reasonable distance from you, try to have a combined meeting at least once a quarter. Take turns being in charge of the topic and the location (which should be somewhere central). Plan some targeted rallies that all can participate in. Maybe plan a joint fund raising event where proceeds will be divided.



*A word of caution:* Whether you are combining three, four or more groups, there needs to be a leader or you will just have a large social event – a chaotic social event! The leaders of each group should come together for the planning. Each one will have a responsibility to rally their group. Decide on a topic and then implement it.

Leadership responsibilities should be divided into categories so that each leader knows what's expected. There should be one who is chosen to oversee the event to be sure that all loose ends are tied. You never want to hold a collective group meeting unless you're organized and clear about your reason for having it. It needs to run like a well-oiled machine.

Since Tea Party activists have the same passion, this isn't a difficult task. We all are fighting the same battle and want desperately to win.

Years ago, I was reading a book about those men who survived the horrible Hanoi Hilton prison camp in Viet Nam. That prison contained 772 servicemen, mostly pilots who were captured and imprisoned. These men suffered unspeakable torture, starvation and solitude.

They tried to communicate with each other at any cost as the North Vietnamese soldiers tried to break them physically, crush their spirits and keep them isolated. Their captors knew that if these men felt alone, they'd give up. Therefore, communication and connection with other prisoners became necessary for survival.

The prisoners devised an ingenious system to "talk" to each other. They developed a tapping code to spell out words and they secretly taught it to everyone. They would tap on walls, fences, while sweeping or using a shovel, using rhythmic movements to send messages. They shared information, supported one another, yet never saw each other until their release. They became a solid unit even in the most distressful time.

From February 12th – March 29th of 1973, 462 surviving prisoners were released. Their interaction fueled their ability to endure and hold together as a team until their release.

What a great lesson for us as we hold together in the Tea Party effort.

One last word of caution; we are human. With our humanity, there will be personality conflicts. Sometimes it can be worked through and other times it cannot. My policy as I try to unite groups in our region is this; I work with the "friendlies" who have set ego aside, minor differences are just that and not majored on and who are willing to work as a team towards a common goal.

You won't be liked by everyone. As a people pleaser, that was a very difficult lesson for me to learn, but learn it I have. We all have value – even those who don't want to work with us or who don't like you. Wish them the best in their individual effort to reach their goal and move forward to your goal.



### **Working With Other Conservative Groups Outside of the Tea Party**

There will be times when combining efforts with other groups that are like minded with the Tea Party can be advantageous. If you saw the March on Washington Rally held on September 12, 2009, you saw a number of groups that came together for a common cause and produced a very effective rally.

Groups represented ranged from Tea Party groups, the Freedom Alliance, and Glenn Beck's 9.12 Project and others. All played an important role in bringing the numbers to our nations' capitol.

While working with groups other than the Tea Party groups, we need to be sure that those organizations are aligned with our mission. Other organizations may differ from us in their type of tax exempt status that allows them more freedom than ours. Others may be farther reaching than our three pronged mission. If these other areas don't conflict or compromise our mission, then it is appropriate to consider joining forces at times.

Some will accept funds from political parties and other groups do not. Some groups are set up so that cannot align with a political party. As long as funds are not comingled, you should be okay. So that is something that needs to be addressed

Even though there may be some obstacles to overcome, don't let what you can't do interfere with what you can do.

In summary, a story is told about a very wealthy man with seven sons who was now on his way to meet his Maker. While lying in his bed, he summoned his sons and handed them a bundle of seven sticks tied together. He told them that whoever could break those sticks would be given all of his fortune.

Each son tried in vain to break that bundle of seven sticks. After the final son gave up, he took the bundle back, untied it and broke each stick and threw them to the ground in a heap.

He told his sons that as long as they stood firm together, no one could break them but if they tried to go it alone, they would all be broken.

### **Recommended Reading:**

*"The 17 Indisputable Laws of Teamwork" by John Maxwell*

*"See You At The Top" by Zig Ziglar*



Leadership

## Conflict Resolution (Revision date 1-12-2013)

No matter how noble your cause, no matter how “nice” the people on your team are or how great of a leader you are, there will be conflicts. Leaders today must be more adept in resolving conflicts than ever before.

Resistance to dealing with conflict is a death sentence to your group. I have observed, first hand, the pain, loss and irretrievable damage suffered as a result of conflict. I have also seen transformation as individuals move to forgiveness and reconciliation with creative solutions that bring opposing people together.

There are destructive as well as creative ways to respond to conflict. We need to shift from impasse to transformation and see within ourselves the true meaning of resolving conflict.

When we are involved in conflict, we may say things we do not mean and mean things we do not say. We rarely communicate on a deep level when upset.

Unfortunately, most leaders hate to confront, therefore, they tend to sweep things under the rug in hopes that it will go away. It doesn't go away. It festers and then blows up over a minor incident.

How far apart are those in conflict? Every conflict we face is rich with positive and negative potential. They can be a source of inspiration, enlightenment, learning, transformation and growth – or of rage, fear, shame, impasse and resistance. The choice is up to us, not our opponents and depends on our willingness to face and work through them.

More times than not, most conflicts can be resolved with each individual making one step forward towards the other. Other times, there may be miles between the two.

While there are many books available on how to resolve conflict, I will offer just a few suggestions to get you started.

- ***Bring the conflict to the surface.*** Summarize the main issue and begin here. Often times, better communication can resolve issues before they get out of control. Other times, it may be personality differences. Whatever it is, you must first recognize exactly what the conflict is in order to get to its source.
- ***Be willing to be a “coach”.*** You as the leader must first be able to model openness to criticism and encourage honest communication.
- ***Create some teamwork.*** Ask those involved to brainstorm five possible strategies for ending the conflict or responding to it more effectively.
  - Create a process where they feel safe. You will experience fewer difficulties if you as the leader create an atmosphere of safety when discussing the conflict.
  - They need to feel listened to and acknowledged.
- ***Encourage constructive feedback.*** No matter what the problem is, most things are good and only a small portion is objectionable to the parties involved.



- **Share responsibility.** In most cases, we can all bear part of the blame for a problem or impasse. Don't let pride set in. Admit your wrong and most likely, they will acknowledge theirs as well. If they don't, at least you held yourself to the higher standard and were honest.
  - Take responsibility for your participation and contribution to what is not working between you and your opponent.
- **Support for change.** If there is a need for a change in direction or behavior, be ready and willing to do your part. No one person is ever at fault. It is a variety of reasons and personalities.

Results can be achieved in your group when you shift from blaming people to solving problems.

#### **Ways that you can avoid conflict in the future:**

- Accept other people and their ideas and feelings about issues that divide. Focus on their behavior and the deeper reason why it bothers you.
- Be curious about reason other people's behaviors bother you. See what you can do to accept others who are different from you. Different isn't what is wrong.
- Be willing to observe and release hostile feelings and judgments.
- Start by thinking of what you can do to find a way to improve a situation.
- Take responsibility for your unrealistic expectations.
- Respect others personal boundaries.
- Keep an open mind and open heart.
- Always be respectful and courteous regardless of the other person's allegations or behaviors.
- Hold on to your sense of humor. Most conflicts are not as important as they seem.
- Never engage in gossip or slandering another person.
- Negotiate good ground rules for meetings.

This is not intended to be a complete expository on Conflict Resolution. It is simply a thumb nail sketch and a few suggestions that you can begin with to resolve conflicts that you face and prevent future ones. If you have a serious conflict within your group, I would suggest that you deal with it immediately or you are doomed for failure.

Seek help from other leaders. Read books - but do something.

Suggested reading:

*"Resolving Conflicts At Work"* by Kenneth Cloke and Joan Goldsmith



Leadership

### **Becoming a Citizen Educator (Revision date 1-12-2013)**

A "Citizen Educator" is one who is capable of teaching our Constitution and U.S. History leading up to the signing of this most exceptional document in the history of the world.

In order to get an "in" to the schools, it helps to have a good relationship with the teacher, principal and/or the superintendent. If you don't have a relationship, start to build one. If you don't have children in school, you may have grandkids. I've had the privilege of having to pick the kids up from school, go to special school functions and chat with their teachers. It's really not that hard to do.

One of our members has a daughter who teaches 5th grade and he goes every week to teach these kids. There are open doors, you just may have to search for the light peeking through the crack.

#### **Educate Yourself First**

- The National Center for Constitutional Studies (nccs.net ) has all the study material you will need. Their series on Washington, Jefferson, and Franklin is a must.
  - Heritage Foundation and Wall Builders are great sources also. Keep your ears open there are many patriotic organizations beginning to produce the material you will need to be a knowledgeable teacher.
  - Hillsdale College has a tremendous Constitutional Studies Course available on line.
- The course material offered by NCCS, "Making of America Seminar" is what I find the easiest to use. It comes with a student workbook and I also include a pocket Constitution. It will cost you about \$5.00 per student. What an investment in our future!
  - Emphasize the importance of using their workbooks for future classes. This course is best suited to 16 yrs. and up but I have been teaching 5th graders.
- When teaching kids make sure you make it fun and interactive. They need to be able to be involved. They are easily bored.
- Now that you have the knowledge who are you going to teach? I'm teaching 5th grade in a public school.
  - I go every Wednesday for one hour.
    - Take what you can get however.
  - You may have to ask more than once before you get an affirmative response.
- Other youth groups that will be receptive are:
  - Boy Scouts
  - Private schools
  - Home schools
  - Church youth groups.

Use your imagination and put yourself out there. Be BOLD - this is a great cause. Our future lies with our youth. It is our responsibility to ensure they have an understanding of their Constitutional rights.



## Leadership

### **Sign-up Sheets (Revision date 1-12-2013)**

Why do you need to have “sign-up” sheets? I’m glad that you asked. You need to begin to build your database of information for a variety of reasons. Let’s look at just a few:

- You will want to communicate to those who are in your group so that you can notify them of:
  - Action Alerts – get them to call their legislators when something is pertinent to your activities.
  - Meeting notifications – Time, place, date, guest speaker, etc.
  - Event notifications – Rallies, Town Halls, Special events.
  - **A WORD OF CAUTION**
    - DO NOT overload your database with information.
      - Most won’t look at more than one per day.
      - Some don’t even want that many from you.
    - NEVER send anything that you personally have not vetted for accuracy. Fact checking is of utmost importance.
      - One erroneous e-mail and your credibility is shot.
- The more information the better your database will be.
  - Name
  - Address
  - Phone number
  - E-mail

You need to have sign-up sheets on clipboards at every meeting, event, booth and on your web-site. Never let an opportunity to gather information slip away.