



Coalition for Higher
Education Act Reform
www.RaiseYourVoice.com



Steps for Building a Successful Student Campaign

March 2005

Again, thank you for your support and interest in the campaign to repeal the Drug Provision of the HEA. While the task of organizing support for repeal may seem daunting, there are a series of steps you can follow in order to implement a relatively simple, yet successful campaign.

Step 1: Present the issue to your student organization: Read the materials contained within this packet and prepare a presentation to your student organization. Get your group to fill out the Student Organization Endorsement Form contained within this packet. Have members of your organization begin contacting your members of Congress, urging them to support full repeal.

Step 2: Raise awareness on your campus: Have letters to the editor and op-ed pieces calling for full repeal of the Drug Provision published in your student newspaper. Present the issue to other activist student groups on campus and encourage them to support it. Set up an information table on campus and have students sign a petition calling for the student government to endorse full repeal.

Step 3: Get the student government involved: Prepare information for all members of the student government and arrange to present the issue to them. Urge them to pass a resolution calling for the repeal of the Drug Provision and provide them with the included sample. The student government should already be aware of the issue because of all the publicity work you have done prior to this. Make sure to continue this publicity up until the time the government is to vote on the resolution.

Step 4: Send the student government resolution to your members of Congress and media outlets: Once the student government has signed the resolution, send a copy to your senators and representative. Also send copies and press releases to local news sources and to the student newspaper.

Step 5: Get faculty involved: Set up meetings with your school's president, financial aid administrator, and admissions director. Give them information about the Drug Provision and explain why their support of its repeal is necessary. If they are supportive, urge them to contact your members of Congress and to fill out the Faculty Government Endorsement form included in this packet.

Step 6: Don't give up: Even if some of the school organizations you contact are not willing to become involved in the campaign, don't give up your efforts. Continue to publicize the issue and to encourage those around you to contact members of Congress about this harmful law. If you have friends at other universities, encourage and help them to start campaigns on their campuses.

Also, remember that further guidance and ideas for student activists can be found on our website at:
www.RaiseYourVoice.com