

Leader to Leader Binder Introduction

In this section you will find the beginnings of a binder that should be passed down from group coordinator to group coordinator. When you are no longer going to be the group coordinator for your group, you will pass this information on to the next group leader.

To ensure that this resource is useful, the group coordinator should regularly update the contents (fill in the blanks, make sure contact information is up to date, and add any new or relevant information). Please feel free to add additional pages and let your regional office know if there are more topics that should be covered in the Leader to Leader Binder.

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Working with AIUSA Staff & Volunteer Leaders

It's important to know that in your quest to build the human rights movement, you are not alone. Here are some important names, emails, and phone numbers of Amnesty International Staff and Volunteers who are there to help you.

Field Organizer: Your Field Organizer (FO) is your staff contact at AIUSA. Your FO will work to support your group by:

- Helping you find speakers for events
- Assisting your group to find possible sources of funding for events, actions and conferences
- Answering questions on recruitment/retention of members
- Training you and your group on AIUSA's priority campaigns and the skills necessary to achieving human rights victories
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Field Organizer's Name: _____

Email: _____

Phone: _____ Cell Phone: _____

Other notes: _____

Other AIUSA Staff:

Name: _____ **Title:** _____

Email: _____

Phone: _____ Cell Phone: _____

Other notes: _____

Name: _____ **Title:** _____

Email: _____

Phone: _____ Cell Phone: _____

Other notes: _____

Name: _____ **Title:** _____

Email: _____

Phone: _____ Cell Phone: _____

Other notes: _____

Student Area Coordinator: If your group is a student group you will be assigned a Student Area Coordinator (SAC). The SAC is the volunteer responsible for supporting your efforts on the ground and is the primary point of contact with the Amnesty International regional office. Your SAC will work to be in regular touch with the group coordinator (about once a month) during the school year. Your school may be assigned to a different SAC each school year. Your SAC will work to support your group by:

- Helping your group find solutions to problems and brainstorm action and event ideas
- Providing information about campaigns
- Being in regular contact with both the regional office and other schools in your area
- Sharing best practices
- Helping you figure out how to recruit and retain members
- Communicating your achievements and challenges to your field organizer
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Student Area Coordinator's Name: _____

Email: _____

Phone: _____ Cell Phone: _____

Other notes: _____

Other AIUSA Volunteer Leaders:

Name: _____ **Title:** _____

Email: _____

Phone: _____ Cell Phone: _____

Other notes: _____

Name: _____ **Title:** _____

Email: _____

Phone: _____ Cell Phone: _____

Other notes: _____

Name: _____ **Title:** _____

Email: _____

Phone: _____ Cell Phone: _____

Other notes: _____

Area Coordinator: If your group is a local community group you will be assigned an Area Coordinator (AC). The AC is your volunteer contact at AIUSA. Your AC will work to be in regular touch with the group coordinator (about once a month) throughout the year. Your AC will work to support your group by:

- Helping your group find solutions to problems and brainstorm action and event ideas
- Providing information about campaigns
- Being in regular contact with both the regional office and other groups in your area
- Sharing best practices
- Helping you figure out how to recruit and retain members
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Area Coordinator's Name: _____

Email: _____

Phone: _____ Cell Phone: _____

Other notes: _____

Other AIUSA Volunteer Leaders:

Name: _____ **Title:** _____

Email: _____

Phone: _____ Cell Phone: _____

Other notes: _____

Name: _____ **Title:** _____

Email: _____

Phone: _____ Cell Phone: _____

Other notes: _____

Name: _____ **Title:** _____

Email: _____

Phone: _____ Cell Phone: _____

Other notes: _____

Coordinating Your Group

Keeping your group running can be challenging. Below is some basic information that you should pass on to the next group leader.

Our meetings happen:

When: _____ Where: _____

How often: _____

Who to contact if you need help getting into the building: _____

Notes about the meeting location: _____

Other locations that might work for our group: _____

What happens at a meeting:

What is the structure of the meetings:

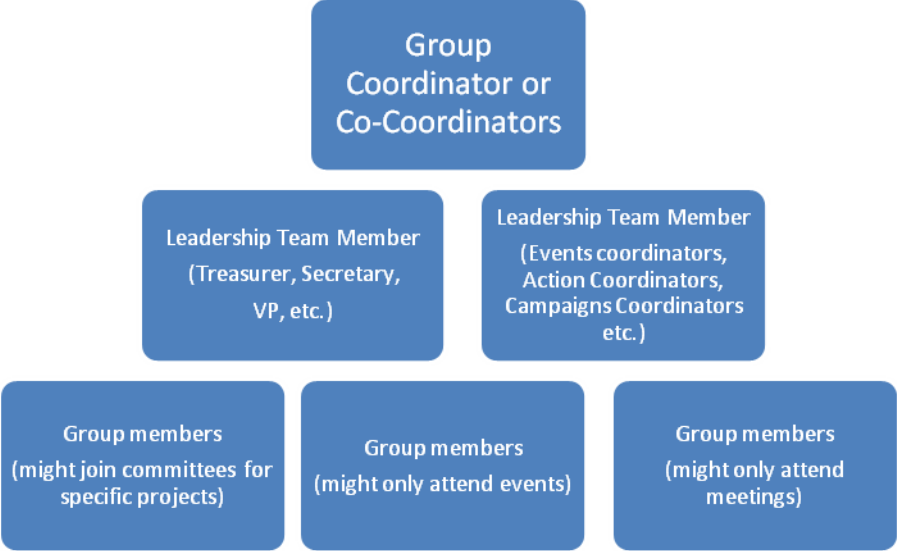
What is a typical agenda:

Tips for making the meetings run effective:

- Delegate someone to keep time
- Delegate someone to take notes
- Stick to the agenda (and time limits for each topic)
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Leadership structure: Each group has a unique group structure. Use this space to describe what your group structure is like and to make suggestions for how the group might improve the structure to make the group even more effective.

Here is a sample group structure chart:



List Management: Most groups maintain an email, phone calling and snail mail mailing list. These lists can be used to communicate with people who have expressed interest in Amnesty International’s work, campaigns, actions, events, etc.

List information (if it is a listserv, please be sure to include the url, username and password along with any regulations for using the list)

List 1:

Type of list (email, phone, snail mail, etc.): _____

Audience (people who attend meetings, people who want info about events, etc): _____

Other important information (where it’s located, how to get access to it, how often it has been updated and used, how to add new names to the list, etc.): _____

List 2:

Type of list (email, phone, snail mail, etc.): _____

Audience (people who attend meetings, people who want info about events, etc): _____

Other important information (where it’s located, how to get access to it, how often it has been updated and used, how to add new names to the list, etc.): _____

List 3:

Type of list (email, phone, snail mail, etc.): _____

Audience (people who attend meetings, people who want info about events, etc): _____

Other important information (where it’s located, how to get access to it, how often it has been updated and used, how to add new names to the list, etc.): _____

Tips for managing your group effectively:

- Be sure to keep all of you members involved. If some members in your club do not feel like they are contributing to the group's efforts or mission, they may become uninterested. To prevent this from happening try to assign each member a task (no matter how small or large) at least once a month or whenever you have events taking place.
- It is easy to become overwhelmed throughout the academic year. Make sure to give yourself time to personally remember why you are so passionate about the issue of human rights as a type of revitalization technique.
- Delegate, delegate, delegate! Be sure to utilize all of your board members and remember you do not have to do everything on your own.
- It is important to stay involved not just with your own Amnesty International chapter, but also with others near your school. This is a perfect chance to get involved with a variety of new and exciting activities (as well as providing your club with a great opportunity to network). Your SAC or AC can help with this.
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Working in Your Community

In your work to build the human rights movement it is important to connect your efforts to what is happening in your community. Reach out to other people on your campus or in your town who care about human rights issues and work with them. Here are some important contacts and tips for how to effectively engage your community (both on campus for student groups and in the wider community for both student and local groups).

Working in Your On Campus Community

On Campus Funding: Although it is possible to get some funding from Amnesty International for specific events, most colleges (and sometimes high schools) have the ability to fund your group directly. Below you should provide information about who on campus to speak with about funding, deadlines, requirements, etc. If you aren't sure how to get funding, check into your student government or your campus' student activities department

Funding Source #1: _____

Who to Contact (Name + Title): _____

Phone: _____ Email: _____

Requirements for receiving funding: _____

Important Deadlines: _____

Other Information: _____

Funding Source #2: _____

Who to Contact (Name + Title): _____

Phone: _____ Email: _____

Requirements for receiving funding: _____

Important Deadlines: _____

Other Information: _____

Tips for securing on-campus funding

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Faculty, Staff, and Administration Allies: Also important for a student group is to have faculty, staff and administration allies. These could be school officials or faculty who agree with Amnesty International’s mission, or who are just supportive of student engagement at school. They could help speak to the administration on behalf of your group, or even be on a panel discussion for a possible event.

Faculty Advisor’s Name: _____

Department: _____ Title: _____

Email: _____

Phone: _____ Cell Phone: _____

Other notes: _____

Other Faculty, Staff, and Administration Allies:

Name: _____

Department: _____ Title: _____

Email: _____ Phone: _____

Other notes: _____

Name: _____

Department: _____ Title: _____

Email: _____ Phone: _____

Other notes: _____

Name: _____

Department: _____ Title: _____

Email: _____ Phone: _____

Other notes: _____

Tips for working with faculty, staff and administration

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Organizational Allies/Club Allies: It's also important to be aware of other organizations or clubs that you could one day collaborate with on an issue or event. This could enable you to have a larger event that you might not have the ability to coordinate on your own.

Club/Group Name: _____

Current Leader: _____ Term: _____

Email: _____ Phone: _____

What we've done with them in the past: _____

Other notes: _____

Club/Group Name: _____

Current Leader: _____ Term: _____

Email: _____ Phone: _____

What we've done with them in the past: _____

Other notes: _____

Club/Group Name: _____

Current Leader: _____ Term: _____

Email: _____ Phone: _____

What we've done with them in the past: _____

Other notes: _____

Tips for working with other on-campus groups

- If you think that a group might conflict with AIUSA's policies or campaign stances, contact your SAC or Field Organizer before agreeing to work with them on an event or project.
- If you plan to do a joint fundraiser with another group, an equal amount of money must go to Amnesty International as goes to the other group(s) involved in the event.
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Who else can help you on campus: There are many people at your school who can help you obtain funds, meeting places, event permits or anything else you might need. Some people who might be good to know are:

- Student Government President, members, and staff advisor
- Dean of students
- Student Affairs Staff or Guidance Councilors
- Student Activities Staff
- Sport stars on campus
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Name: _____

Title: _____ Job Description: _____

Email: _____ Phone: _____

Other notes: _____

Name: _____

Title: _____ Job Description: _____

Email: _____ Phone: _____

Other notes: _____

Name: _____

Title: _____ Job Description: _____

Email: _____ Phone: _____

Other notes: _____

Name: _____

Title: _____ Job Description: _____

Email: _____ Phone: _____

Other notes: _____

Tips for working with other campus resources

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Hosting On-Campus Events: When planning events it's important to keep several things in mind that are specific to your school.

Past successful events:

Event Title: _____ **Event Theme/Campaign Focus:** _____

Location: _____ **Number of people who attended:** _____

How did you advertise?: _____

Highlights: _____

Things you'd do differently: _____

Other Info: _____

Event Title: _____ **Event Theme/Campaign Focus:** _____

Location: _____ **Number of people who attended:** _____

How did you advertise?: _____

Highlights: _____

Things you'd do differently: _____

Other Info: _____

Other Successful Events that have been done on campus (by the AI group or other groups):

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Ideal event locations:

Film screenings: _____

Forums: _____

Concerts: _____

International Fairs: _____

Other: _____

Local businesses that might help with funding: _____

Best places to advertise:

Tabling: _____

Hanging up posters/flyers: _____

Handing out quarter sheets/flyers: _____

Sidewalk chalking: _____

Other: _____

Best way to advertise:

Listserves: _____

Teachers who give extra credit: _____

Online calendars: _____

Websites: facebook, craigslist, twitter, _____

On-Campus media: _____

Other: phone banking, text messaging, _____

Other Important Tips:

Best place to print flyers/cheapest printer: _____

Ways to get money to support events: SIF grant (talk to your SAC or field organizer) _____

Other: _____

Recruiting new members: When you are working to fight for human rights victories, it is always helpful to have as many allies as possible. Below you should provide information about how to most effectively recruit on campus. If you need suggestions, contact your SAC or Field Organizer.

Organizational Fairs: Most schools give clubs and organizations a chance to table at an organizational fair at the beginning of the school year and sometimes later throughout the year. Please include information here about how to make those as successful as possible

When does the fair happen: _____

Process for getting a table at the fair: _____

Materials to bring to the fair: sign up list, brochures, free stuff, petitions, _____

How to get people to help staff the table: _____

Other tips for having a successful organizational fair:

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Recruiting throughout the year: We can't limit our recruiting to once or twice a year. Here are some other ideas for ways to recruit throughout the spring and summer

Other school-wide events to recruit at: _____

Clubs/organizations have helped us recruit in the past: _____

Departments/faculty members who will help advertise meetings: _____

Best tools for recruiting (posters, announcements, etc) _____

Other tips for successful recruitment throughout the year:

- Maintain a group website that shows accurate dates and locations for all meetings and events
- Always invite new people to the meetings
- Have social events at least once a month
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Working in Your Local Community

Fundraising: Although it is possible to get some funding from Amnesty International for specific events, most local groups do fundraising events. Below you should provide information about how to successfully fundraise in your community. If you aren't sure how to fundraise, contact your AC or Field Organizer.

Event Title: _____ **Event Theme/Campaign Focus:** _____

Location: _____ **Number of people who attended:** _____

How did you advertise?: _____

Amount of money spent: \$ _____ **Amount of money raised: \$** _____

Highlights: _____

Things you'd do differently: _____

Other Info: _____

Event Title: _____ **Event Theme/Campaign Focus:** _____

Location: _____ **Number of people who attended:** _____

How did you advertise?: _____

Amount of money spent: \$ _____ **Amount of money raised: \$** _____

Highlights: _____

Things you'd do differently: _____

Other Info: _____

Tips for successful fundraising

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Organizational Allies/Club Allies: It's also important to be aware of other organizations or community groups that you might be able to collaborate with on an issue or event. This could enable you to have a larger event that you might not have the ability to coordinate on your own.

Club/Group Name: _____

Current Leader: _____ Term: _____

Email: _____ Phone: _____

What we've done with them in the past: _____

Other notes: _____

Club/Group Name: _____

Current Leader: _____ Term: _____

Email: _____ Phone: _____

What we've done with them in the past: _____

Other notes: _____

Club/Group Name: _____

Current Leader: _____ Term: _____

Email: _____ Phone: _____

What we've done with them in the past: _____

Other notes: _____

Tips for working with other on-campus groups

- If you think that a group might conflict with AIUSA's policies or campaign stances, contact your AC or Field Organizer before agreeing to work with them on an event or project.
- If you plan to do a joint fundraiser with another group, an equal amount of money must go to Amnesty International as goes to the other group(s) involved in the event.
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Who else can help you in your community: There are many people at your school who can help you secure meeting places, event permits or anything else you might need. Some people who might be good to know are:

- Local permit office (often in the police office)
- Librarians
- Local School Administrations
- AIUSA Student groups in your area
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Name: _____

Title: _____ Job Description: _____

Email: _____ Phone: _____

Other notes: _____

Name: _____

Title: _____ Job Description: _____

Email: _____ Phone: _____

Other notes: _____

Name: _____

Title: _____ Job Description: _____

Email: _____ Phone: _____

Other notes: _____

Name: _____

Title: _____ Job Description: _____

Email: _____ Phone: _____

Other notes: _____

Tips for working with others in the community

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Hosting Events: When planning events it's important to keep several things in mind that are specific to your community.

Past successful events:

Event Title: _____ **Event Theme/Campaign Focus:** _____

Location: _____ **Number of people who attended:** _____

How did you advertise?: _____

Highlights: _____

Things you'd do differently: _____

Other Info: _____

Event Title: _____ **Event Theme/Campaign Focus:** _____

Location: _____ **Number of people who attended:** _____

How did you advertise?: _____

Highlights: _____

Things you'd do differently: _____

Other Info: _____

Other Successful Events that have been done in your community (by the AI group or other groups):

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Ideal event locations:

Film screenings: _____

Forums: _____

Concerts: _____

International Fairs: _____

Other: _____

Local businesses that might help with funding: _____

Best places to advertise:

Tabling: _____

Hanging up posters/flyers: _____

Handing out quarter sheets/flyers: _____

Other: _____

Best way to advertise:

Listserves: _____

Online calendars: _____

Websites: craigslist, _____

Local media: _____

Other: phone banking, _____

Other Important Tips:

Best place to print flyers/cheapest printer: _____

Ways to get money to support events: SIF grant (talk to your AC or field organizer)

Other: _____

Recruiting new members: When you are working to fight for human rights victories, it is always helpful to have as many allies as possible. Below you should provide information about how to most effectively recruit in your community. If you need suggestions, contact your AC or Field Organizer.

Community Fairs: Many communities have fairs, farmers markets or other opportunities to give clubs and organizations a chance to advertise in the community. Please include information here about how to make those as successful as possible

When do these events happen: _____

Process for getting a booth/table at the event: _____

Materials to bring to the fair: sign up list, brochures, free stuff, petitions, _____

How to get people to help staff the table: _____

Other tips for working at annual community events:

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Recruiting throughout the year: We can't limit our recruiting to once or twice a year. Here are some other ideas for ways to recruit throughout the spring and summer

Other community events to recruit at: _____

Clubs/organizations have helped us recruit in the past (make a note of how these groups have helped): _____

Businesses that will help you advertise (and what they'll do to help i.e. hang a poster): _____

Best tools for recruiting (posters, websites, etc) _____

Other tips for successful recruitment throughout the year:

- Maintain a group website that shows accurate dates and locations for all meetings and events
- Always invite new people to the meetings
- Have social events at least once a month
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-

Miscellaneous

As a group coordinator there are a lot of things you know that other members of your group might not be aware of. Please use this section to include anything that wasn't mentioned earlier in the binder.

Some suggestions for things that you might want to include are:

- A record of the materials you currently have stock of and where they are stored
- A record of the number of members who have been active each year
- Bank account information (if applicable)
- Budget information (including a section to keep track of receipts and expenses)
- Passwords or access information for online resources
- Sample materials (emails to prospective members, event advertisements, online ads)
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