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[Fall Strategic Action Plan: A Fall Semester Plan for Pro-Liberty Student Groups](#)

by
[account](#)

The following strategic action plan was written by Campus Coordinator Manager [Clint Townsend](#), founder and former president of University of North Texas Young Americans for Liberty.



Leading a successful pro-liberty student organization is a full time job. There are many challenges you will encounter throughout the semester, but some of these hurdles can be partially avoided if your group has a well-thought-out plan for the semester ahead. There are a number of resources mentioned throughout the following outline that organizations from across the country will provide at little or no cost to your campus group, so be sure to check them out! If you haven't yet started your pro-liberty student group, Students For Liberty is here to help. Check out our [handbook](#) on how to start a student group for liberty. We have [Campus Coordinators](#) throughout the nation that are available to help you by providing you with resources and consulting with you on best practices in effective organizing.

August

Welcome back! The start of the semester is fast approaching, so you should start contacting all the primary leaders of your group to host a planning meeting, which should be held before the semester starts. During the planning meeting, you will want to be prepared with an agenda that touches on the following:

1. Broad goals for the year

- How many new members should you strive for?
- How often do you want to table? SFL has tabling kits [here](#).
- Which speakers do you hope to host? SFL can help you find local speakers. [Contact your local Campus Coordinator](#) for help.

2. Major events for the fall

- Which [SFL regional conference](#) will your group attend?
- Will you be attending any local forums for freedom? Contact your local [Campus Coordinator](#) to find out when the next one is planned in your region!

3. A start of the school year strategy

- What are your plans for reaching out to potential students and especially freshmen at the student organization fair? Has your group registered for it yet?
- What is the agenda for the first meeting?
 - I recommend that the first meeting be thoroughly planned out as to encourage future attendance. If you impress new members with free pizza and soft drinks and a smooth, interesting meeting, then they'll be more likely to come back. Remember that many new freshmen and transfer students are looking for friends and a group to call their own. Therefore, the purpose of the first meeting should be to clearly explain the purpose of the group, what your principles are, which events you have lined up for the semester, and why it is so much fun and rewarding to be a part of the student movement for liberty. After the meeting, invite everyone to continue the conversation over food and drinks at a local restaurant.
 - The second meeting should be something along the lines of "Libertarianism 101." You might invite a local speaker to present about the basic principles of liberty. More students will have settled into the school year, and therefore you'll generally have even more students attend for the second meeting.
 - Do you have a welcome back party scheduled?
 - It's very important to have an opportunity to meet and greet prospective members in more informal environments.

September

September is the time to start identifying potential leaders that you hope to eventually replace yourself one day. They should be delegated responsibilities like chairing a flyering committee or bringing necessary group materials to your weekly meetings. First, these are actually very important tasks. Having a member dedicated to rounding up a group to flyer campus one hour each week is invaluable. Secondly, these are small tests that will help you determine how likely they are to be effective group leaders in the future.

Additionally, there are a number of September-specific events you can host.

- September 17th – Constitution Day
 - Keep an eye out for Young Americans for Liberty's Constitution Day activism resources, which is [now available](#). The Cato Institute can often provide you with free copies of the Constitution. Contact [Cato on Campus](#) to request them.
- September 18th – Anniversary of the Publication of *The Road to Serfdom*
 - Our UNT Young Americans for Liberty [event](#) last year was our most popular with 50 students in attendance. Hayek is more popular than you'd realize these days! Check out [the flyer](#) we used for it. Sometimes the Institute for Economic Affairs is willing to send free copies of their abridged version of RTS that includes my favorite essay "The Intellectuals and Socialism."
- September 26 – Leonard Read's Birthday

- Order free copies of “I, Pencil” to distribute and celebrate the life of one the greatest intellectual entrepreneurs in our movement’s history.
- September 29 – Ludwig von Mises’s Birthday
 - Check out [the event](#) we had for this last year. [Order free copies](#) of Mises’s works here.

October

October is the beginning of [SFL regional conference](#) season. You should start making definite arrangements with your group to attend the regional conferences nearest to you. The regional conferences serve as excellent opportunities for your group to build camaraderie and become well-versed in the ideas of liberty. Also, you should be aware that you’ll have to fight for students’ attention this month since October is the time for midterms.

Consider activities for the following dates:

- October 10th – Anniversary of the publication of *Atlas Shrugged*
 - Check out our Objectivist-related resources [here](#) and request free copies of *Atlas Shrugged* [here](#).
 - The premiere of *Atlas Shrugged Part II* is October 12th, so if there is a theater near you, then you should consider organizing a movie night with your group.
 - Encourage members to [submit an essay on *Atlas Shrugged*](#) to the yearly contest sponsored by Ayn Rand Institute. The 2012 deadline is Sept. 17, but even if members miss this year’s they can get a jump-start for next year. The top prize is \$10,000 with 48 other cash prizes.
- October 30th – John Adams’s Birthday

November

Students are starting to register for classes for the spring semester. Remind them to keep their schedule open for the meeting times. SFL regional conferences are still in full swing to be sure to [attend the one nearest to you](#).

- November 5th – Guy Fawkes Day
 - Be careful about how you celebrate this. If you don’t know the actual story about Guy Fawkes, take a moment to [understand it](#).
- November 9th – Anniversary of the fall of the Berlin Wall
 - Check out what [this student group](#) did to celebrate this most momentous occasion.

December

You’ve reached the end of the semester. It may be time for your group to transition leadership. If that’s the case, you should read SFL’s [leadership transition handbook](#) far in advance to prepare for the very important phase. Additionally, finals and term papers are upon you, but your group should have one last meeting before going into study mode and then back home for winter break. I have the perfect idea for your group to celebrate the successes of the semester and go out with a bang. Celebrate [Repeal Day](#), which is on Dec. 5th.