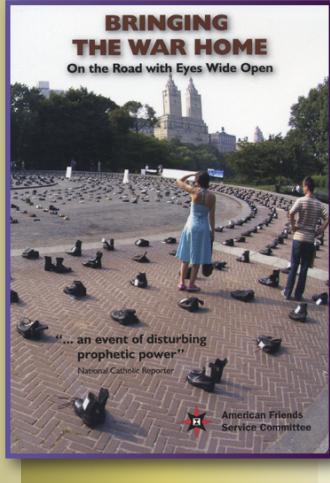


## OUTREACH IDEAS FOR EYES WIDE OPEN & BEYOND

### THE FIRST STEPS:

#### FINDING INTEREST ON YOUR CAMPUS TO HOST EYES WIDE OPEN AND OTHER EVENTS

On any college campus, there are bound to people who share your passion for peace and justice. You just have to find them. Using the methods described below, you can gather a group of students to work together to bring events like Eyes Wide Open (EWO) to campus, building a peace movement in your own backyard. Remember that you can always contact AFSC for resources and ideas, or just browse through the website at [www.afsc.org](http://www.afsc.org).



**TIP:** "BRING THE WAR HOME: ON THE ROAD WITH EYES WIDE OPEN" IS AFSC'S VIDEO ABOUT THE EYES WIDE OPEN EXHIBIT, SHOWING HOW IT GOT STARTED AND HOW IT GREW INTO A NATIONWIDE TRAVELING EXHIBIT. YOU CAN DOWNLOAD IT FROM THE WEBSITE AT [WWW.AFSC.ORG/EYES/](http://WWW.AFSC.ORG/EYES/) EXPERIENCE AND PLAY IT ON A LAPTOP AT ANY CAMPUS EVENT WHERE YOU HAVE A TABLE. IT'S ALSO A GREAT VIDEO TO SHOW PEOPLE AT YOUR FIRST EYES WIDE OPEN MEETING.

#### FAIRS

Colleges and universities often hold fairs at the beginning of the school year or semester that offer students information on student organizations and other aspects of academic and social life on campus. Setting up a table at a fair and talking to people, along with providing literature, will help to educate and draw in potential supporters. You could have flyers inviting visitors to an informational session or simply a sign-up sheet for an email list you hope to start. Use these fairs to build a list of people who might be interested in bringing the EWO exhibit to campus.

#### CLASSES

Look at your school's registration pages online for a list of courses. Find courses that seem appropriate for pitching EWO and other peace events, such as Intro to Social Justice, Peace Studies, Political Science, or even some Sociology classes. Email professors teaching these courses and ask them to announce to their classes that you are trying to start a campus group to host peace events. They may be willing to pass out Eyes Wide Open flyers and a sign-up sheet as well. Be sure to put your contact information on anything you pass out, including email address and phone number.



## OUTREACH IDEAS FOR EYES WIDE OPEN & BEYOND

### TABLING

In hot spots around campus, such as the student union, dining halls, busy classroom buildings, and popular walkways, you can set up an information table. Similar to the table you would set up for fairs at the beginning of school, this table should have handouts on EWO and other literature about the Iraq War. It's a good idea to have music or a video playing on a laptop to draw people to your table. Try AFSC's Cost of War video for starters, which you can access at [www.afsc.org/cost](http://www.afsc.org/cost). Free stuff like buttons and bumper stickers also work.

**TIP:** TO SAVE YOURSELF TIME AND TROUBLE LATER, HAVE PEOPLE ENTER CONTACT INFORMATION INTO YOUR COMPUTER ONTO AN EXCEL SPREADSHEET. THIS SAVES YOU TYPING AND INTERPRETING HAND-WRITING, AND IT'S EASIER FOR PEOPLE VISITING YOUR TABLE AS WELL.



### PROGRAM LIST-SERVES

If you are a part of a peace-related program at your school, you can contact the director of your department and ask to be added to the program's email list-serve. This will allow you not only to send out information and event invitations to a large network, but will also keep you informed with what's going on with like-minded groups and individuals.



### CHALKING

Chalking is a really easy way to generate interest in EWO by writing with chalk on sidewalks. Choose smart places to chalk where as many people as possible will see your message. Use grabbing facts and questions to attract people's attention. Then write an action message below – whatever you want people to do, whether it's contact you about Eyes Wide Open, come to a meeting, or simply visit the AFSC website.

For example, you might use these facts (make sure to check for updated numbers):

- Over 4,200 American soldiers have been killed so far in the Iraq War.
- Over 1 million Iraqi civilians have been killed so far in the Iraq War.
- The US is spending \$720 million dollars per day on the Iraq War.

Be sure your facts are accurate and that you can back them up with sources if people question them. Write your contact information in chalk so people can get in touch with you.

## OUTREACH IDEAS FOR EYES WIDE OPEN & BEYOND

Organizing  
is what you  
do before  
you do  
something,  
so that when  
you do it,  
it is not  
all mixed  
up.

- A.A. MILNE

### HAVE PEOPLE BRING A FRIEND

This is a great way to double your impact. Generally, people have friends who share common interests. If they are advocates of peace and justice, their friends may share the same passion. Plus, people are more likely to come to meetings and events when they know they will have friends there.

### OFFER FREE FOOD!

If it's at all a possibility for you, advertising free food as a motivational aspect of getting people to your meeting or event is definitely effective. College kids love free pizza!

## BRINGING THE GROUP TOGETHER: THE FIRST MEETING

This meeting's purpose is to get everyone that has expressed interest in peace and justice issues together in one place. This is your chance to give a longer explanation of why you want to host EWO at your school and to explain exactly what the exhibit is. It's also a great chance to hear from others about their ideas for peace events.

- As the leader of the group, you should have an agenda in mind, and preferably printed out for everyone to see.
- Show "Bringing the War Home: On the Road with Eyes Wide Open," which you can download at [www.afsc.org/eyes/experience](http://www.afsc.org/eyes/experience).
- To begin the meeting, have everyone introduce themselves and tell how they became interested in peace and justice causes.
- Be true to the spirit of peace activism by running the meeting democratically and listening to what everyone has to say.
- Do not leave this meeting without collecting everyone's contact information – name and email address at the very least.
- You should also set a date for your next meeting.
- Follow up after the meeting with an email to everyone who attended recapping what was decided and reminding them of the next meeting.
- Consult the **Hosting Eyes Wide Open and Beyond** section for steps in planning the event at your school and share the guide with your group.



## OUTREACH IDEAS FOR EYES WIDE OPEN & BEYOND



**TIP:** ONE WAY TO MAKE SURE YOUR FIRST MEETING REALLY HOOKS ATTENDEES IS TO SHOW AFSC'S "**BRINGING THE WAR HOME: ON THE ROAD WITH EYES WIDE OPEN**" VIDEO. THE VIDEO DESCRIBES AFSC'S EYES WIDE OPEN EXHIBIT ([HTTP://WWW.AFSC.ORG/EYES](http://www.afsc.org/eyes)), SHOWING HOW IT GOT STARTED AND HOW IT GREW INTO A NATIONWIDE TRAVELING EXHIBIT.

"BRINGING THE WAR HOME" IS SPECIFICALLY DESIGNED FOR COLLEGE STUDENTS, AND IT WILL SPARK YOUR DIALOGUE ABOUT STARTING A PEACE AND JUSTICE MOVEMENT AT YOUR SCHOOL. HOSTING EYES WIDE OPEN IS A GREAT FIRST EVENT FOR COLLEGE GROUPS. SEE THE EYES WIDE OPEN SECTION OF THIS GUIDE TO LEARN MORE ABOUT HOSTING THE EXHIBIT. YOU CAN ACCESS THE VIDEO ON THE AFSC WEBSITE AT [AFSC.ORG/EYES/EXPERIENCE](http://AFSC.ORG/EYES/EXPERIENCE)/ OR REQUEST A COPY FROM THE CHICAGO OFFICE BY CONTACTING ERIN POLLEY AT [EPOLLEY@AFSC.ORG](mailto:EPOLLEY@AFSC.ORG).

## KEEPING THE GROUP ACTIVE & GROWING: SOME TIPS

### EMAILING

At this point, you should have an email list to work with that includes people who have expressed interest in your group and those who have attended a meeting. It is a good idea to set up a separate email account for the group instead of using your own. Be careful when sending out mass emails, though. Use these tips to keep your emails strategic and avoid annoying your group members:

- Keep the emails short.
- Provide a quick list of any actions that individual group members have been assigned, such as reserving a table or printing flyers.
- Do not send out too many emails – eventually people will stop reading them. One email per week is a good maximum.
- Ask people to respond. If a person RSVPs to a meeting or event, she or he is more likely to actually attend.
- Hide everyone's email addresses. Put your own email address in the 'To' box and list the rest in the 'BCC' box in order to hide them. No one likes her/his email address to be passed around without permission.

## OUTREACH IDEAS FOR EYES WIDE OPEN & BEYOND

### REACHING OUT TO A WIDER NETWORK



Action  
indeed is  
the sole  
medium of  
expression  
for ethics.

- JANE ADDAMS

**Existing Campus Organizations:** Some of the best support for an event can come from other groups that may deal with overlapping subjects. Whether they deal with peace directly or with related issues, you should contact them about the possibility of collaboration on an event, or at the very least, promotion. Think broadly about this tactic. Even groups that are not necessarily working on peace and justice issues may be able to help your group in creative ways. For example, film studies students might be interested in putting together a documentary about your EWO event.

**Faculty and Staff:** A lot of professors on college campuses have chosen their profession because they want to be involved in the student community. Also, many have participated and continue to participate in forms of activism. Research the staff at your school and try to find university contacts. Supportive professors can be invaluable resources in gaining legitimacy and respect both from the student body and from the administration. Also, they are good sources of contacts as they have access to department list serves. Professors, especially those with activist backgrounds, can also provide a lot of helpful suggestions on organizing and planning your events and making them more effective.

**Peace and Justice Community Groups:** Much like campus groups, these organizations can be helpful in planning and supporting your group's events. Groups in the outside community will be delighted to work with you, as college students. Research groups in your area and inform them of your presence and initiatives. The best opportunity to form a relationship can come from your actual attendance at their meetings. Also, this may give you a chance to make an announcement about your group. Peace and justice groups in your community may have hosted Eyes Wide Open in the past, so be sure to ask them specifically about the exhibit. They will no doubt be thrilled to help you bring it to your campus.



## OUTREACH IDEAS FOR EYES WIDE OPEN & BEYOND

**Facebook:** Don't forget about Facebook! It may seem less serious than some of your other options but it can be just as effective, if not more, in informing and motivating people to action. There are a lot of different ways that you can use the site, and don't be afraid to use them all. As you build an email list and meet new people on campus who are interested in your peace actions, don't forget to invite them as friends on Facebook.



**Status Update** - Here are some examples of status updates you could use:

- "Nicole is planning an Eyes Wide Open event for late September – want to help?"
- "Nicole is going to the Eyes Wide Open interest meeting tonight @ 7 – you should too!"
- "Nicole is setting up the Eyes Wide Open exhibit on the Quad at 8am tomorrow!"

**Posted Items and Notes** - Anything that's on the web, you can post to your Facebook profile. Check out AFSC's YouTube channel for great short videos that you can post and share with friends:

[http://www.youtube.com/user/AFSCVideos.](http://www.youtube.com/user/AFSCVideos)

**Events** - Easier and more eco-friendly than flyers, event invitations are a perfect way to fully explain an event and invite a TON of people. Don't forget to send out a message the event the day before and day of, but don't send too many. You know how annoying that is.

**Groups** - These are best utilized if they are relatively short term and goal oriented. Otherwise the group just turns into a few words on a list on some forgotten section of people's profiles. AFSC has two groups that you can join: *American Friends Service Committee* and *Eyes Wide Open State Exhibits*.

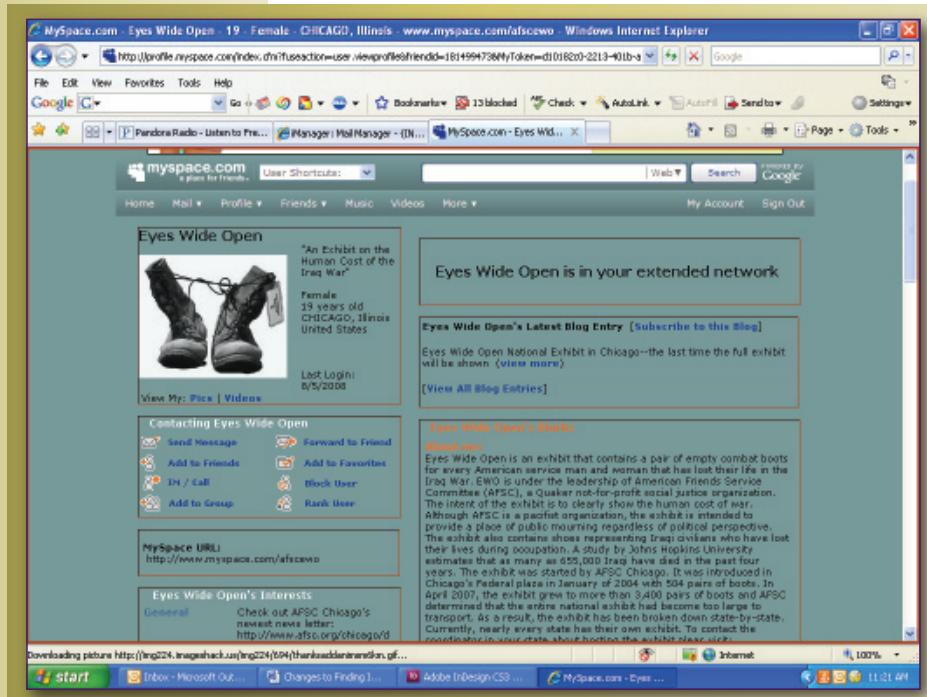
**Causes and Pages** - Remember that each time you add something to your profile, it shows up on your friends' Facebook home pages. Add one or all of AFSC's Causes and Pages to your profile to help generate buzz about the issue of the Iraq War. Check out these for starters:

- The Eyes Wide Open cause
- The Cost of War cause
- American Friends Service Committee page
- Eyes Wide Open page
- Cost of War page

## OUTREACH IDEAS FOR EYES WIDE OPEN & BEYOND

The smallest deed is better than the grandest intention.

- ROGER NASH BALDWIN



**MySpace:** MySpace can be used in a different way than Facebook to achieve basically the same goal. On MySpace, you can create an account for your group or event.

**Building Your Network** - Use MySpace's search to add people as friends from your university or area, as well as the friends you already have.

**Calendar** - Use the calendar feature to show upcoming events. The function allows you to show the date, time, and location.

**Bulletin** - Use the bulletin to keep your group's friends posted about what's going on.

**Web Links** - You can post videos to your MySpace profile just like you can with Facebook. Check out the AFSC YouTube channel for some great ones:  
<http://www.youtube.com/user/AFSCVideos>.

**Photo Albums** - Upload pictures from the AFSC website to show people what events will look like. Or, if you have had events, upload pictures of your own! As an alternative to the Myspace photo album, you could start a Flickr account to share your event photos. If you do this, you'll be able to put the link in your Myspace or Facebook account.

**Twitter:** Twitter is a social networking site that keeps your friends or “followers” updated on your life. If you already have a following, you can use your Twitter account to let them know about upcoming events. Tweets, as they are called, can be instant messaged or text messaged to your friends and will let them know the date, time, and place of your events.