



Year of Youth: Project 2012

Youth Revolution Blueprint

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OVERVIEW

America continues to decline each day. Our domestic policy tramples on individual rights and civil liberties. Our foreign policy creates enemies faster than it defeats them.

Our economic policy attempts to solve the problems of intervention with more intervention, inflation with more inflation, indebtedness with more indebtedness.

To avert catastrophe, we need a non-violent revolution.

To reclaim our country, Young Americans for Liberty will implement its newest program, Year of Youth: Project 2012. Project 2012 is a national effort to recruit 100 young Americans to run for office or work on campaigns full-time in the run-up to Election Day 2012.

Project 2012 will focus primarily on local offices because that is where most of our electoral gains can be made.

This is not about partisan politics. Project 2012 recognizes that America has been sold out by the two-party establishment and a compliant media. As such, only a bottom-up movement of the people can restore sanity to our political process and bring true and lasting change to America.

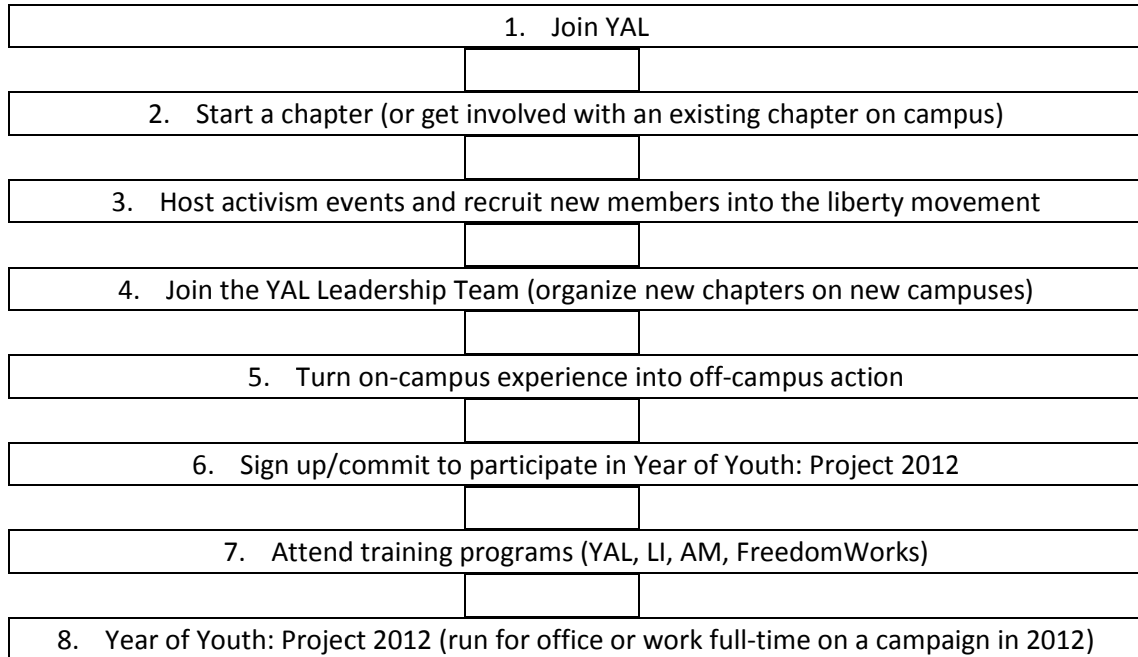
Though the Project 2012 coalition will consist of a large, diverse group of people, America's youth will lead the way. More than anyone else, it is our future at stake.

Project 2012 will become known as the first true Year of Youth -- but definitely not the last.

LADDER TO VICTORY

Year of Youth: Project 2012 is YAL's most ambitious effort yet. Although growing steadily for the last two years, the launch of Project 2012 will bring even more young people into the liberty movement.

While certainly not a step-by-step, linear process, the diagram below illustrates the opportunities available with Young Americans for Liberty and how you can work your way up -- all the way to a career in the liberty movement.



Read through the rest of YAL's Youth Revolution Blueprint for more details about each aspect of the ladder.

CONQUER YOUR CAMPUS

*"If there is no struggle, there is no progress."
-- Frederick Douglass*

With the internet and digital technology enabling instant campus-to-campus communication, an interconnected web of student groups at high schools and colleges in all 50 states could significantly influence the political landscape today -- and the philosophy of a new generation, our generation.

As Saul Alinsky wrote in *Rules for Radicals*, "Change comes from power, and power comes from organization." So let's organize.

Join Young Americans for Liberty

The first step is to join Young Americans for Liberty: www.yaliberty.org/join

As a membership organization with \$10 annual dues, you are instantly connected with thousands of pro-liberty youth activists throughout the country -- you even get a free t-shirt when you join.

YAL members receive insider updates, access to grassroots and campaign training, as well as internship and employment opportunities. By joining YAL, you will show your commitment to our mission of "winning on principle."

Start a YAL Chapter

It is no exaggeration to say that your campus is the most important battleground in the country. Once you join, it's important to organize and recruit even more students on your campus to the cause of liberty.

Imagine if the thousands of people who joined YAL all took the next step to organize a chapter of Young Americans for Liberty. As those chapters organized activism events, hundreds of thousands of new students would be exposed to the ideals of liberty on their campus.

Young Americans for Liberty is building a nationwide network of likeminded student groups united under the banner of YAL.

To start a chapter on your campus today, visit: www.yaliberty.org/chapters

If a YAL chapter already exists at your school, be sure to join and actively engage in its activities. A full listing of YAL chapters can be found on our "chapters" webpage.

Our online chapter application guides you through all the steps necessary to create a successful chapter. To begin, visit www.yaliberty.org/chapters and click "Start a Chapter."

You will gain access to our resources, including activism kits, campaign training seminars, grants for activism, cash bonuses for recruiting, YAL swag, and more. You will also have the ability to host Ron Paul on your campus.

Furthermore, after you start your YAL chapters, you will have access to our national network to support you every step of the way.

Right now you have tremendous potential to influence students at your school. While you may be the only person from your school to read this Blueprint, there might be tens or hundreds or thousands of students at your school who would be willing to join you in this effort -- but they can only join you if they hear about it from you or see you in action on campus.

Your actions could make the difference on your campus and lead countless new young people to actively engage in this movement. It's up to you -- the power is in your hands.

To become a member of our growing network, join YAL and create an official YAL chapter at your school.

RECRUIT RELENTLESSLY

*"Liberty, when it begins to take root, is a plant of rapid growth."
-- George Washington*

Continual recruitment is critical to long-term success. The more committed activists you have working alongside you, the greater your impact. The more interested students and local residents who sign up for your group's mailing list, the greater your reach. Make a solid plan to maximize both and momentum will carry you to great places.

Many student groups never expand beyond a small group of regulars. They accomplish little, stagnate, and eventually die off.

While useful, YAL does not wish to set up small discussion groups or book clubs or debate parlors. YAL strives to create chapters filled with energized activists who are passionate about making significant gains for liberty on their campuses and in their communities.

Recruit, Recruit, Recruit

This is a numbers game -- apathy and attrition are your main enemies. You can overcome both by taking action on a regular basis.

The single most important skill to master as a president or officer of a YAL chapter is how to run an effective recruitment table. You can read the basics of tabling here:
www.yaliberty.org/tabling

The best time to table is at your school's activities/organization fair near the beginning of each semester. That is when people are most open to the idea of joining a student group. The earlier in the semester you start building momentum, the better.

After that, it's essential for you to run a recruitment table throughout the semester, at least twice a month.

An effective method of tabling is to run an Operation Politically Homeless (OPH) quiz. With just two or three people running an OPH table, it's possible to sign up more than 100 interested students in only a few hours.

You can request your free OPH kit here: www.yaliberty.org/oph

You can read the manual here: www.theadvocates.org/content/get-your-oph-training-manual

Remember to never sit behind your table. Don't expect people to approach you. Set up your table in a high-traffic area. Don't be shy -- engage passers-by. It's as easy as walking up and saying, "Hey, come take our quiz."

As you take action around campus and invite others to join, you will encounter people with varying degrees of interest and willingness to get involved. Students can quickly lose interest if you don't give them something to do right away. Plan in advance how you will engage both the super-interested and the sort-of-interested students. This will make things easier for you and also help you turn more of those students into committed activists.

Host events regularly to keep people engaged and interested in your chapter. You can find plenty of event ideas here: <http://www.yaliberty.org/activism>

Remember to sign up new recruits at every event.

Build Your List, Strengthen Your Impact

An organization is only as good as the quality of its lists. Your chapter's leadership team should be able to pull up Google Docs and access an updated spreadsheet of every student who has expressed interest in your effort.

You should collect as much contact information as possible: email address, Facebook profile link, cell number, and mailing address.

It's also a good idea to create a notes section to include other relevant information from your encounter. For example, if you met a contact at an anti-war event and learned they were passionate about ending the wars. This information is useful for finding volunteers or turning out a crowd for future events.

You should also make lists of prospective donors, school faculty, and any other groups essential to expand your chapter's reach.

Expand your lists -- then make good use of them. You just have names on a page until you engage each person in a meaningful way. Make sure to follow up with new sign-ups early and often -- by both phone and email.

If you implement your chapter plan and table properly, you can ensure a steady stream of new recruits for your chapter.

You chapter's growth is essential to recruit for the entire movement for liberty. The more effective you are on your campus, the more likely we will advance liberty in the political process.

JOIN YAL'S LEADERSHIP TEAM

*"We have too many high sounding words, and too few actions that correspond with them."
-- Abigail Adams*

With more than 170 YAL chapters on high school and college campuses and approximately 3,000 dues-paying YAL members, YAL's Leadership Team was expanded in fall 2010 to support our growing network of liberty activists.

The Leadership Team works primarily to recruit new YAL members and organize new YAL chapters -- the main goal is to build YAL's network and the infrastructure for future public policy battles.

With many positions filled, there are spots which remain for Regional Director, State Chair, and Regional Organizer. To learn more about YAL's Leadership Team, visit:
www.yaliberty.org/leadership

If you'd like to dedicate even more time to advancing liberty, apply today to join YAL's Leadership Team: www.surveymonkey.com/s/yalleadershipteam

If selected, you will receive advanced-level training, join in the decision-making process, and work face-to-face with liberty-minded students nationwide.

YAL is seeking both students and young professionals to apply. All YAL members are encouraged to participate.

As a member of YAL's Leadership Team, you will build your resume that may lead to a career in the liberty movement. This is your opportunity to get your foot in the door and gain practical experience in grassroots coordination. You will play a significant role in YAL's fight for freedom and make a greater impact on the direction of our country.

Don't miss this unique opportunity to play an increased role in the r3VOLution, gain leadership skills, and build your resume. Apply today.

LEAD LOCALLY

*"Cast your whole vote, not a strip of paper merely, but your whole influence."
-- Henry David Thoreau*

Campus activism is only one way to effect change in the direction of the country. YAL chapters are the foundation of our movement.

Beyond campus, you can use your YAL chapter as a vehicle to mobilize energized activists into your community. Replicated throughout the country, large numbers of chapters can become very powerful and sway the political climate.

Political gadfly Gary North explains why it's important to focus on your local community.

Until there is a grass roots rebellion, county by county, nothing is going to change inside the Washington Beltway. ... You can't have a clean sweep of Washington until you control the broom. The broom handle is in the counties. There are 3,141 counties in the United States. Most of them are rural. Most of them can be taken over by a dedicated hard core of voters who have an agenda.

The best strategy to gain influence in local communities will vary county by county. Your chapter may decide it best to focus efforts on influencing one particular group or organization at a time, or to assign representatives to various groups at the same time. You may find it useful to assign one person to interface with the local opposition political party, one person with the local anti-war group, one person with the local Tea Party group, one person with the Chamber of Commerce, and so on.

As an organization and a movement, we will share with each other our proven tactics and strategies as we discover them. This will be a learning experience for all of us.

One of the most important tasks for our local activists is to strike the right balance between humility and leadership, between listening and speaking out, between a willingness to learn the current system and a strong passion to change it.

With all of us working together to create a nationwide network of youth activists with credibility as local leaders, we will set the stage for electoral success.

YEAR OF YOUTH: PROJECT 2012

"You will make all kinds of mistakes; but as long as you are generous and true and also fierce you cannot hurt the world or even seriously distress her. She was meant to be wooed and won by youth."

-- Winston Churchill

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Transform Your Philosophy Into Victory

If you're engaged in the political process at a young age, you'll quickly realize you're not normal. Most people our age aren't concerned with the monetary policy, private property, and non-interventionist foreign policy.

But as any campaign expert will tell you being correct on the issues is not enough to win -- Ron Paul isn't our President.

Before you can run for office or work on a campaign, you have to learn the skills, techniques, and political technology to win public policy battles. You have to attend training.

Young Americans for Liberty will organize training programs throughout the country as part of Year of Youth: Project 2012 to ensure pro-liberty activists, like you, are prepared to contribute immediately on a campaign.

Sign up now to receive important announcements about training programs here:
www.yearofyouth.org

It's Not Left vs. Right, It's the State vs. You

This is not about partisan politics. Project 2012 recognizes that America has been sold out by the two-party establishment and a compliant media. As such, only a bottom-up movement of the people can restore sanity to our political process and bring true and lasting change to America.

Though the Project 2012 coalition will consist of a large, diverse group of people, America's youth will lead the way. More than anyone else, it is our future at stake.

Because of our efforts, 2012 will become known as the first true Year of Youth -- not the last.

With a significant increase in youth campaigns for local office throughout the country, Project 2012 will earn media coverage for our cause. The resulting media attention and local impact will attract thousands of new recruits and result in hundreds of new YAL chapters.

Our network will constantly grow, empowering us to send a larger and more experienced wave of youth at the system every two years, targeting higher and higher offices until our revolution for liberty is complete.

For this revolution to achieve lasting success, we need the campuses, the counties, and more highly-trained activists to mobilize a majority of our fellow citizens for liberty.

Imagine a youth-driven, nationwide movement capable of exerting tremendous political pressure on public officials from both parties.

The truth is on our side; our message resonates with millions of Americans; and with enough trained political activists, you and I can build an effective mass movement for liberty right now.

In a country overrun with stale leaders beholden to special interests, our generation can restrain our government and restore constitutional principles. Let us take a firm stand with the individual against the state, with the people against the establishment, with free humanity against Leviathan government in all its forms. Join Year of Youth: Project 2012 today.

YOUR EIGHT-STEP ACTION PLAN

“To achieve great things, two things are needed; a plan, and not quite enough time.”
-- Leonard Bernstein

Now that you have a blueprint for success, here is an eight-step action plan for you to begin immediately.

1. Familiarize yourself with Young Americans for Liberty its ambitious project, Year of Youth: Project 2012 -- explore our main website, www.yaliberty.org, and the Project 2012 website, www.yearofyouth.org.
2. Join Young Americans for Liberty at: www.yaliberty.org/join
3. Create a YAL chapter on your campus, or get involved with the existing YAL chapter at www.yaliberty.org/chapters
4. Request a free OPH kit and prepare the materials for a recruitment table.
5. Schedule your first chapter meeting. Design flyers to promote the meeting.
6. Recruit. Run the OPH table and sign up as many interested students as possible. Hand out the flyers you designed, follow up with everyone who joined your list, and make sure they attend your meeting.
7. Empower chapter officers by delegating responsibility to interested, competent students. “Give 'em a title and get 'em involved” is the rule. Work with your officers to plan activities and build your chapter.
8. Attend training opportunities to improve your skills and prepare yourself to run for office or manage a campaign, and commit yourself to Year of Youth: Project 2012 (run for office or work full-time for a campaign in 2012)