



# Conducting the *Ms.* Campus Campaign

## The Campaign

- ◆ Bring the revolution to campus! Choose a two-week period to conduct the *Ms.* campaign. Check your school calendar for any conflicting events and plan accordingly. Table at all FMLA, and, if possible, other progressive campus groups' events during this time.
- ◆ Call your Campus Organizer and let her know the dates you have chosen for your *Ms.* campaign.

## Publicize

- ◆ Coordinate a *Ms.* advertising blitz on campus! Post *Ms.* campaign fliers everywhere on your campus.
- ◆ Reserve a table in your campus quad or another well-traveled area. Use the large FMLA signs to ensure that everyone will recognize that the campaign benefits your FMLA.
- ◆ Arrange for a *Ms.* table at all of the FMLA events during the campaign. Find out if you can set up a table at other progressive campus groups' events during this time.
- ◆ Remind everyone of the upcoming holidays. A year of *Ms.* is a great holiday gift!

## Payment Logistics

- ◆ Only accept personal checks or Mastercard/Visa during your *Ms.* campaign. Be sure to collect money at the time of sale. Checks should be made payable to "*Ms.* magazine/FMF."
- ◆ After the campaign, collect all completed *Ms.* cards and checks, and mail them to your Campus Organizer at:

Feminist Majority Foundation  
*Ms.* magazine Campus Campaign  
1600 Wilson Blvd., Ste. 801, Arlington, VA 22209

The Feminist Majority Foundation will send you a check in the amount of \$12.50 for each new *Ms.* community membership! It will take a few weeks for your check to be processed and mailed.

## Frequently Asked Questions About Joining the *Ms.* Community

- ◆ **Why should young feminists join the *Ms.* community?**  
*Ms.* has been an important part of the feminist movement for the past three decades, reporting on the full range of feminist issues, from reproductive rights to sexual harassment to the wage gap to Title IX to lesbian rights to the plight of women in Afghanistan.
- ◆ **What is the best way to attract people to our *Ms.* table?**  
Post signs on campus announcing your table location. Announce your table location in classes and at student organization meetings. Have a bowl of candy out on your table. Stand beside or in front of the table to engage people as they pass by.
- ◆ **How can we make it clear that this campaign benefits the FMLA rather than an off-campus vendor when we are tabling?**  
Prominently display FMLA signs. Place information about *Ms.* alongside information about the FMLA (such as pictures of past events, for example). Make table signs explaining that half the money goes to the FMLA to get to the *March for Freedom of Choice*. Remember that the campaign is not only a fundraiser, but also a recruitment tool. Always have a sign-up sheet for people who are interested in joining your FMLA!
- ◆ **If I am already a member of the *Ms.* community, can I still take advantage of this \$25 rate to renew my membership?**  
Yes! Just fill out one of the enclosed *Ms.* cards normally and you will still receive the \$25 rate.