

CONNECT FISCAL POLICY TO AN EXISTING EVENT

Collaborate with existing campus groups to enrich an event that's planned on your campus by adding perspective about the long-term national debt. Choose one or more of the ideas in the toolkit-- from halftime shows at sports games to presenting at policy or economics-related events.

Introduction



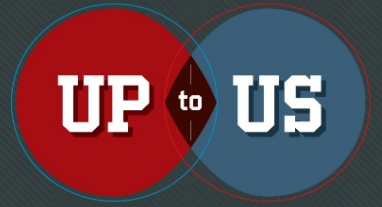
To many young American voters, the long-term national debt may seem like an abstract concern. In an era of uncertain job market prospects and political polarization, the country's long-term national debt is consistently placed on the back burner by our political leaders on both sides of the aisle. Our generation actually has the most at stake when it comes to policy decisions made today about our country's long-term fiscal and economic future, and it's up to us to come together and speak up.

Our generation has an essential role to play in this debate. Up to Us is an opportunity for students to educate their peers on these issues in a nonpartisan way, by empowering our generation to have a voice and start the conversation about our future, together.

We can't wait to have you join the movement!



TAKE ACTION



00
The
Perks of
Hosting



01
Dribble/Kick/
Throw/Strike
Down the
Debt

02
Plug into
Spring
Career Fairs



03
Classroom
Presentation



04
First Year
Life Skills



05
Co-host an
On-campus
Event



Perks of Hosting



Funding for your event and a bonus stipend when you hit your goals!

1.

Receive Event Hosting Stipend

Everyone who hosts an Up to Us event receives an event hosting stipend. This stipend should be used for costs associated with hosting your event (e.g. food, raffle prizes, swag, signage, printing, art materials, etc.)

2.

Hit Your Participant Goals

For each event, you have a goal for the number participants reached. The goals are obtainable and we are here to help you achieve them!

3.

Earn Extra Cash!

If you reach your participant goal, you earn an extra bonus stipend of \$150!

Event Type	Hosting Stipend	Participant Goal	Bonus Stipend
Dribble/Kick/Throw/Strike Out the Debt	\$ 150	50	\$ 150
Plug into Spring Career Fairs	\$ 25	50	\$ 150
First Year Life Skills	\$ 25	25	\$ 150
Classroom Presentation	\$ 50	100	\$ 150
Co-host an On-Campus Event	\$ 100	25	\$ 150

Don't forget to boost your event while also boosting the perks you receive!

Gather Up to Us pledges at your event and when you hit 200 pledges, you earn an extra \$100. Amplify your event with media coverage for additional event hosting stipend and more bonuses if you are published.

01. Dribble/Kick/Throw/Strike Down the Debt



Raise awareness by tabling or using other outreach techniques to inform audiences at campus sports events about the long term national debt.



Find your Event

- ✓ Sponsor or co-sponsor a sporting event like Midnight Madness, a dance competition, a sports tournament where student groups compete against each other (student government, fraternity and sorority organization, etc.) or an intramural sports event.
- ✓ Your sponsorship should include the ability to set up a table for before, during, and after the game where you can engage with attendees.
- ✓ Ask if you can give a short two to three-minute speech during halftime about why the long-term national debt matters to Millennials. If so, great! If not, that's okay. Ask them how else you can engage with everyone who attends. Get creative! Maybe you make a "debt mascot" that can run around and engage with the crowd during halftime.

Prep, Prep, Prep

- ✓ Check out the Know Your Stuff section in our resources on page 12 to learn why the long-term national debt is important.
- ✓ Consider what sort of "learning" you are going to provide. Are you going to set up a table and hand out information? Are you going to cover the area in posters and chalk the sidewalks with debt facts?
- ✓ Consider how to engage with the audience.
 - ✓ Perhaps you could give out free food, t-shirt or water bottle with the Up to Us logo to incentivize attendees to engage with you and learn more. Or use the Instagram mobile frame (find in the Lead an Up to Us event catalog on Crew 2030) which travels around the bleachers.
 - ✓ You could even offer a prize to students who post photos using the event hashtags (#UptoUs).
 - ✓ If the sports stadium has video capability, consider posting trivia questions and answers before the event begins, or showing a short video about why the long-term national debt matters.

During the Event

- ✓ Ask attendees to sign the Up to Us Pledge. Check out the Get Up to Us Pledges section in resources on page 11 for best practices.

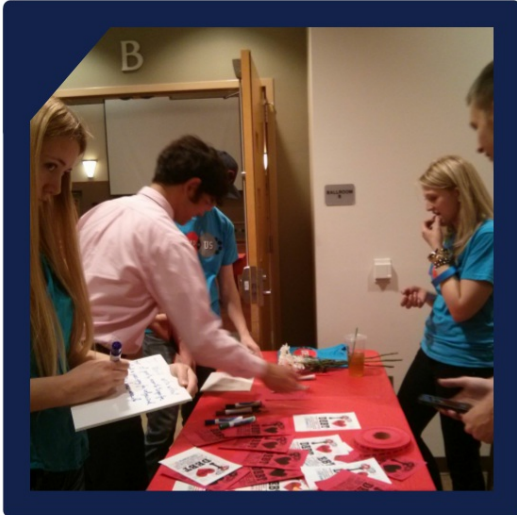
Demonstrate your results!

In order to receive your Bonus Stipend (see page 3 for "Perks of Hosting") you need to turn in two pieces of information via Crew 2030

1. The total number of attendees. If using a sign-in sheet, include students' names and email addresses
2. Photos that show the attendees and the event hosts

02. Plug into Spring Career Fairs

Go to job or internship fairs on your campus and educate students about how the long-term national debt affects the range of economic and career opportunities they'll have available to them.



Prep, Prep, Prep

- ✓ Check out the Know Your Stuff section in resources on page 12 to learn why the long-term national debt is important.
- ✓ Contact your campus career center to find out about upcoming job fairs and how you can get involved to present.
- ✓ Consider what sort of "learning" you are going to provide. Are you going to set up a table and hand out information? Are you going to ask to present during a scheduled lecture at the career center?
- ✓ Put together your presentation, focusing on the long-term effects the national debt will have on Millennials.

During the Event

- ✓ Ask attendees to sign the Up to Us Pledge. Check out the Get Up to Us Pledges section in resources on page 11 for best practices.

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03. Classroom Presentation

Sharpen your public speaking skills by giving a presentation about the long-term national debt at a related public course on your campus. Make as many presentations as you can!



Prep, Prep, Prep

- ✓ Check out the Know Your Stuff section in resources on page 12 to learn why the long-term national debt is important.
- ✓ Find out what classes you want to present to and contact those professors. Ask if you can give a one to two-minute presentation at the beginning or end of class about why the long-term national debt matters to you.
- ✓ Use our template on Crew2030 or put together your own presentation, focusing on the long-term effects the national debt will have on Millennials.

During the Event

- ✓ Ask attendees to sign the Up to Us Pledge. Check out the Get Up to Us Pledges section in resources on page 11 for best practices.

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04. First Year Life Skills



Many college campuses offer courses for first year students on how to be successful, including classes on resume writing, time management, and personal finances. Present at the personal finance lecture and speak broadly on the issue of personal/household finances and how they may be connected to the nation's economy, long-term fiscal outlook, and long-term national debt to engage new students on campus.



Prep, Prep, Prep

- ✓ Check out the Know Your Stuff section in resources on page 12 to learn why the long-term national debt is important.
- ✓ Contact your campus career center or student services department to find out about any financial courses offered to first year students and how you can.
- ✓ Put together your presentation, focusing on the long-term effects the national debt will have on Millennials.

During the Event

- ✓ Ask attendees to sign the Up to Us Pledge. Check out the Get Up to Us Pledges section in resources on page 11 for best practices.

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1. The total number of attendees. If using a sign-in sheet, include students' names and email addresses
2. Photos that show the attendees and the event hosts

05. Co-Host an On-Campus Event

Work with a like-minded campus group to co-host an event on a topic related to the long-term national debt on your campus. Use creative techniques to raise awareness about the long-term national debt before, during, or after the event.



Planning the Event

- ✓ Check out the Don't Forget Outreach section in resources on page 12. The Marketing toolkit (available on Crew2 030) will provide you with a lot of ideas about how to identify and reach out to like-minded campus groups.

During the Event

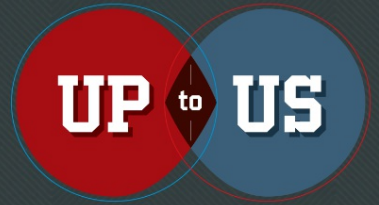
- ✓ Ask attendees to sign the Up to Us Pledge. Check out the Get Up to Us Pledges section in resources on page 11 for best practices.

Demonstrate your results!

In order to receive your Bonus Stipend (see page 3 for "Perks of Hosting") you need to turn in two pieces of information via Crew 2030

1. The sign-in sheet from your event, including students' names and email addresses
2. Photos that show the attendees and the event hosts

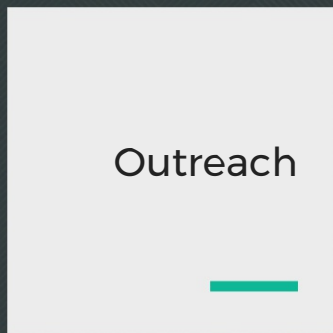
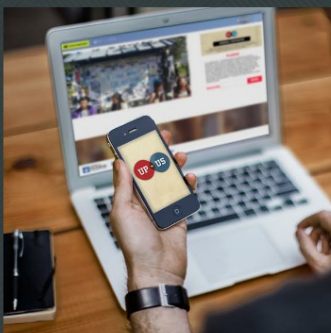
RESOURCES



How to Find
an Existing
Event



Get Up to Us
Pledges



How to Find an Existing Event

So you want to collaborate with an existing event to share your passion about the long-term national debt? But how do you even find those events on your campus? Check out the brainstorm activity in the Marketing Toolkit to create a list of groups to partner with, as well as ideas to connect with them about

- ✓ Look up related academic departments (finance, political science, history, economics, public policy, business, etc.) and see if they have any events or lecture series currently planned that deal with national economic issues, public policy, or the careers/economic futures that Millennials face
- ✓ Contact your Career Services and Student Services center. Ask them about any upcoming lecture series on campus or if they are planning any events around finance
- ✓ Reach out to campus clubs and groups including Fraternities and Sororities, clubs in finance, political science/ history, economics, public policy, business and other relevant areas. Ask what events they have in their pipeline and how you can get involved
- ✓ Ask your friends! Your personal network is a great way of finding out about what is happening on your campus

Get Up to Us Pledges

At any event you hold, you want to get as many attendees as possible to sign the Up to Us pledge. The pledge is attendees' way of taking action to let their representatives know that they care about the long-term national debt. In May, student representatives of Up to Us will deliver signed pledges to U.S. Congressional legislators.

At your event (no matter which you choose), set up a table with 2-3 laptops or tablets with internet connection so that students can sign the pledge online, or distribute flyers with the link to the pledge

Make sure that students are choosing your school when they sign the pledge

Reminder: If you get 200 pledges, you will earn an extra \$100 and the overall top pledge gatherer will win a prize of \$500!





Know Your Stuff

It's important to know your stuff before you do any presentation. If you don't know why the long-term national debt is important to you, how can you expect to persuade others?

Read the [National Debt 101 Toolkit](#) and play the [Fiscal Ship](#) (available on Crew 2030) to learn more about the impacts of long-term national debt.

Attendance & Photos

It is important to assign someone on your team to help people sign-in, with name and email address legible, (if applicable for your event) and take photos.

Don't Forget Outreach

The [Marketing toolkit](#) (available on Crew 2030) includes specific communication and marketing tactics that you can use to promote your event to efficiently draw an audience to your event.

Tip: The most successful events start outreach three weeks before their event date. Use the marketing toolkit to see a specific timeline on what to do to create buzz and host a well-attended event.

Amplify Your Event with Media

Use the [Amplify Your Voice Using Media](#) event catalog to take your outreach further and set up an interview with your campus media outlets or publish an op-ed prior to your event.

Tip: If you do engage the media, you receive an additional event hosting stipend and the opportunity to earn more bonuses.



For more information or to
sign-up today, please contact:

uptous@netimpact.org

