

# CAMPUS ORGANIZING TOOLKIT



*The following pages  
include information  
for campus-based  
Dogwood teams.*

*Find links to key  
resources and  
templates.*

*Get everything you  
need to canvass and  
organize on campus.*

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*Prepared by:  
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# Quick Start Steps



## **Collect Signatures:**

Find PDFs and data entry for petitions and campus recruitment forms.

[dgwd.ca/canvass-tools](https://dgwd.ca/canvass-tools)

[dgwd.ca/campus-signup](https://dgwd.ca/campus-signup)



## **Coordinate Online:**

Create a Facebook Group to organize canvasses and team meetings on campus and discuss your campaigns.



## **Host Team Meetings:**

Contact your provincial organizer to help you set up your first team meeting.

[dgwd.ca/contact-organizers](https://dgwd.ca/contact-organizers)



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# Building our power

“Perhaps the biggest barrier to making positive change is that **we Canadian activists are ambivalent about power.** Our comfort zone is to cling to the Enlightenment ideal that if we simply tell the truth, then everyone will join us. Eventually. We hope.

This is partly related to Canadian identity, itself. Canadians are comfortable being the humble underdog, and if we win at hockey or other things, it's not because we are entitled to it, but because we worked hard and got some lucky breaks.

Unfortunately, the decision makers who have control over the issues we care about must be convinced that it is in their interest to act a certain way, and if it's the right thing to do, then that's a nice bonus. **The truth may set them free, but it's power that gets them to move.**

And, in rationalizing why we are losing, we admit this. We point to the lobbying prowess of industry groups like the Council of Canadian Chief Executives who are in the face of decision makers consistently on every issue that affects them - and our issues almost always do.

Meanwhile, we show up with decision makers only occasionally, and usually with no means to reward or threaten - no means to convince decision makers that it is in their interest to act the right way...

**Building power is fundamentally about reaching, recruiting and activating people.** It is something our community does well occasionally in NIMBY-like battles, yet something our community does badly on a proactive, consistent basis.”

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*Matt Price*  
*Author and strategist*

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# Getting Started

## Organizing on campus with Dogwood BC

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*Emphasize self-determination and expand the electorate*

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*Support First Nations rights and title*

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*Influence money flows to stop dangerous projects*

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Our foundational assumption is that organized people can overcome elites and their organized money, but only if we focus.

By tapping into **the universal human desire for self-determination** Dogwood can combine the power of grassroots organizing with the leverage created by **First Nation rights and title** to reclaim control of land and resources. Integrating these with the ability to **influence money flows** will create leverage for a more just, equitable, democratic and sustainable future in B.C.

B.C. campuses are some of our province's largest employers. People on campuses wield moral, intellectual and cultural influence over the public and decision-makers. Public education is how many global citizens and future Canadians arrive and make a home in Canada.

Students, staff, faculty and residents on them are threatened by fossil fuel infrastructure and the impacts of using and transporting oil, gas, and coal.

So, Dogwood supports **campus teams that bring together everyday people in British Columbia** to claim decision-making power over the air, land, and water we depend on.



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## On Campus Theory of Change

**IF** Dogwood builds campus teams at select universities and colleges in B.C.;

**THEN** we can develop leaders and organizing capacity across B.C. and force elected officials to make decisions they otherwise wouldn't, but that the majority of British Columbians want;

**BECAUSE** Dogwood and our allies would have the power to to elect or defeat candidates in any election-- including running a recall--and/or run a citizen's initiative to pass policy if government representatives won't.



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## Campaign: Stand Strong Against Kinder Morgan

A majority of elected B.C. MLAs have promised to do everything in their power to stop Kinder Morgan's dangerous pipeline and oil tanker project. Amidst backlash from Big Oil and their politician pals, we need our incoming provincial government to stand strong for indigenous rights, for our health and safety, and for a sustainable economy.

***Collect new signatures  
and volunteers:***

***[dgwd.ca/km-petition](https://dgwd.ca/km-petition)***

***Enter new supporters:***

***[dgwd.ca/canvass-tools](https://dgwd.ca/canvass-tools)***



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## Campaign:

# Don't Expropriate Reserve Land for Kinder Morgan

Justin Trudeau broke his promises and approved Kinder Morgan last fall. How far will he go to get this Texas tanker project built? He faces a new choice now: to actually get this pipeline built, Justin Trudeau will have to sign orders to seize First Nations reserve lands and expropriate provincial crown land along the pipeline route, literally bulldozing homes.

***Collect new signatures and volunteers:***

***[dgwd.ca/fnland-petition](https://dgwd.ca/fnland-petition)***

***Enter new supporters:***

***[dgwd.ca/canvass-tools](https://dgwd.ca/canvass-tools)***



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# Campaign: B.C. Needs A Corruption Inquiry

After decades of unchecked political power, fuelled by unlimited amounts of money from corporations, unions and wealthy individuals from anywhere in the world, laws to ban big money are finally on the horizon. But too many unanswered questions still remain. It's time to break the silence and hold politicians accountable.

***Collect new signatures and volunteers:***

***[dgwd.ca/corrupt-petition](https://dgwd.ca/corrupt-petition)***

***Enter new supporters:***

***[dgwd.ca/canvass-tools](https://dgwd.ca/canvass-tools)***



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## Campaign: Ban Big Money in B.C. Politics

British Columbia has become the Wild West for political donations, with unlimited money coming from corporations, unions and wealthy people around the world. Now with a new government, elected on the promise to Ban Big Money, we have a chance for change. Help us hold Premier Horgan to his promise and ensure the laws are the gold standard.

***Collect new signatures and volunteers:***

***[dgwd.ca/bbm-petition](https://dgwd.ca/bbm-petition)***

***Enter new supporters:***

***[dgwd.ca/canvass-tools](https://dgwd.ca/canvass-tools)***



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## Campaign:

# End the Free Ride for Dirty U.S. Coal

Five U.S. ports have rejected coal exports because of their shaky financial future and dire health impacts. Now this dirty coal is coming on toxic coal trains to a port near you, putting our health, environment and economy at risk. The province can introduce a levy to stop these filthy trains in their tracks and make sure foreign coal producers pay for the true costs of this destructive product.

***Collect new signatures and volunteers:***

***[dgwd.ca/levy-petition](https://dgwd.ca/levy-petition)***

***Enter new supporters:***

***[dgwd.ca/canvass-tools](https://dgwd.ca/canvass-tools)***



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## HOW TO:

### Set up a canvass

#### Find your People

Use Facebook, personal conversations and classroom visits to recruit canvassers and add them to the Facebook group.

Coordinate 1-3 hours of canvassing when at least two people are available using an online tool like Doodle.

Complete our non-disclosure agreement.

#### Decide on Location

Select a high-traffic area that offers space to have one-on-one conversations with a potential supporter.

Consider areas close to transit hubs, major lecture halls, cafeterias, and public events.

Keep records of which locations work for you and why.

#### Train your people

Host a short training at the canvass location or ahead of time.

Share the theory of change for the campaign and any info sheets.

Your Dogwood organizer can help you organize and run a training.

[dgwd.ca/contact-organizers](https://dgwd.ca/contact-organizers)



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## HOW TO:

### Send us your data

#### Secure the data

Keep completed petition and sign-up sheets in a safe, locked location.

Complete all the information at the bottom of the sheets.

Make note of who offered to volunteer and invite them to a future meeting within 48 hours.

#### Enter the data

After you've contacted the volunteer prospects, send petition data to Dogwood.

Enter all petition data into the appropriate form here: [dgwd.ca/canvass-tools](http://dgwd.ca/canvass-tools)

Add interested volunteers to the Facebook group (and/or Nationbuilder).



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# Canvassing Checklist

## Before the Canvass

- Recruit at least two canvassers
- Create a Facebook event
- Print petitions and info sheets
- Request materials from your Dogwood organizers
- Organize all materials into a reusable bag or box
- Complete non-disclosure agreements and send to [info@dogwoodbc.ca](mailto:info@dogwoodbc.ca) ([dgwd.ca/nda-form](http://dgwd.ca/nda-form))
- Send reminder emails to canvassers

## Materials

- Clipboards
- Petition Sheets
- Pens
- Dogwood Leaflets
- Campaign Info Sheets
- Canvassing Script
- Creative Displays
- Dogwood Sandwich Board
- Creative Displays

## After the Canvass

- Contact new volunteers within 48 hours
- Enter the data online
- Thank your canvassers and share the petition results



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# Dogwood Branding

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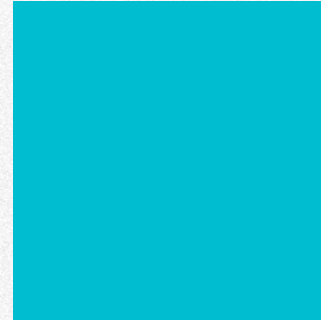
*Use these colours when designing graphics and other materials for your teams.*

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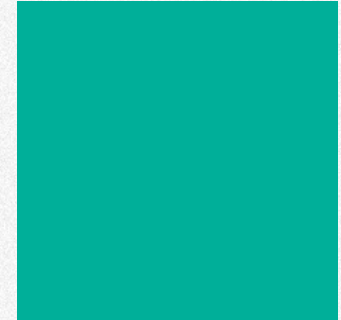
## Primary Dogwood Colours



db4553



00b2c5



00a287



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# Next Steps for Campus Teams

## Skill Development

- Subscribe to the newsletter at [OrganizeBC.ca](http://OrganizeBC.ca) for local training opportunities
- Attend a core Organize B.C. training
- Register to attend CanRoots in November 2017 ([canroots.ca](http://canroots.ca))
- Participate in Dogwood's bi-weekly volunteer leader calls and trainings
- Ask for or attend a media training workshop and build a relationship with campus media
- Survey your team for requested skills/knowledge and ask your Dogwood organizer to coordinate a training

## Team Meetings

- Host a team meeting at least monthly while classes are on
- Participate in your home riding team's next meeting (ask your organizer for contact info)
- Organize a topic discussion or invite a guest speaker for your next meeting
- Plan a fundraiser or other activity to support First Nations and other frontline communities

## Meeting with Decision-Makers

- Coordinate with Dogwood to meet with the MLAs, MPs, city councillors, and administrative staff for your campus
- Host a government relations training or strategy meeting on campus