Phase 1

|  |  |
| --- | --- |
| #YesToJustice |  |
| *Groups that adopt the #YesToJustice campaign seek to educate the University and surrounding community on the power of the International Criminal Court (ICC) to promote fundamental human rights and the foundational American principles of liberty and justice for all people worldwide.* They recognize the ICC, a permanent court that tries individual person, as a bold step of taking action against the most serious crimes and atrocities. *They believe that full American participation in and support of the ICC will enhance the aims of the Court in taking action against the most serious crimes and atrocities and bring to fruition the vision of our United States. They are grassroots activists fostering support in their local communities and universities for the ICC and US-ICC cooperation in our local communities, and to use resolutions, polling and lobbying for the achievement of pro-ICC legislative activity and local actions in favor of the ICC.* |  |

AMICC | Student Campaign

ADOPTING THE CAMPAIGN AS A STUDENT GROUP GUIDE

#Yestojustice: The AMICC Student CampaigN

What will your Campaign Committee Look Like?

FIRST STEPS

Decide

*The committee working on the campaign can be a subsidiary body to an existing student group or it can be its own entity. It is your decision whether work would be better done through an existing group or a separate entity.*

Email

*If you have decided to start an AMICC Campaign Committee or have any questions,* ***email amicc@amicc.org****. Once we get your email, we will reach out to you within 24-48 business hours, to offer our assistance and discuss next steps.*

Gear Up

*Determine the tasks for the campaign to get off the ground in your community. Set a timeline and divvy up the responsibilities. If you need any help send us an email.*

*If you or your group are interested in starting a #YesToJustice Campaign Committee, first you should decide which option works best for you.*

Option 1: Start a Campaign Committee within an Existing Student Group

**This option is for you if** you are an existing student group that works on issues related to the ICC, international law, human rights or global affairs, or if you have access to an existing student group that might want to adopt the campaign.

**The advantages of this option are** that you save time registering and recruiting. A new student groups may not be accepted by the university if its seen as a competitor to an existing group. With no application or registration necessary and immediate ability to reserve space, this option allows the campaign to get off the ground fairly quickly. It also reduces competition with existing student groups; promotes cooperation, and increases support for the campaign.

*or*

## Decide

*The committee working on the campaign can be a subsidiary body to an existing student group or it can be its own entity. It is your decision whether work would be better done through an existing group or a separate entity.*

## Register

*If you have decided to start an AMICC Campaign Committee or have any questions,* ***email amicc@amicc.org****. Once we get your email, we will reach out to you within 24-48 business hours, to offer our assistance and discuss next steps.*

## Gear Up

*Determine the tasks for the campaign to get off the ground in your community. Set a timeline and divvy up the responsibilities. If you need any help send us an email.*

Option 2: Start a New Student Group to adopt the Campaign Committee

**This option is for you if** there is not an existing student group at your school that has the ability and interest to adopt the Campaign.

Register with AMICC

## Checklist

* Register with AMICC
* Develop an Action Plan
* Determine Leadership
* Set up social media
* Recruit
* Hold an Informational Meeting
* Skype Session with AMICC
* Set a meeting schedule
* Reach out to potential allies in your University and Community

## Option 1

* Amend the Constitution to include the campaign Committee

## Option 2

* Apply/Register to be a formally recognized student group
* Reach out to the office at your University that handles student groups
* Request a Letter of Support from AMICC
* Draft a Constitution

**If you wish to adopt the #YesToJustice campaign, remember to register your group with AMICC. Email amicc@amicc.org the following information.**

* Name of University
* Group’s name
* Whether your group is an existing, formally registered group
* The membership composition of the group: University-wide or Law School, open membership or closed membership, etc.
* The best email to use.
* Contact information for three individuals who will be working on the campaign, including full names, emails, and expected graduation date. Please include their positions within the group, and please distinguish who will be the point-person or “chair” for the campaign.
* Faculty advisor and contact
* Link to any social media accounts

**After registering your group with AMICC, we will:**

* Email you monthly newsletters about various opportunities and updates related to the #YesToJustice Campaign. Newsletters will include calls for internships and the first call for applications to be a part of AMICC’s delegation, among other things.
* Schedule a Skype phone call
* Send non-monetary resources reserved only for our local alliances and student campaign committees.
* Ask permission to publish your group’s adoption of the #yestojustice campaign on our social media and website

Membership

* Groups adopting the campaign might be open to the whole University, members of an existing group, society, or academic program. It is vital that these groups work to engage the entire university and community with the work of the Court.
* Multiple campaign committees might exist at the same school; for example, there might be a committee open to undergraduates and a committee open to law students. However, any committees at the same University are asked to cooperate and communicate with each other to reach their mutual goals.

RECRUITMENT

If you are starting a new student group to work on the campaign, recruitment is particularly important. However, if you are an existing student group, you might want to recruit new members who would be interested in working on the campaign. The commencement of the campaign could even add to the number of individuals interested in getting involved in your group. It might be wise to develop a thoughtful recruitment strategy. Consider, all of the available groups and networks you can reach.

**Ideas:**

* Ask professors if they could announce the campaign in classes, or if you could announce it in their classes. Classes you are currently in might be easy targets, but also consider other classes that would likely appeal to students interested in the ICC.
* Ask student groups if you can make announcements at their meetings about the campaign.
* Mention the campaign to friends, classmates and co-workers. Even if they are not interested in joining themselves, you can ask that they pass on the group’s existence to their friends.
* Hold an informational meeting on the campaign, to provide individuals with an opportunity to take action and get information without fear of commitment.
* Hold a small event on the ICC with another student group, and use the event to recruit.
* Share that it is still early in the formation of the campaign, so there are still leadership opportunities.
* Put up posters around campus.
* Ask departments, groups or professors to email students opportunities to get involved in the campaign.

# Applying/Registering as New Group on Campus

## Assess Tasks

*Universities have different processes of registering or applying for formal recognition as a new student group on campus. Some are competitive applications and others only a registration process. Universities may have a set due date for applications, or they might accept applications on a rolling basis. The requirements will also vary. Some schools require several of the following: constitution, faculty advisors, a members list, petitions to exist, essays on the purpose, or ideas for events. These may be described on your University’s website or in a published guide. However, the best way to start the process is to identify and contact the office or individual who handles new group registrations/applications at your university to meet and ask questions.*

## Informal/Formal Status

*Students should apply for formal recognition at their campus, but we understand that, because of the timing or selectivity of the application/registration process, your group might have to exist without the status of formal recognition from your university. However, this must be permissible at your university. If you cannot yet apply, or your application for new student group status is rejected, reapply, and if existing without status is allowed by the university continue to meet and plan events while you wait for formal recognition.*

Social Media

Social media can be a great tool to communicate with networks in your university. Announce your presence on campus by launching a Facebook, Twitter, Instagram and whatever other social media accounts that will elevate your platform. Invite your friends and acquaintances. Make sure to use the hashtags #YesToJustice #USsayYES and #NoImpunity #JusticeForAtrocities.

Cooperation

When adopting the campaign, cooperation with existing groups on campus is extremely important. Reach out to existing student groups that might be allies on campus in the future. If you are registering as a new group, collaboration allows for events to be held earlier in your committee’s life span because these student groups can reserve rooms and request resource that you might not have access to. Cooperation with existing student groups can also be used as a tool to recruit new membership.

However, do not forget about developing relationships beyond student groups. Academic departments, faculty, community groups, or, even, religious entities. Check out the “SUPPORTERS” page on AMICC’s website under the “US AND THE ICC” tab and the “MEMBERS” page under “WHO WE ARE” to begin brainstorming potential allies.

Send out an email to those entities who you believe could be allies for the campaign in your community. Let them know what the “#yestojustice campaign” is and why you think that your goals might align. Ask if they would be interested in working together in the future.

Constitution

A Constitution is likely necessary for a new student group to register; however, even if it is not, AMICC asks all new student groups to develop a constitution. We suggest the following mission statement:

*“\_\_(COMMITTEE/GROUP’S NAME)\_\_\_ seeks to educate the University and surrounding community on the power of the International Criminal Court (ICC) to promote fundamental human rights and the foundational American principles of liberty and justice for all people worldwide. \_ (COMMITTEE/GROUP’s NAME)\_ will maintain the firm belief that full American participation in and support of the ICC will both enhance the aims of the Court in taking action against the most serious crimes and atrocities and bring to fruition the vision of our United States. We will engage in grassroots activism to foster support in our local community and university for the ICC and US-ICC cooperation in our local communities, and to use resolutions, polling and lobbying for the achievement of pro-ICC legislative activity and local actions in favor of the ICC.”*

AMICC asks existing student groups to either pass a resolution or constitutional amendment to adopt the #YesToJustice campaign.