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Campaign Toolkit

Preventing Genocide By Saving the Atrocities Prevention Board



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#EasyAsAPB

About #EasyAsAPB

The Atrocities Prevention Board (APB) is the only high-level U.S. body focusing on preventing genocide and mass atrocities, **and it is at risk of being dismantled.**

The APB is an interagency group comprised of high-level representatives from top government agencies aimed at strengthening the capacity of the U.S. government to identify atrocities in their early stages and to develop coordinated responses to mitigate and prevent these atrocities. With a changing presidential administration, there is a high likelihood the APB will be dissolved. Without the APB, the U.S. will lose a vital tool in the fight against genocide and mass atrocities.

That's where we come in!

Right now, we have a unique opportunity to urge the U.S. Congress to pass a piece of legislation that will institutionalize the APB, ensuring that the United States will continue to respond to, identify, and react to emerging atrocities for years to come.

This Toolkit will provide you with ideas for mobilizing your campus or community to take action to help us save the APB. With your help, it should be #EasyAsAPB!

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Getting Attention

There are so many ways to run a successful campus campaign -- but step one is to inform people and gain attention for your cause. To learn more about the APB, check out our one pager!

Suggestion 1: Hold a General Interest Meeting

- Explain what the Atrocities Prevention Board is and why it is so important!
- Share initial thoughts on ways to mobilize your campus and make sure to collect thoughts of those at the meeting as well!
- Food always brings people to meetings--bring cookies or brownies!

Suggestion 2: Table on your campus or in your community

- Educate a larger population beyond your chapter!
- Collect signatures for STAND's #EasyAsAPB petition
- Snap some photos! Encourage people passing by to participate in our photo campaign and then tweet the pictures to your member of Congress using the #EasyAsAPB hashtag! You can use our photo template, available here, or make your own!

Suggestion 3: Write an op-ed in your school/local newspaper

Suggestion 4: Take a Direct Action!

- Dropping a banner from a building, chalk graffiti, and flyering are great ways to draw attention to a particular issue, both on campus and through social media! Get creative with ways to inform your community!

Protip: Create a Twitter for your STAND chapter or human rights group to tweet these out as you collect them! Follow @standnow and we will follow you back!





Advocacy

There are many ways to advocate, some more effective than others, but all influential in their own way. These include petitions, calling or writing to your Member(s) of Congress, engaging Members of Congress on social media, and—our favorite—meeting with your Congressional office in person, either in DC or in your home district! Want advice? Contact us at info@standnow.org and we'll be glad to connect you with your Regional Organizer to talk it through!

#EasyAsAPB Petition

On September 21, the International Day of Peace, we released a petition calling for Congressional commitment to institutionalize the Atrocities Prevention Board.

Our petition will get us off to a great start if you and all your chapter members sign on and share it on social media! You can even collect signatures on your campus during a tabling event, either by collecting the petition information physically (name/email/zipcode) to enter later, or by having a laptop or two available at your table. This is also a prime opportunity for you to talk about STAND and recruit new members! Remember, the more attention the petition gets, the more momentum and leverage we'll have going into our offline actions!

Calling Your Member(s) of Congress

Organize your chapter and call in to your Senators' offices asking for their support of atrocities prevention. We have a sample script below, but feel free to mix it up; the more conversational your call the better. Remember, when you call you'll be speaking with an intern or a staff member, so don't be worried, they are there to speak to constituents! Call-ins are a great way to get an issue on your Congressperson's radar, and you can complement this by letter-writing, social media advocacy, and especially lobbying.

By the end of the call, you'll have left your Congressperson with tangible ways to become a leader on atrocities prevention. That'll be a great foundation to build on when you and your chapter visit your Congressperson on Lobby Day!

#EasyAsAPB Petition Link

<http://petitions.moveon.org/sign/congress-save-lives-prioriti-1>

SIGN THIS PETITION

Name*

Email*

United States

Address

Address (cont.)

City

State

ZIP Code*

Comment

SIGN THE PETITION

Congress: Save Lives, Prioritize Genocide Prevention!

Petition by [STAND: The Student-Led Movement to End Mass Atrocities](#)

To be delivered to The United States House of Representatives and The United States Senate

Support a whole-of-government approach to genocide and mass atrocity prevention by institutionalizing the Atrocities Prevention Board.

There are currently 26 signatures. We need 50 signatures!

PETITION BACKGROUND

"A destruction, an annihilation that only man can provoke, only man can prevent."

-Elie Wiesel

50 million people are currently displaced by conflict around the world





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Advocacy

Writing a Letter to Your Member(s) of Congress

Letters, especially handwritten letters, are known to grab Congressmembers' attention. You can set aside a time at a chapter meeting or during an event to ask folks to write letters. You can take a look at Appendix X for an example, but here are some talking points. Check out your Senators' websites via www.senate.gov for their DC mailing address!

- Include your address so it's clear you are a voting constituent in your Member's region; most offices will forward letters from non-constituents to the appropriate office
- Tell your Congress member why you're moved to take action. Congressional offices love hearing from students, so talk a little bit about yourself, your activism, and why you care!
- Give a short description of the Atrocities Prevention Board and its successes, which you can paraphrase from our one pager and the sample letter in the Appendix
- Mention that any bill should and will be bipartisan!
- Do some research on your Congress members' past work on genocide prevention or international human rights more generally, and thank them for their leadership on these issues!

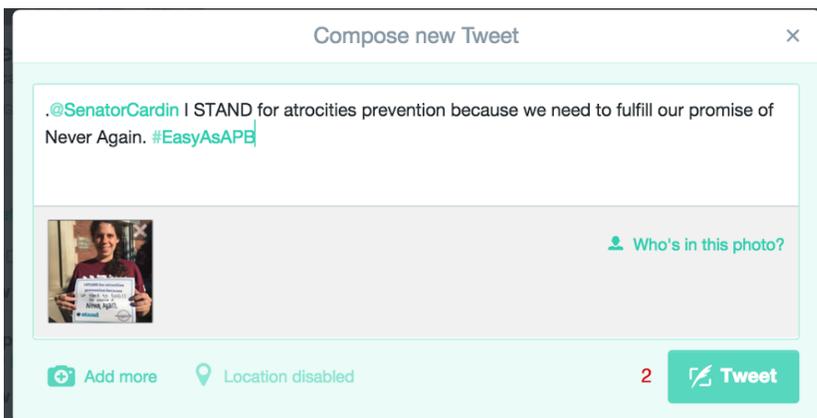
Photo Campaign

Personalize our printable #EasyAsAPB sign and take a picture with it! Post it on twitter (extra points for also putting it on facebook and instagram!) using the #EasyAsAPB hashtag and also "mention"ing your Member of Congress. We want Congress to see the faces behind #EasyAsAPB. Pictures of constituents supporting #EasyAsAPB will also be great for lobbying!!

House Social Media Accounts are available at <http://govsm.com/w/House>, and Senate Social Media Accounts are available at <http://govsm.com/w/Senate>.

Don't have twitter? It's super easy to set one up, or you can always send it to us at info@standnow.org and we'll tweet it for you!

Protip: The more photos in a concentrated period of time, the better, so why not start a chapter twitter account and tweet from a meeting or tabling event?





Advocacy

Lobbying

Lobbying is one of the most empowering actions activists can take, and whether you're joining us in DC for our national lobby day in November, or lobbying in your home district, we'll equip you with all the tools you need to feel confident and excited talking about #EasyAsAPB.

What does lobbying entail? Usually meeting with a staffer for your Congressperson and talking to them about the issue you're advocating for. We'll be sure to provide you tools like a sample agenda, a script outline, background information, leave-behind materials, and how-to-lobby materials.

We're planning a national lobby day in DC for November, and will send more info soon! Contact us at info@standnow.org if you'd like to receive updates on this.

Can't make it to DC? No worries, we'd love to help you set up an in-district meeting. All Members of Congress have at least one office in their home state. Email us to register for an in-district meeting, and we'll set it up for you, and make sure you're well prepared.

Protip

"Lobbying might seem intimidating. The first time I lobbied, I was super nervous. It was actually an awesome experience, and it was incredibly empowering to be able to tell my Congress people what legislation and issues STAND cares about. Lobbying was one of my favorite STAND experiences."

Jake Ramirez, Campaigns Coordinator





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Social Media as an Advocacy Tool

Social media is a vital tool for activists, but it can be tricky to use it effectively. We have a few tips to ensure you get the most out of your online efforts.

- **Know your goal:** all social media advocacy should have a well-defined goal, and every post you make should clearly work toward that goal.
- **Show your personality:** STAND's greatest unique strength is our young and creative student network. Let your voice shine through and you'll make an impact!
- **Personalize your mass messaging:** it's great to have numbers, but 100 people tweeting the same exact message at a Senator is not as effective as having 20 people tweet unique and personalized messages.
- **Pick your targets strategically:** know who has the power to make the change you want, and tell them why you care. In this case, because the atrocities prevention bill is being introduced in the Senate first, your Senators are a great place to start! You can find your Senators' social media pages here.
- **Brand your message:** consistency goes a long way. Use the #EasyAsAPB hashtag on Twitter and Facebook to develop a sense of familiarity and recognition with your audience.

Some more specific social media tips:

- Facebook posts that are solely text fall down the News Feed quickly. Including an image with a post is a great way to make sure your message is seen--and you can do this easily by tapping into our photo campaign!
- Congress members are actually very tuned in to their social media channels. If you Tweet at their account or post on their Facebook wall, you can be sure a staff member is taking note of it.
- Twitter hides posts that are conversational (meaning the tweet starts with "@username"). You can work around this by starting your tweet with a period (".@username"), or by starting the tweet with a greeting ("Hi @username...").
- Social media is most effective when others interact with the message. Organize with your chapter to encourage engagement and conversation around your posts!

House Social Media Accounts
<http://govsm.com/w/House>

Senate Social Media Accounts
<http://govsm.com/w/Senate>





What is the Atrocities Prevention Board?

The Atrocities Prevention Board (APB) is a high-level U.S. interagency working group that includes representation from agencies such as Defense, State, Treasury, and Intelligence. The primary purpose of the APB is "to coordinate a whole-of-government approach to preventing mass atrocities and genocide."

The APB covers a broad cross-section of topics, including engagement on ongoing violent conflicts and the prevention of potential new crises down the road.

As a recommendation of the bipartisan Genocide Prevention Task Force, the APB is currently the most useful tool in the United States for genocide prevention. However, the long-term effectiveness of the Atrocities Prevention Board depends on its institutionalization through Congressional authorization.

Without the structure that the APB provides, the attention given to imminent atrocity threats will be greatly diminished. By advocating for the Atrocities Prevention Board, we are ensuring the ability of the U.S. government to continue to promptly identify and react to developing atrocities.

**A destruction, an annihilation that
only man can provoke, only man
can prevent.**

-Elie Wiesel

The APB At Work

- In Central African Republic, the APB is credited with responsibility for the unprecedented speed at which the United States was able to respond to and mitigate further violence, and for ensuring that the prevention of further atrocities remained a priority on an international scale.
- Thanks to early engagement and mobilization of the APB in Burundi, the U.S. supported actors working for peace, facilitated local and national dialogue to stop the escalation of tensions, and deployed civilian conflict experts. Though more needs to be done, it is notable that atrocities, particularly along ethnic lines, have not occurred.

Take Action

Tell Congress to Keep the APB

Ensure that this structure can continue to prioritize, consolidate, and expand upon effective preventative action.

- Sign Our Petition
- Call or Write to Your Senators
- Write An Op-ed
- Snap a Picture for our Photo Campaign
- Tweet at Your Senators
- Schedule a Meeting with your Senators



**For more information:
Visit www.standnow.org
or email info@standnow.org**

I STAND for atrocities prevention because



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Sample Letter to Congress

[Your name]
[Address Line 1]
[Address Line 2]

The Honorable [Member of Congress' Name]
[Address Line 1]
[Address Line 2]

Dear Senator [Member's Name],

My name is [your name] and I am a member/supporter of STAND, The Student-Led Movement to End Mass Atrocities. As a constituent and a member of [local organization/chapter name], I am writing to urge your support in institutionalizing the Atrocities Prevention Board (APB).

In 2008, the bipartisan Genocide Prevention Task Force (GPTF) released a report highlighting genocide prevention and mitigation as a national priority and setting forth recommendations for improving the U.S. government's role in responding to and preventing genocide and mass atrocities. Recommendation 1-3 called on the president to "create a standing interagency mechanism for analysis of threats of genocide and mass atrocities and consideration of appropriate preventative action."

The Senate has long supported U.S. leadership in atrocity prevention. In December 2010, the Senate unanimously passed S.Con.Res.71, a bipartisan bill calling for an interagency committee dedicated to preventing genocide and mass atrocities; directing agencies to evaluate their ability to anticipate, prevent, and respond to genocide and mass atrocities; and recognizing the value of flexible funding for emerging crises. In April 2012, the Atrocities Prevention Board (APB) was established to organize a whole-of-government approach to preventing mass atrocities. It includes representation from agencies like Defense, State, Treasury, USAID, CIA, and FBI.

Since its creation, the APB has successfully mobilized to respond to conflicts in the Central African Republic and Burundi. In Central African Republic, the APB is credited for the unprecedented speed at which the U.S. was able to respond to and mitigate further violence, and for ensuring that prevention remained a priority on an international scale. Furthermore, thanks to early engagement and mobilization of the APB in Burundi, the U.S. deployed civilian conflict experts, supported actors working for peace, and facilitated local and national dialogue to stymy the escalation of tensions. Notably, atrocities have not broken out along ethnic lines.

Without your support, the APB may not be carried into the next administration, and the U.S. will lose a vital tool in the fight against genocide and mass atrocities. I respectfully urge you to support the swift and uninhibited institutionalization of the APB.

Sincerely,
[Your name], [Your school/organization (if applicable)]