



IJM



IGNITE YOUR CAMPUS

Ten steps to help you get started.

Organize

1. Visit the student life/campus activities office.
2. Network: reach out to established campus leaders & organizations.

Get Recognized

3. Get your name out there! social media & more
4. Persistence & passion: follow up with everyone who shows interest.

Grow & expand

5. Build your leadership team.
6. Establish regular leadership meetings & empower your leaders.
7. Build partnerships in order to become the rallying point for justice on your campus.
8. Host your first campus-wide event.

Celebrate & Share!

9. Celebrate success & build community.
10. Share with your campus, community, IJM & beyond!



ORGANIZE

1. Visit student life/campus activities office

- Pursue every avenue to become formally recognized by your university.
- Find out all the requirements of becoming an official student group.
- Break down the different tasks in a to-do list with deadline.
 - Example: find an advisor – complete by MM/DD/YY.

2. Network: reach out to established campus leaders & organizations

- Who are the long-standing organizations/ministries on your campus?
- Who are the leaders of these organizations?
- Contact them to seek counsel, guidance, and support.
- If you don't have personal contacts, connect through social media.
- Express desire to support them & gain insight about starting a group.



GET RECOGNIZED

3. Get your name out there! Become known by the student body

- Create your online presence so you can be found.
- Proactively contact students who express support for IJM on social media. For example: search friends of friends who like IJM's Facebook page.

- Post flyers/chalk to promote IJM & the coming chapter.
- Ask to make an announcement about IJM in a related class or at a weekly meeting of your campus ministry/greek affiliation/club or other large platform.
- Invite other organizations to highlight the arrival of IJM at their meetings.
- Make sure interested students have an easy way to contact you.
- Reach out to school paper, all-student communication forum, or another media format to make others aware of your presence on campus.

4. Persistence & Passion: follow up!

- Organize all contact info collected at first meeting.
- Send out a follow-up email to everyone within a week.
- Express thanks, highlight action steps, time of next meeting, etc.
- Contact individuals who expressed interest in chapter leadership.
- Talk through application process & schedule time to meet in person.



GROW & EXPAND

5. Build Your Leadership Team

- Find at least one other person to begin building a team. You can't do this alone! Starting with prayer is always a great first step.
- Familiarize yourself with the resources that are already available to you on IJM's [college webpage](#), especially the Campus Chapter Toolkit. It has a list of leadership positions with descriptions & template documents that are essential for success.
- Make sure you have a name for the group and a clearly articulated vision/mission. You play an essential role as leaders of the justice movement on your campus in helping bring an end to slavery in our lifetime.

- Don't just inform, INSPIRE (with stories)! Use your own story, IJM client stories (available on social media & www.ijm.org/news), or those you find in the news.

6. Meet Regularly & Empower Leaders

- Lock in a date/time when you can consistently meet as a team.
- Know the basics about [IJM](#)! You are ambassadors of IJM so make sure you grasp the basics.
- Meetings can be used as a time of prayer, planning, or just getting to know one another better. Be sure to make time for fun otherwise people burn out.
- Set goals for the month, semester, or year. Short-term and long-term goals are important so you can celebrate when you reach them. What do you want to accomplish by the end of the year?
- You aren't required to have larger member meetings if they aren't purposeful or if you don't have many members. People with casual interest can be recruited to show up for large events during the semester.
- Remind your leaders how much they matter. This is much bigger than any one of us. You can't over appreciate your leaders. You can only underappreciate them.

7. Build Partnerships

- The goal is for you to be the rallying point for justice on your campus!
- Follow the recommendations under step 2 and then take it further.
- You can be grounded in your Christian identity **AND** include people who don't share your faith to be a part of furthering the mission. IJM does this every day. With such a huge vision, we must!
- Who to partner with?
 - On campus: other human rights/justice organizations, notable justice leaders, campus ministries, student government, Greek system, athletic programs, school spirit club, etc.
 - In the community: local churches, local anti-trafficking organizations, community-building organizations like rotary/junior league, local businesses who want to support a good cause, etc.
 - Beyond: IJM National Student Leadership Team, other chapters in your region/state, IJM state advocacy leaders, IJM prayer communities, etc.

8. Host your first campus-wide event

- Take time to gain momentum & support before hosting an event.
- Pick time/date/location/type of event.
- Access event ideas through IJM resources including the Campus Chapter Toolkit.
- Promote! Promote! Promote! Publicize the event details early & often.
- Team up with other organizations.



CELEBRATE & SHARE!

9. Celebrate Success

- Take time to share success stories & accomplishments (big & small)!
- Report on what goals you hit or exceeded.
- Tag IJM in social media posts so we can promote what you've done.
- Honor individual efforts of members/leaders. Encourage their hard work & dedication.
- Keep in touch during semester breaks.

10. Share!

- With your campus, IJM, other chapters, your church, your network.
- People need to hear good news from the justice movement. They want to know how your/their efforts are making a difference.