

7 Tips For Building a Group

1 Core Group

- Keep your core leadership group small in the beginning (3-5).
- Each member should bring a specific skill set to the table.
- The core team must be able execute and not just talk and/or complain.

2 Focused Goal

- Have a North Star by creating a mission statement. Every action you take should be measured against this framework.
- Narrow focus on a purpose or a small set of goals.
- Do not try to solve every problem that comes your way as it will drain your finite resources.

3 Pick a Name

- Select a name that represents your area or community.
- Make sure the name can be used consistently across social media platforms.
- Keep your name short and memorable. Avoid acronyms unless you can keep it short.

4 Pick One Social Media Platform

- Do not feel that you have to be on every social media platform. Select the one that you feel will give you the broadest reach. You can add later.
- Keep posts short and to the point. Avoid the temptation to share every piece of information you know or obtain.
- Avoid getting dragged into the mud with trolls and dishonest activists in your community. Download our "[Dossier of Abusers](#)" to learn how to isolate and deal with them.

5 Documentation

- Select a [cloud-based sharing](#) platform.
- Document key resources, along with their contact information.
- Document your opponents' names, positions, and weaknesses that you can exploit.
- Organize evidence that you already have and whistle-blower information that you receive.

6 Start a Simple Blog

- Do not stress over generating new entries; that's not the main goal of your blog. If you notice recurring questions and find yourself repeatedly writing the same responses, consider creating a dedicated blog post for those common topics. In the future, when faced with the same question, you can simply share the link to your blog entry, saving yourself valuable time.

7 It's a Long Game

- You will not solve your school district's indoctrination issues in six months or a year. This is a long game.
- Remind your team and volunteers of this often, or they will burn out.
- In the beginning, people's passion will burn hot. That will not last. The key is to be consistent over a long period of time and put pressure on the activists in your school district.