

# SEPTEMBER

## Activities This Month

Create a dramatic statement on campus by participating in Young America's Foundation's *9/11: Never Forget Project*.

### ACTIVITY 1 – American Flag Memorial

Establish an American flag memorial on campus consisting of 2,977 American flags representing each person tragically murdered in the terrorist attacks.

### ACTIVITY 2 – American Flag Memorial Fundraiser

You can also establish a fundraiser in coordination with the flag memorial. Use the week leading up to the anniversary to encourage individuals to donate to your group with the proceeds going to 9/11 victims or to benefit America's troops.

### ACTIVITY 3 – Campus-Wide Moment of Prayer

Schedule a campus-wide moment of silence or prayer on Tuesday, September 11<sup>th</sup> at 9:11 a.m.

### ACTIVITY 4 – Invite a Speaker

Host a conservative speaker in conjunction with your programs.

*Receive free resources and materials to help promote your events.*



## Remembering September 11 with the *9/11: Never Forget Project*

Don't let the Left appropriate this day to promote their politically correct, socialist agenda. Unite your campus community to properly remember the victims of the

terrorist attacks by taking part in Young America's Foundation's *9/11: Never Forget Project*. The following are activities you can plan to properly commemorate those who were murdered by jihadists on September 11.

## ACTIVITY 1 – American Flag Memorial

We urge you to prepare an American flag memorial for the anniversary of September 11. Your organization will incur relatively minor costs, but the visual impact you create will leave a lasting impression on all who witness the display.

*Furthermore, you can reuse the flags and create the memorial every year!*

## If You Don't Act, Students Will Encounter Disturbing Alternatives

The importance of the *9/11: Never Forget Project* was reinforced when Vanderbilt University used the occasion to attack Christianity, incite racial divisiveness, encourage socialism, and compare U.S. soldiers to al Qaeda operatives.

Vanderbilt University's "After 9/11: Time for Reflection" panel included nine professors and a moderator, but it did not include one conservative professor, much less a fair-minded professor, to present an alternative view on 9/11, its aftermath, and the war against radical Islam.

James Lawson, a visiting professor of divinity, said that slavery, racism, and Native American genocide inspired the 9/11 attacks. "We have denied, for example, the genocide against Native Americans. We have denied domestic violence as being a serious disorder in our midst. We have denied the spiritual and moral effects on our character, like slavery and racism." To Lawson, America's policies and behavior are "coming home to haunt us."

## Make It Happen

Arrange a display of 2,977 American flags to be placed in the ground on your campus. Each flag represents an individual murdered in the terrorist attacks.

The flags should be displayed from Thursday morning, September 11 through Friday, September 12.

Allot several hours the night before to arrange the memorial, and assign enough club members to help with the set-up and tear-down.

Select a high traffic area near a student union building, campus quad, or other area frequently visited by students. You will most likely need to attain permission for the display from your student activities or campus life office.

You should also reserve a table near the display for your members to distribute *Never Forget* buttons and posters, answer questions about the display, and monitor the flags.

Proper flag etiquette requires that the American flag be lit at night. If the display is in a high traffic area near a student union building or quad, lighting should be sufficient. If not, you can purchase outdoor flood lights at a hardware store for minimal cost. You should also do your best to ensure the flags do not touch the ground.

## Purchasing the Flags

American flags are widely available for purchase on the Internet. However, the Foundation has contacted the following flag distributor to arrange for a discounted price.

The following company offers cotton American flags, 4x6 inches on a ten inch staff, for 18 cents a piece with a minimum order of 1,440 pieces. **You must mention Young America's Foundation or customer number 58478 to receive the flags at this price.** A cost estimate for three thousand flags is \$540. Shipping and handling costs are extra.

**American Flag & Gift  
800-448-3524**

**Product Code: HH46EAMGR**

**Customer Number: 58478/Young America's Foundation**

## Sources of Potential Financial Support

### Your School

You should solicit your school to cover the cost of the flags and encourage school officials to participate. Argue that all students were affected by the attacks, and the campus community will appreciate school leadership recognizing this day.

### Your Community

You should not overlook potential financial support from local organizations and businesses. You may want to approach VFW chapters and American Legions and ask if they can provide the flags. Similarly, you could approach local businesses and ask for support in return for a small promotional benefit. In 2008, Foundation activist Sara Mikolajczak from the University of Wisconsin – Madison received donated flags from a local conservative.

Contact your local conservative radio talk show host or station manager for support. Befriending them can benefit your organization in several ways. The station may provide funding for the flags, and it can advertise the memorial either through public service announcements or via the station's conservative talk show host. You should also suggest that the host broadcast his show at the display on September 11 to draw more interest and create an event atmosphere.



*The American flag memorial creates a dramatic visual display reminding people of those murdered on 9/11.*

## Tips to Maximize the Visual Impact of Your Display

Please consider the following suggestions and ideas to help maximize the impact of your display before moving ahead with your memorial.

- Pick a field or area on campus that will emphasize, not diminish, the visual impact of your display. The pictures to the right help illustrate this point. Attempting to stretch the flags across a large field (middle picture) reduces the visual impact of the display. It is much better to group the flags close together or select a smaller field that will appropriately hold all of the flags within its borders. Of course, it is also important to pick a high traffic area.
- Use twine or thread to help align the flags in parallel lines. Jagged or uneven lines will have a less-impressive visual affect.
- If the ground is too hard, flat-head screwdrivers can be used to dig holes for the flags.



*Do use tape or string as shown here to ensure your flags are aligned in parallel lines.*



*Do not select a field that is too large. Spreading the flags out over too large an area will diminish their visual impact.*



*Selecting the proper field size and aligning the flags maximizes the visual impact of the American flag memorial.*

## ACTIVITY 2 – American Flag Memorial Fundraiser

You can also establish a fundraiser in coordination with the flag memorial. Use the week leading up to the anniversary to encourage individuals to donate to your group with the proceeds going to 9/11 victims or to benefit America's troops.

Ask students or community members to pay a dollar (or more) in return for a flag sponsorship.

Your goal is to receive enough donations to place each of the 2,977 flags in the display area.

Donors can also place the flag in the ground with the assistance of a club member. This technique provides an involvement device for supporters, allowing them to participate in the project.

You may also recognize those who contribute to the display. One option is to ask the donor to write his or her name on a label that can then be attached to the staff of the flag. This will allow others visiting the display to see who contributed to the project.

## ACTIVITY 3 – Campus-Wide Moment of Prayer on September 11

In conjunction with your American flag memorial, consider scheduling a campus-wide and school-supported moment of prayer to remember the victims of the terrorist attacks on Thursday, September 11 at 9:11 a.m.

### Recruit Co-Sponsors

You will strengthen your case to establish a moment of prayer if you are able to recruit other campus groups and leaders to join you in this effort. Potential co-sponsors include:

- Local churches
- A college chaplain
- ROTC
- Fellowship of Christian Athletes and Campus Crusade for Christ

## Involve and Maximize Your Allies

For your moment of silence, involve those in your community who will have an interest in participating. With a personal stake in your program, your allies will work to ensure their own membership attends, adding to your event.

Conservatives at Bowling Green State University received support from the student government, ROTC, the men's chorus, and other campus groups, and they organized a moving ceremony which featured World Trade Center Survivor Earl Johnson. With more than 1,200 students in attendance, their event was one of the largest student-organized memorial services in the country.

At the University of Arizona, conservative activists worked with fraternities, the Wildcat Veterans Association, and the Arizona Israel Alliance. Organizers also recruited the university president, the student body president, and the mayor of Tucson to participate. More than 600 students and Tucson community members began a one minute moment of silence at 9:11 a.m.

## Make It Happen

Begin by sending a letter to your school's president and other high-ranking officials within your school's administration requesting that action be taken school-wide (see the template at the end of this chapter). If possible, encourage other co-sponsors to sign the letter as well. Be sure to call the recipients of the letter if they do not respond within one week.

Encourage the school to ask everyone on campus, including professors with classes in session, to stop for one minute at 9:11 a.m. to remember the victims of the terrorist attacks. Each campus is different, and we suggest you plan a program that will best suit your school. A moment of prayer is one of the least controversial actions you can take, and most students should sympathize with your effort.

Please be sure to inform Young America's Foundation and the local media if your school declines your request. Also, demand to know why the school refuses to recognize the thousands of innocent people who were murdered in the terrorist attacks and those who selflessly serve their country.

## Other Ideas to Consider for 9/11 and Your Moment of Silence

- Read aloud the names of all those from your area who died in the attacks on 9/11.
- See if any local emergency crews helped look for survivors or clear debris at Ground Zero. Invite them to participate or even speak about their experience.
- Distribute cards providing prayers that may be used by those in attendance.
- Ask that flags on campus be lowered to half-staff.
- Invite victims' families to place photographs of lost loved ones at your flag display and/or ask them to speak during the program.
- Request that a memorial service be held in your campus chapel or another location on campus. Please see the schedule from an event held at Bowling Green State University in 2007 at the end of this chapter.

## Create and Utilize Moving Symbols and Monuments

When preparing any *9/11: Never Forget Project* activity, consider incorporating existing infrastructure on campus and in your community to enhance your event. For example, some universities have a main building with a clock tower that rings throughout the day. Use this campus symbol during your moment of silence.

Activists from the University of Northern Iowa held a moment of prayer at the campus clock tower. They arranged for the clock bell to ring eleven times at 9:11 a.m. in remembrance of the lives lost. At a University of Arizona memorial, the moment of silence was marked by a bell toll from the bell that was recovered from the U.S.S. Arizona.

Similarly, conservative organizers lobbied the Ithaca College administration to have all but two fountains on campus turned off. The remaining two symbolized the World Trade Center towers. More than 300 students attended the candlelight vigil at 9:11 p.m.

## ACTIVITY 4 – Invite a Speaker

Young America's Foundation has several speakers who are available during the week of 9/11. A speaking event can draw hundreds of students and will further focus the attention of the campus community to your cause. For a full list of potential speakers, please visit the Foundation's website at [www.yaf.org](http://www.yaf.org).

- **John Ashcroft:** As Attorney General in the George W. Bush administration, Mr. Ashcroft has been credited with overseeing an historic era of safety and security for our country in the wake of the tragic events of September 11. Under his watch, the Justice Department focused on its number one priority: *preventing another terrorist attack*. Mr. Ashcroft led the Department in initiating a tough anti-terrorism campaign that has assisted in disrupting numerous terrorist plots worldwide, dismantling terrorist cells in many cities across America, and convicting nearly 200 individuals associated with terrorism-related investigations.
- **Earl Johnson:** Earl Johnson escaped the 51<sup>st</sup> floor of the North Tower of the World Trade Center. He is author of the book *Stairwell to Heaven*, and his speeches are rooted in the reality of the environment he encountered that morning. During his speech, he brings the listener right along with him as he makes his escape. In the process, he provides each audience with a gift, an ability to gain new perspectives and insights that they can successfully apply to their own benefit.
- **Lt. Col. John Krenson:** John Krenson served in Operation Enduring Freedom in Afghanistan as the chief intelligence liaison officer between U.S. Coalition and NATO forces. He was later reassigned to a newly established theater headquarters as the current operations intelligence officer. While in Afghanistan, his team increased the flow of intelligence between NATO and the U.S. Coalition by nearly 300% and developed multiple analytical and assessment intelligence products. Following years of



intense scriptural, theological, and pastoral training, he was ordained at the age of 35 as a permanent deacon in the Catholic Church on May 14, 1999.

- **Recruit a local conservative talk radio host:** If your organization doesn't have the budget to pay for a Foundation speaker, ask a local conservative talk show host to participate. The host will have a local fan base that will be attracted to the event and may also help publicize it on his program. Developing a relationship with a talk show host can benefit your organization in the long run. The host may be an ally if your organization ever comes under fire from a leftist student group or the administration, and the host may promote your future events.

### Club 100 – Rewarding Conservative Activism

Young America's Foundation's Club 100 is the only program that systematically rewards conservative students for their campus activism. When you sign up to be a Club 100 member on Young America's Foundation's website, you will earn points throughout the year by hosting speakers, organizing campus activities, and attending conservative conferences. As you accumulate points, you will be sent rewards such as books signed by conservative authors and other items.

If you earn 100 points during a school year, you will qualify to attend the Club 100 Reagan Ranch Retreat. You will experience what life was like at Ronald Reagan's Western White House, Rancho del Cielo, and hear from leading conservative activists and tacticians on how to further hone your activism skills. Sign up for Club 100 on our website at [www.yaf.org](http://www.yaf.org).

# Sample Schedule for a 9/11 Memorial Program

## BOWLING GREEN STATE UNIVERSITY 9/11 MEMORIAL SERVICE AGENDA

### Preparation

- 7:00 - 9:00 a.m. Placement of 2,977 American flags in and around the Union Oval
- 9:11 a.m. Campus-wide moment of silence
- 10:00 a.m. - 4 p.m. Sponsor-A-Flag Campaign and donations to the 9/11 Memorial Fund at Student Union Tables

### Main Event

- 4:00 - 6:00 p.m. First showing of movie feature, Union Ballroom A
- 6:00 - 8:00 p.m. Second showing of movie feature, Union Ballroom A
- 6:15 - 7:30 p.m. Private dinner with speaker at local restaurant in Bowling Green
- 8:00 - 8:30 p.m. Meet and greet with speaker in Bowling Green State University Union Grand Ballroom
- 8:40 p.m. Local media are permitted in and around Union Ballroom to cover the event and interview the speaker (allowed at the speaker's discretion)
- 9:11 p.m. Pledge of Allegiance and singing of the National Anthem with flag presentation by Bowling Green Air Force ROTC and local members of every branch of the Armed Forces
- 9:15 p.m. "9/11 and How It Shapes Our Faith" by Fr. Michael Dandurand
- 9:25 p.m. Speaker Earl Johnson (Survivor of the World Trade Center Attacks)
- 9:55 p.m. Recognition of members of the Armed Forces, firefighters and law enforcement agencies alone with their families
- 10:00 p.m. Slide presentation
- 10:15 p.m. Silent Adjourn to the Union Oval
- 10:20 p.m. Lighting of Candles
- Prayer of Memorial
  - Singing of "Prayer of The Children" by members of the Bowling Green State University Men's Chorus
  - Presentation of arms by Bowling Green ROTC
  - Moment of Silence
  - Playing of Taps
  - Silent Adjournment

# Sample Press Release —

## Urging Sponsorship for a 9/11 Moment of Prayer

Clay College 9/11: Never Forget Committee  
123 Fifth Avenue  
Fairfax, Virginia 22050  
(123) 456-7890 • conservatives@email.com

AUGUST 11, 2008 IMMEDIATE RELEASE FOR MORE INFORMATION, CONTACT JOE STUDENT (123) 456-7890

### Clay College Conservatives Urge President Williamson To Sponsor 9/11 Moment of Prayer

FAIRFAX, VA: A broad coalition of Clay College's campus organizations has urged college President Williamson to hold a moment of prayer at 9:11 a.m. on September 11, 2008, to memorialize the victims of the terrorist attacks on September 11, 2001.

Many in the campus community have forgotten the vulnerability all Americans felt after witnessing thousands of innocent people murdered by terrorists on September 11, 2001. The moment of prayer will encourage students, alumni, and community members to reflect on the country's current course of action and to remember those who lost their lives defending America.

"We are proud to lead the effort in remembering those lost on that fateful day," said Student. "We call on President Williamson and the entire school administration to support our efforts in honoring those who died innocently and those who have subsequently given their lives to protect our freedom."

The *9/11: Never Forget* Committee consists of campus organizations and individuals dedicated to ensuring Clay College properly memorializes the 7<sup>th</sup> anniversary of those murdered on September 11, 2001. The committee includes the Clay College Conservatives; Clay College ROTC; Veterans Association; Sara Student, president of the student senate; and Fr. Steven Jones with the campus ministry.

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## Sample Letter to School Administration – Requesting Support for a 9/11 Moment of Prayer

Clay College 9/11: Never Forget Committee  
123 Fifth Avenue  
Fairfax, Virginia 22050  
(123) 456-7890 • conservatives@email.com

August 11, 2008

President Peter Williamson  
Clay College  
Administration Hall  
Fairfax, Virginia 22050

Dear President Williamson:

On September 11, 2001, our country experienced a grave tragedy. Thousands of innocent Americans from diverse backgrounds and walks of life died in the terrorist attacks. Across the country people quickly gathered and firmly proclaimed “United We Stand.”

The Clay College *9/11: Never Forget* Committee requests that you support a campus-wide moment of prayer at 9:11 a.m. on September 11 to memorialize those who lost their lives in the World Trade Center, the Pentagon, rural Pennsylvania, and in the War on Terror. In addition, we’d like you to consider sponsoring an American Flag Memorial on campus to represent each life that was lost during the terrorist attacks on 9/11.

We look forward to working with you to establish this moment of prayer and a flag memorial. We can be reached at (123) 456-7890. Thank you for your consideration.

Sincerely,

Joe Student, Chairman  
College Conservatives

Sara Student, President  
Student Senate

Michael Student  
Clay College Veterans Association

Fr. Steven Jones  
Campus Ministry

## Actual Letter from School Administration – Urging Participation in the 9/11 Moment of Prayer



OFFICE OF THE PRESIDENT  
ROBERT MORRIS UNIVERSITY

September 7, 2007

Dear Campus Community,

On September 11, 2001, our country experienced a grave tragedy. Thousands of innocent Americans from diverse backgrounds and walks of life died in the terrorist attacks. Across the country people quickly gathered and firmly proclaimed “United We Stand.” I ask that the members of the Robert Morris University community participate in a moment of silence at 9:11 a.m. on Tuesday, September 11, to remember those who lost their lives in the World Trade Center, the Pentagon, rural Pennsylvania, and in the War on Terror. The moment of silence will provide an opportunity for students, faculty, staff and community members to reflect on those who lost their lives in the attacks and in defending America.

On September 11, the flags on campus will be lowered to half-staff and the bells at Massey will chime eleven times at 9:11 a.m. The University will also be participating in the *9/11: Never Forget Project*. The project will be an American flag memorial on the Nicholson Center lawn consisting of 2,977 American flags, each flag representing a person tragically murdered in the terrorist attacks. The American flag memorial is sponsored by the RMU Chapter of the College Republicans and the Office of Student Life.

Regards,

Gregory G. Dell’Omo, Ph.D.  
President

## Activist Road Trip

It is important to focus your club's activities on advancing conservative ideas. However, you do not want to overlook social activities. Scheduling parties or get-togethers after a club activity or on weekends is an excellent way to make new members feel welcome. After all, someone will be more willing to help if they see you as a friend rather than just an acquaintance.

Another way to ensure new members feel welcome and also train them to become future leaders of your group is to take a road trip to a conservative conference or training seminar. There are many conservative groups in Washington, D.C., and across the nation that offer programs designed just for you.

Young America's Foundation organizes and sponsors many events throughout the year geared specifically for conservative activists. This guide will highlight just a few of the programs you can attend.

### **Young America's Foundation Speaker Training Seminar September 26-27, Foundation Headquarters F.M. Kirby Freedom Center, Herndon, Virginia**

Organizing a lecture through Young America's Foundation will make an impact that students will remember and talk about for days, if not weeks, following the speech. However, this requires you to take the steps necessary in order for it to be successful. The Foundation's speaker training seminars will give you all the information necessary to organize a breakthrough program!

At these seminars, you will learn how to:

- Sponsor big-name conservative speakers who will communicate your ideas to the entire campus community
- Increase and maximize your funding from the university and private supporters
- Mount a campaign to counter leftist attacks on your speaker
- Create effective advertising that will draw hundreds of students to your speaking event