



ESTABLISHING AND GROWING A STATE PIE CHAPTER

The mission of USPIE is a daunting, yet vital, task to protect children and save our Constitutional Republic. This necessitates a vast grass roots army of activists much like the movement in opposition to Common Core. Likeminded individuals with the will and determination working together can influence Congress to end the US Department of Education and return control of education to parents and local communities, but it will take strong chapters in every state to achieve these goals. This guide is intended to aid your efforts to establish and grow a Parents Involved in Education (PIE) chapter in your state. Please know that your role in achieving the mission of USPIE is crucial and greatly appreciated!

Please do not be overwhelmed by the volume of information within this guidance. A vibrant, effective state chapter will be extremely productive for obtaining our goals, but it will take time to build to that capacity. Take steps and enlist others in order to delegate tasks.

In order to grow state chapters, increase communication with like-minded activists in each state, and grow the national movement, presidents should

- obtain and maintain a list of members for their state chapter from the Communications Director who organizes by state those who “join the movement” through the website;
- solicit new members through social media and telephone calls, and by making presentations to local, like-minded organizations who schedule speakers;
- elect officers or a leadership team;
- delegate duties among members and through committees;
- make regular contact by email, facebook, and telephone calls with members of the PIE chapter to provide updates and encourage people to donate to uspie.org;
- be active on the state PIE Facebook page to grow membership within, and
- steer people to the uspie.org website to “join the movement.”

When people “join the movement,” the USPIE Communications Director will receive notification and email the new contact and copy the chapter president. The Communications Director will also send a list of those “joining the movement” to chapter presidents every few months. All chapter members’ names should be on file with USPIE. As you add new names to your email list from sign-in sheets, etc., please send new emails to the USPIE Communications Director every few months.

SUGGESTED COMMITTEES FOR STATE CHAPTERS:

- Marketing & Media: Facebook, Twitter, Blog, letters to editor, radio interviews
- Legislative Relations: candidate pledge (see website), follow state legislation, attend relative local meetings
- Chapter Growth & Development: actively recruit new state chapter members and serve as a relevant resource to parents and elected officials including local school boards

USPIE AND STATE CHAPTERS DONATIONS SHARING POLICY AND PROCEDURES:

USPIE is a 501(c) 3 nonprofit corporation and donations to USPIE are tax deductible. The affiliated 501(c) 4 USPIE Action is used for political advocacy and candidate endorsements and donations to USPIE Action are not tax deductible. State chapters can raise money for each and donors can specify if they want the donation to go to State chapters. In this case, the following policy is designed to promote charitable donations to both the national and state PIE organizations, while limiting the competition for funds. The policies and procedures for fund sharing are:

- All donations will be made through the USPIE donate button.
- State FB pages and webpages will direct donations to this process.
- The donation procedure will include and highlight a means for donors to specify the donation purpose . Based on the specified purpose, funds will be shared as follows:
 - “Join the Movement” donations 90% USPIE 10% State PIE
 - Direct State PIE donations 10% USPIE 90% State PIE
 - Targeted fund raisers (like movie) 5% USPIE 95% purpose
 - Annual president and leadership dues 100% USPIE

All calculations are done after PayPal or other fees.

- USPIE monthly financial reports will include the breakdown of fund allocations.
- Funds will be disbursed as reimbursements via written request supported by invoices or other appropriate documentation on a quarterly basis. Exceptions can be made with the approval of the USPIE President.

In the event that USPIE is dissolved, after all outstanding bills paid and debts settled, the fund balance will be distributed to all active state PIE chapters.

TOOLS TO CREATE AND MAINTAIN AN EFFECTIVE STATE CHAPTER:

- Host a regular conference call meeting or a face-to-face meeting when possible with membership to update them on things from the national level and hear reports from committees.
- Develop a state PIE Twitter account and follow USPIE tweets @StopFedEd.
- Like/follow USPIE’s national Facebook page: [Stop Fed Ed National Campaign](#).
- Connect and build bridges with like-minded individuals in your community and state.
- Attend events on the local and state level such as homeschool conventions, local Republican and other relative meetings.
- Solicit opportunities to make presentations with established groups that host monthly speakers. If you schedule an event, the Communications Director can provide a name badge to wear. USPIE has a Stop Fed Ed PowerPoint to use and customize. Take a sign-in sheet (Communications Director can provide); print flyers to pass out (found on the [resources page](#) of the website); and take brochures (\$28 for 100 brochures and Communications Director can ship to you).
- Create a local/state media list, build relationships, and follow various local/state media.
- Send “letters to the editor” and listen/call-in to your state and local radio programs.
- Create a state website. Here is an example: www.wapie.wordpress.com.

ISSUE RESEARCH AND LEGISLATIVE ACTION:

- Research voting records of local/state elected officials and positions of candidates.
- Seek out candidates to sign the Stop Fed Ed Pledge. Here is the candidates page with the pledge: <https://uspie.org/candidates>.
- Use Stop Common Core and school district oriented Facebook groups in your state to identify and discuss state level trends and issues. Encourage members of those pages to join your state PIE page and encourage them to “join the movement” at uspie.org.
- Seek legislative sponsors on good bills that can be supported and watch for bad bills.
- Be relevant by regularly commenting on proposed legislation in your state.
- Monitor trends in standards/curriculum and how they relate to assessments/testing.
- Monitor the development of emerging programs like Social Emotional Learning.
- Monitor stories about activities of the US Department of Education.

SOCIAL MEDIA IDEAS:

Go to the Stop Fed Ed Twitter handle (@StopFedEd), or the Stop Fed Ed National Campaign Facebook page (@StopFedEd) to copy/borrow USPIE developed memes.

WHO TO TAG ON TWITTER:

@CR (conservative review)	@tuckercarlson
@michellemalkin	@seanhannity
@OANN (One America news)	@ingrahamangle
@breitbart	@pragerU
@liberty_mag	@marklevin

WHO TO FOLLOW ON TWITTER:

@michellemalkin	Ze’ev Wurman
@deangeliscorey	@CatoInstitute
USPIE Advisory Board Members	@jane_jrobbins
Sandra Stotsky	@nealmccluskey
Michelle Malkin	@joypullmann
Joy Pullmann	@christel_swasey
Lily Tang Williams	@Pa4peg
Gary Thompson	@approject
Alex Newman	@truthinamed
Duke Pesta	@freedompr0ject (“o” is zero)
Christel Swasey	@parentalrights

LIKE-MINDED PEOPLE/GROUPS ON TWITTER:

@thinkologist	@stopcommoncoreg
@melaniekurdys	@iowarestorED
@sandytorosian	@libertytarian – David Knight
@suprsmellyelite	@StefanMolyneux – radio host
@flossiek	@RopeOk
@WAPIEStopsFedEd	@commoncoremaine
@TeriGRight	@StopCCAAinNYS

@stopccintenn
@ohiolibertycoalition
@chelearle
@ljarratt
@ohioliberty
@parentalrights
@FreedomWorks
@NASorg

@FLCA4Liberty
@shannonjoyradio
@leoniehamson
@NationalAssociationofScholars
@FloridaCitizensAlliance
@FreedomWorks
@StopFedEd

WHO TO LIKE/FOLLOW/JOIN ON FACEBOOK:

- America Restored
- Vacate Public Schools
- The Edvocate Blog
- One America News
- Chicksontheright
- JPEGS Against Common Core
- Activist Mommy
- Citizens for Academic Transparency
- Choice Media TV
- Ohio United Against CC
- Stop CC in NY State
- Stop CC in GWL
- Stop CC in Oregon
- Stop CC in Rhode Island
- Georgians to Stop CC
- Stop CC in Nevada
- Stop CC in Wappingers Central Schools
- Stop CC in Massachusetts
- Stop CC in Maryland
- Special Ed Advocates to Stop Common Core
- Stop Common Core America
- Stop Common Core in Arizona
- Stop CC in CT Library
- Stop CC in Oakland County, MI
- Stop CC Southeast Florida
- Stop CC in Iowa
- Stop CC in Pennsylvania
- Stop CC in Arizona
- Stop CC in Kentucky
- Stop CC in Olmsted Falls Group
- Stop Common Core in Kentucky!
- VB Spark (VA Beach)
- ConstitutionalRights
- Patrioticwarriors
- Hoosiers Against CC
- Greenville Tea Party
- Christian Civic Engagement
- Stop Federal Education Mandates in the U.S.
- The “Working Homeschool Mom” Club
- American Preservation Alliance
- Louisiana Against Common Core
- Ohio Christians Against Common Core
- CAN Christian Action Network
- Ohio Parents and Teachers Against CC
- Activist Mommy- Elizabeth Johnston
- Education Reform in ND
- Oregon Conservatives Against Common Core
- Alaskans Against Common Core
- Common Core Social Citizens
- Parents and Educators of Wilson County TN Stop Common Core
- Georgians to Stop CC
- Heartland Institute
- Colorado Parents for Education Options
- Lennie Jarrett
- Moms for America
- The Republican Legion