



Heads Up America! Take Action!

We're building a movement to make community college free for anyone willing to work for it!

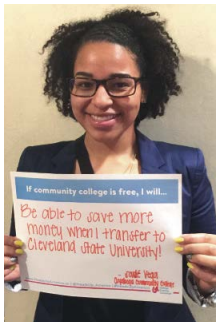
Heads Up America is a nonpartisan, grassroots movement, which rallies support for making two years of community college education free for responsible students.

Help organize Heads Up events on your campus to build momentum for free community college! Spread the message about college affordability, share the value of a community college education, and the impact College Promise programs can make by reducing the financial burden placed on students.

To help you organize, we've outlined some action items and planning ideas. You know your community best, so consider these options a good starting point and make them your own!

What can you do? Here's a menu of ideas!

We invite you to have fun and be creative! Below are just a few ideas to build the movement. If you already have campus events scheduled for April, use any of the suggested activities below to elevate your plans. After you've developed an idea, [please register it here](#) so we can amplify your support nationally.



Set-up a Heads Up America table on your campus:

- Identify students to help build the movement on your campus. Have a laptop/tablet where students can pledge support at HeadsUpAmerica.us or sign-up as campus leaders [here](#).
- Play [Heads Up America videos](#), which include President Obama, students, and celebrities. Use [InfiniteLooper](#) to play the videos on loop at your table.
- Ask students to write what free community college would mean to them, using our [poster](#). Snap a photo and share their responses through social media using [#HeadsUpAmerica](#). Here's a [fun example](#) from a student in Ohio.
- Contact CollegePromise@civication.org for stickers and other materials.

Spread the Word through Social Media:

- Show your community college pride and your support for [#freecommunitycollege](#). Use [#HeadsUpAmerica](#).
- Join the movement at HeadsUpAmerica.us. Encourage others to join!
- "Like" us on [Facebook](#) and follow the campaign on Twitter [@HeadsUp_America](#).
- Create a video or GIF! Share your community college story and end your video/GIF with, "Join the movement to make community college free for responsible students at HeadsUpAmerica.us!" Post it to YouTube, Vine, Twitter, Instagram or Facebook [#HeadsUpAmerica](#). Check out this cool [GIF](#) from a student in New York!
- Visit the [Heads Up America YouTube channel](#) to watch and share videos featuring President Obama, celebrities like Chris Rock, and community college students.
- Download the [Heads Up organizing toolkit](#) and [poster](#) at HeadsUpAmerica.us/act. Our toolkit includes images and draft posts you can share through social media.

Organize a #HeadsUpChat on Twitter:

- Organize a Twitter Q&A session for students and anyone else interested in learning more about Heads Up America, college affordability, and College Promise programs.
- We can recruit experts to answer your questions, just register your event [here](#).
- Invite students, faculty, administrators, and community leaders to participate.



- Create a Facebook event page, tweet about the event, and post flyers around your campus and community so that parents, families, and local businesses/organizations can participate.
- During the live, online discussion, ask your questions on Twitter using #HeadsUpChat
- Post and retweet all questions through your college's Twitter handle and tweet us @HeadsUp_America.
- Use #HeadsUpAmerica and #FreeCommunityCollege during the discussion.

Plan an Open House on your Campus:

- Reserve a space and welcome your community to experience first-hand the value of your school. Invite high school classes, community leaders, families, and others to join!
- Set up tables for campus clubs, counselors, prospective employers, and others.
- Hold workshops for students and families about class registration and paying for school.
- Host mentor match-ups and an alumni panel to discuss their college experience.
- Highlight the training programs that connect to career pathways.
- Have a four-year state university administrator speak about transferring options.
- Invite outside speakers including alumni, financial aid experts, and local leaders in business, the arts, government, etc.
- Ask students to write what free community college would mean to them, using our poster. Snap a photo and share their responses through social media using #HeadsUpAmerica. Here's a fun example from a student in Ohio.
- Create a Facebook event page, tweet about your event, and post flyers.
- Ask your local and campus papers for free ad space to promote your event.
- Work with your school's staff to draft and issue a press release to local press.
- Look through the Heads Up toolkit or reach out to CollegePromise@civcnation.org for additional resources and ideas.

Organize a Roundtable Discussion:

- Organize a discussion with student leaders, campus and community leaders.
- Reserve a classroom on campus for a 60-90 minute discussion about community college access and affordability.
- Work with your school's staff to draft and issue a press release to local press.
- Invite local press to interview roundtable participants.
- Contact CollegePromise@civcnation.org for a list of suggested discussion questions.

Share the Message through Traditional Media:

- Write Op-Eds, blogs, or articles for your local or school paper. Consider writing jointly with a teacher, your campus' president, students, or other community leaders. Check-out this op-ed written by a community college student in California.
- After meeting with campus and community leaders, set up a press conference or event and ask them to join you. Work with your school's communications team or reach out to CollegePromise@civcnation.org for suggestions.

Already have an event planned? Add Heads Up to the mix!

- If you already have other exciting events planned on campus, look through the suggestions above and pull what works best to incorporate into your existing plans.
- Consider adding a roundtable discussion, setting up a table with Heads Up material, incorporating social media, etc. Whatever it is, adding Heads Up America to your event will help build the movement for free community college!

Thank you for supporting Heads Up America and spreading the message on your campus! Together, we are building momentum for free community college for responsible students! Don't forget to register your plans [here](#) so that we can amplify your voice through social media and on our website.

Not sure where to start? You can reach out to us for ideas at CollegePromise@civcnation.org or (202) 507-9597.