

WHAT IS RFK YOUNG LEADERS?

Since 2018, RFK Young Leaders has been developing young, progressive activists who are passionate about creating change on their campuses and in their communities. The RFK Young Leaders program is made up of progressive students who run Young Leader student chapters on college campuses across the country. Our program focuses on building the power of young people in communities and at the ballot box. We organize with young people in a multi-issue, intersectional social justice framework that emphasizes authentic youth collaboration.

We focus on:

- Voter registration and turnout of young people
- Organizing on college campuses
- Youth leadership development and trainings
- Grassroots and digital organizing
- Issue advocacy

Recent campaigns:

- 2019 Annual Summit in partnership with Google and SXSW: <https://youtu.be/u9KjtyCAOJY>
- 2020 Get Out The Vote PSA: <https://youtu.be/BffXCFXNzfc>
- Young Leaders featured on the cover of the LA Blade: [Losangelesblade.com, Volume 4, Issue 41, October 09, 2020 by Los Angeles Blade](https://www.losangelesblade.com)
- Young Leaders Advocate for Texas Cite and Release Ordinance: [City council passes cite-and-release ordinance in final vote](#)

MISSION AND VALUES

Young people at the margins and those who hold intersectional identities are disproportionately absent from leadership roles, community dialogues, and critical decision making positions in communities across our country.

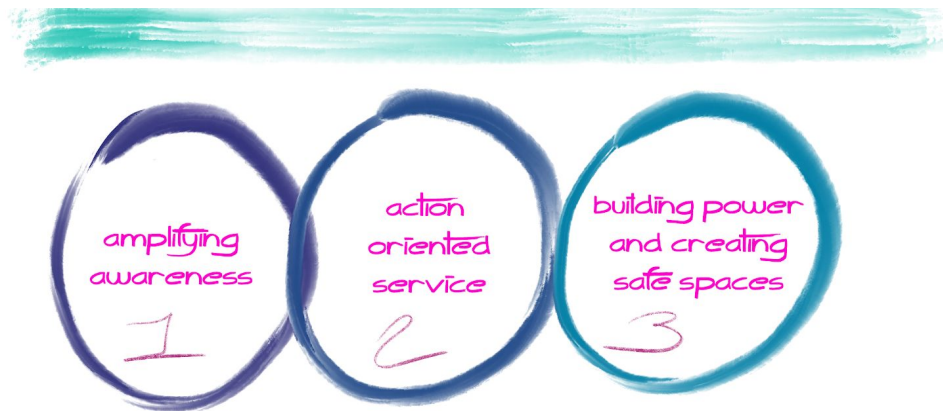
We believe that in order to build a more just and peaceful world, the next generation of leaders must be inclusive and reflect the diverse identities that exist throughout all corners of our nation. We must be intentional in our actions to dismantle systems of oppression, amplify our understanding of global human rights issues, and promote civic engagement by creating opportunities for young people to rise through local systems of power.

The RFK Young Leaders program focuses on partnering with young adults in college by mobilizing them to take action on issues affecting their communities, building their individual leadership skills, and expanding their collective access to both professional and political spaces. By increasing access to local systems of power in communities where entry has historically been limited to those with privilege, we can fundamentally shift the appearance, operation, and design of leadership throughout America.

METHODS

We work directly with our chapters to identify areas of social inequality and injustice within their individual communities. Chapters are then tasked with designing a year-long campaign focused on mobilizing peers to take action, build power, and participate in advocacy through organizing. Chapters are asked to organize a series of events and/or actions that fall within the following

three buckets:



1. **Amplifying Awareness:** This could include a campus-wide literature drop with information on where candidates running for public office stand on issues, organizing a demonstration to call attention to injustices, hosting “Street Rights 101” townhalls, or using digital platforms to call attention to health disparities with compelling graphics.
2. **Community Collaboration:** This could include organizing public forums for local elected officials to speak directly to students, partnering with community-based organizations to provide free HIV/STD tests on campus, or packaging feminine hygiene products to distribute to homeless women.
3. **Power Building:** This is an opportunity for our chapters to create space for recruitment, sharing successes, and planning for the future. This could be anything from hosting monthly membership meetings to organizing a members-only thanksgiving potluck. Anything that brings students together and gives others the opportunity to learn more about getting involved.

STRATEGIES

RFK Human Rights leads workshops directly on college campuses and through digital forums focused on theories, tools, and strategies needed to organize effectively. Curriculum varies depending on current issues, campus climate, and demographics.

We host an annual summit in a new city each year in which members from all RFK Young Leader chapters are invited to participate in skill-sharing, cross chapter collaboration, and community building.

We provide online resources, tools, and references in our *Toolbox for Revolution*, an online library of workshops accessible to students 24/7. Our *Toolbox for Revolution* includes workshops from industry leaders on topics such as “Graphic Design for Non-Designers,” “GOTV Campaigns That Work Online AND On-the-ground,” and “Online Petitions that Aren't BS.”

We recruit and train a team of Campus Ambassadors who serve in leadership roles across our network of RFK Young Leaders. Each Campus Ambassadors is a dedicated member of their individual chapter, appointed to serve by fellow chapter members, and works directly with RFK staff to provide data collection, support chapter leadership transition, recruit new members, and

communicate student needs as they arise. Campus Ambassadors receive specialized training and are compensated with a \$1000 stipend each year.