

**MISSION STATEMENT** TPUSA Faith is dedicated to empowering Christians to put their **faith into action**. We engage, equip, and empower millions of grateful Americans who are prepared to defend our God-given rights, by giving them the tools to expose lies and articulate the connection between Faith and Freedom.

### **WHAT IS A GROUP?**

As a TPUSA Faith Group, you will have the opportunity to gather people, plan and engage in civic initiatives, equip fellow Christians to have a biblical response to social and cultural issues.

### **GROUPS OBLIGATIONS**

In order to remain an active TPUSA Faith Group, the group is responsible for:

- I. Maintaining an Executive Board/Leadership Team with at least two positions: Group Leader and Assistant Group Leader
- II. Organizing at least one (1) faith civic initiative per term (every 6 months).
- III. Remaining in communication with a TPUSA Faith Regional Manager on a regular basis.
- IV. Adhering to TPUSA's Code of Conduct and ensuring all operations are in accordance with 501(c)(3) guidelines.
- V. Successfully re-charter your Faith Group every six months through your regional manager.

### **NEW FAITH GROUP STARTER KIT**

Once you submit a Faith Group Agreement, a Faith Kit will automatically be sent with the shipping address that you provided on the agreement. This kit includes the below items to use for tabling and civic initiatives.

#### **Faith Group Starter Kit will contain:**

- I. TPUSA Faith Trifolds
- II. Pocket Constitutions
- III. Assorted TPUSA Faith supplies (rally signs, stickers, buttons, brochures, handouts, and sign-up cards)

### **LEADERSHIP POSITIONS**

You will need to determine each person's specific responsibilities and duties, as well as when/how your leadership team will meet and operate. A summary of what each role is **required** to do is provided below. Feel free to adjust job descriptions.

Group Leader - Required Position

Assistant Leader - Required Position

Administrator - Recommended Position

Steward - Recommended Position

Group Leader-

- Calls meetings of the organization
- Facilitates leadership meetings

- Appoints group roles/duties
- Maintains contact with **Regional Manager**
- Obtains appropriate facilities for organization activities
- Share Contact data base with your Regional Manager
- Pays group expenses (fees, event expenses, etc)

#### Assistant Leader-

- Assumes the duties of the Group Leader in his/her absence
- Assists all group leaders as needed
- Maintain contact database

#### Leadership Tasks-

- Develops plans and goals for the organization
- Maintains contact with affiliated churches or groups
- Serves as a spokesperson for the organization
- Maintains a record of all members of the organization
- Notifies all members of meetings and events
- Prepares and maintains organization calendar
- Keeps and distributes minutes for each meeting
- Develops and executes fundraising initiatives
- Maintains financial history of the organization

#### Recommendations for optional beneficial responsibilities:

- Organizes end of the year celebration
- Recruit additional optional group leaders (Ex. Admin, Steward, Social Media Manager, Prayer Leader, Outreach Coordinator, etc)
- Create Social Media Pages

You will also need to develop a plan for your group's activities. TPUSA Faith suggests writing a strategic plan that includes your group's goals, objectives, and event plans for the year. Once goals are established, assign specific projects and tasks to your leadership team. This will keep your team organized and accountable to make sure everyone stays focused on the group's goals.

Additionally, all Faith Group leaders are strongly encouraged to attend the monthly leadership training meetings hosted by TPUSA Faith.

### **FAITH GROUP 501(c)(3) CODE OF CONDUCT**

TPUSA Faith groups are expected to adhere to the following conduct expectations:

- I. TPUSA Faith Groups may **never** endorse any candidates running for public office. Leaders of the faith group may endorse candidates in their personal time, but may **not** do so on behalf of the faith group or TPUSA Faith.
- II. TPUSA Faith Groups may **never** campaign for political candidates or aid political campaigns in any manner (donate money, recruit campaign volunteers, etc.). Leaders of

the faith group may do these activities in their personal time, but may not do so on behalf of the faith group or TPUSA Faith.

## **TPUSA FAITH'S CODE OF CONDUCT**

Each volunteer has an obligation to observe and follow TPUSA's policies and to maintain proper standards of conduct at all times. Failure to adhere to TPUSA's policies may result in corrective disciplinary measures.

Disciplinary action may include a verbal warning, written warning, or a termination of a Faith Group. The appropriate disciplinary action imposed will be determined by TPUSA. TPUSA does not guarantee that one form of action will necessarily precede another.

Among other things, the following may result in disciplinary action, up to and including removal of leadership positions, affiliation or termination of the Faith Group: Violation of TPUSA's policies or safety rules;

- Failing to work in a cooperative manner with management, volunteers, constituents and others who interact with our organization;
- Theft or dishonesty; inappropriate or violent physical contact;
- Harassment; discrimination or retaliation in violation of TPUSA's Equal Employment Opportunity and Anti-harassment policies;
- Misrepresenting TPUSA or making false or defamatory statements regarding TPUSA (including employees, vendors, contractors, donors, and anyone else associated with TPUSA) to an outside party, including a vendor or donor;
- Utilizing TPUSA Property for unapproved purposes
- Expressing negative opinions about TPUSA leadership, donors, staff, or affiliates;

The above examples are not all inclusive.

## **HOW TO CONTACT TPUSA FAITH**

If you have a question about your group or church events, it is best to contact your TPUSA Faith Regional manager. The best way to contact TPUSA Headquarters is to email [faith@tpusa.com](mailto:faith@tpusa.com).

## **INTERNAL COMMUNICATION**

Communicating effectively with your members is a critical part of your group's success. One of the most common reasons a person leaves a group is because there isn't enough communication. As you prepare to lead your group, be sure to form a comprehensive internal communication plan to ensure that everyone feels "in the loop" at all times.

## **DEVELOP AND MAINTAIN A MEMBERSHIP DATABASE**

From the moment you start your group, it is important to have an organized and accessible membership database. We recommend organizing a membership database on Google Drive in a Google Spreadsheet so that your file is backed up and multiple people can access the database as it is updated.

At a minimum, your membership database should contain the following pieces of information for each member:

- I. First Name
- II. Last Name
- III. Email
- IV. Postal Code
- V. Cell Phone Number
- VI. Age/Birthdate

If you're tracking this information on a spreadsheet, be sure to separate each item into a separate column for easy sorting. Designate a group leader to update and maintain the membership database. This person should be responsible for adding new members and updating contact information as needed. It is **required** that you share this membership database with your regional TPUSA manager.

### **DEVELOP A MEMBERSHIP COMMUNICATION PLAN**

Meet with your group leaders to develop a membership communication plan. Decide how often you will contact your members (weekly newsletters, bi-weekly newsletters, etc.) and how you will make announcements (emails, Facebook posts, text alerts, etc).

### **DEVELOP A LEADER COMMUNICATION PLAN**

In addition to maintaining communication with your members, your group will need a plan for officer communication.

We recommend setting a schedule for in-person meetings.

Since most people are busy, try to keep meetings to a minimum and use digital communication for quick announcements. When you do host officer meetings, be respectful of people's time and come prepared with an agenda.

Some leadership teams communicate via email, while others prefer email for announcements and a Facebook Group or Telegram for brainstorming and discussions. Pick something that works well for your team.

**Email Tips & Strategies** - Email is one of the most common ways you will communicate with your members. Use the following tips and strategies to maximize your effectiveness at communicating via email.

- BCC recipients to protect privacy and prevent spamming.
- Be as brief as possible (without leaving out key details).
- Use lists and bullet points to highlight key information.
- Use MailChimp (or other mass email services) for emails to longer lists.

### **EXTERNAL COMMUNICATION**

Having a plan for external communication is an important part of managing your group's brand and reputation at your church.

## **SOCIAL MEDIA PAGES (optional)**

This is optional as TPUSA Faith groups are **not** required to create any social media pages (Ex. Facebook, Twitter, and Instagram). It is recommended as a way to communicate with members and the general public.

If creating social media, please follow the below format:

**Facebook** - "TPUSA Faith at (insert church/hub name here)."

**Twitter** - "TPUSAFaITHat(church/hub name)."

**Instagram** - "@TPUSAFaITH(church/hub name)"

It is a **requirement** that all social media accounts created by TPUSA Faith groups indicate in their social media bios that it is not an official Turning Point USA page. The phrasing "Not an official Turning Point USA account" should be used.

Once you create these pages, be sure to designate an officer to update them on a regular basis. An inactive page can make your entire group look inactive, so be sure to post 1 - 3 times per week and respond quickly to private messages.

## **MEDIA COMMUNICATION**

If the opportunity arises to speak to local press on behalf of the TPUSA Faith Group, please connect with your Regional Manager **before** engaging with press provided that comments do not violate TPUSA's 501(c)(3) restrictions. TPUSA groups are not authorized to give a comment on behalf of Turning Point USA's national organization. TPUSA prefers that groups bring requests from national media outlets to the attention of someone at TPUSA HQ.

## **GROUP LOGOS**

TPUSA Faith will provide unique logos for each group. In order to ensure that all TPUSA groups have consistent and uniform graphics, it is important that groups only use the logo provided by TPUSA and do not attempt to create their own.

To request a logo, please visit the link on the resources page. Logos will be provided in .png, .jpg, and .pdf forms.

## **GROUP BANNERS**

TPUSA Faith will provide groups with -specific 2x4 vinyl banners that can be used for tabling and decoration at events.

To order a custom banner, please visit the link on the resources page. Please note that TPUSA can only provide one (1) group banner per year.

## **MARKETING SUPPLIES**

Turning Point USA's national office provides a wide range of marketing supplies for TPUSA groups including sign-up cards, buttons, stickers, brochures, booklets, informational flyers, bumper stickers, and much more!

Once chartering as a new group, a Faith Group Kit with these items will automatically be sent to you. If you're looking to restock on supplies to use while tabling, please visit the link on the resources page. Note that the "TPUSA Group Kit" is offered exclusively to TPUSA groups and contains more supplies than a standard kit.

If you're looking for extras of your favorite item or something specific, contact your Faith Regional Manager who may be able to provide those resources to you. You can also email your special requests to [faith@tpusa.com](mailto:faith@tpusa.com).

### **PROMOTIONAL GRAPHICS & FLYERS**

If your group is hosting an event, TPUSA Faith will provide any of the following graphics upon request:

- Promotional Poster (11x17)
- Half-Page Promotional Flyer
- Full-Page Promotional Flyer
- Social Media Graphics
- Foam Boards
- Prayer Bookmarks
- Announcement Screen Graphic (1920X1080)
- Facebook / Twitter / Eventbrite Cover Photo

To request a graphics package, please contact your Regional Manager. They will be able to request graphics that meet your needs.

Please allow at least **FOUR (4) WEEKS** for design, and an additional two weeks for printed posters and flyers to be delivered. It is imperative that graphic requests are filled out to completion, and well ahead of time.

Only **ONE** round of edits can be made!

### **SOCIAL MEDIA GRAPHICS**

TPUSA Faith offers a wide range of pre-made social media graphics, including cover photos, gifs, profile images, and post graphics. These graphics can be used on the group's social media accounts. To download these graphics, please visit the link on the resources page.

### **GRANTS & SMALLER FUNDING REQUESTS**

TPUSA Faith offers grants to faith groups/hubs. Grants from TPUSA Faith can range in amount. Grants can be used for civic engagement supplies, bringing a speaker to your church, hosting an event, and more. Please speak to your Regional Manager for more information.

For smaller funding requests, please contact your Regional Manager.

### **Tips for Receiving a TPUSA Faith Grant:**

- Discuss with your Regional Manager your ideas and plans for your event.
- Have your Regional Manager submit your request at least 6 weeks prior to the potential event date.
- TPUSA Faith is more likely to support an event that is well-planned and organized in advance.
- Thoroughly explain your promotion plan. Show TPUSA how you're planning to maximize attendance and expose our ideas to as many people as possible.
- Secure additional funding from alternative sources. Let us know if you already have funding from individual donors, your church, or a partner organization.
- Be thorough and provide a detailed summary of your event plan.

### **TPUSA FAITH'S SPEAKER POLICY**

Turning Point USA requires that groups request approval from TPUSA's national office prior to hosting a speaker on your church campus. TPUSA HQ must approve the event before the faith group books the speaker.

TPUSA Faith offers a wide range of speakers that groups can invite to their church. Please reach out to your Regional Manager for a list of these speakers. They can then request them on your behalf.

Groups are permitted to invite speakers who are not on the list, **provided that they are approved by TPUSA HQ**. The best types of speakers to bring are people who can speak about the importance of faith and freedom, and/or educational speakers who have the insight to give on a relevant topic or current event. *Speakers who represent campaigns and/or people who are currently running for a political office will never be approved due to TPUSA's 501(c)(3) status.*

### **CREATING A GROUP PLAN & SETTING GOALS**

Your leadership team should meet to set plans, priorities, and goals. You must host at least one faith civic initiative each term. We recommend hosting a major event each term, planning at least one trip to a TPUSA conference, and organizing several initiative events and/or tabling events.

Be sure to select realistic, attainable goals. If you try to take on too much, your team will be stretched too thin. If you don't solidify plans early enough, nothing will get done. Take the time to develop a definitive plan and delegate tasks immediately.

Having a plan and realistic goals should motivate your members. Be sure to share your vision with them and allow them to play a role. Whether your goal is to grow your group by 50 members or bring a big-name speaker, find a way for your members to get involved. Planning a trip to a TPUSA conference is a great way for everyone to get involved with the national organization -- there is no limit to how many members can attend. Please speak to your Regional Manager to find out what kinds of discounts are available to you and your group members.

### **TABLING TIPS & STRATEGIES**

TPUSA Faith encourages every group to table on a monthly basis. Tabling allows faith group leaders to engage in meaningful conversations with members of their community, equip their

members with knowledge on cultural and political issues that the Church can take part in, and empower their community to stand firm in their convictions and confront culture with biblical truth.

Below are some tips to make your tabling experience as positive and effective as possible:

### **PICK A GOOD LOCATION.**

It's important to work closely with the church staff in finding the best location and a high-traffic area when tabling. Some recommended locations would be in the church lobby or just outside the church building by the entry.

### **BE PREPARED WITH THE PROPER SUPPLIES.**

Effective tabling requires the right supplies. TPUSA Faith offers a wide variety of free tabling supplies such as sign-up cards, posters, buttons, rally signs, stickers, and informational flyers and booklets. You can order these supplies by ordering a TPUSA Faith Group Kit. To place an order, please visit the link on the resources page. Please allow three weeks for delivery.

If you're tabling at a big event like your church's annual fall festival or conference, be sure to have sufficient posters, buttons, and stickers. You will go through materials faster than you can imagine! If you need additional supplies, feel free to contact your Faith Regional Manager.

### **HAVE SIGN-UP SHEETS READY TO GO AND EASY TO ACCESS.**

As you are tabling you will meet people who express interest in getting involved with TPUSA Faith. Be sure to give them an action plan and get their contact information (name, zip code. Email are required, phone number is recommended). You can collect sign-up information on sign-up cards/sheets, a laptop, or tablet. Whatever you do, make sure that your sign-up method is reliable and easy to use. If you are tabling and it is busy we encourage you to pull out a second mode of signing up so people don't have to wait as long.

### **STAND IN FRONT OF YOUR TABLE.**

Stand in front of your table as you engage people walking by. It is easier to engage people in conversations if you're able to approach them (respectfully, of course).

Think of engaging questions that you can ask people as they pass your table. Some questions we suggest include:

"Why should Christians be civically engaged?"

"Would you like to be part of the TPUSA Faith (Church name) group?"

"Have you registered to vote in this upcoming election?"

Be friendly and cheerful to everyone who walks by, even if they disagree with you. It is hard to ignore people who are friendly and kind.

### **FOLLOW UP IMMEDIATELY WITH YOUR NEW MEMBERS.**



After tabling be sure to enter each new sign-up into your membership database. Once you have entered the new sign-up information, be sure to follow up with a text or email inviting them to a Faith Group meeting or event. It is important to follow up within 24-72 hours before people lose interest or forget their interaction with your members.

## **PLANNING & EXECUTING SUCCESSFUL GROUP MEETINGS**

Throughout the term, you may need to host general membership meetings to organize ideas and come up with action items. Some action items might include the following:

- Hosting an event
- Starting a TPUSA Faith Course / Biblical Citizenship Course
- Table at community events
- Attend a school board meeting

Make sure to have an agenda for each meeting, this will help you stay organized and all important information will be covered.

## **SELECT A GOOD VENUE**

Select a date and time that works well for the leadership team. Check your church's calendar to make sure your meeting doesn't conflict with a major event.

When selecting a venue, consider your expected attendance and the audio-visual equipment you will need (projectors, screens, etc.). Be sure to pick a room that you know you can fill with people. Standing room only is better than empty chairs. Smaller rooms also offer more opportunities for members to socialize and get to know each other before and after the meeting.

## **PROMOTE YOUR MEETING**

Start promoting your meeting as soon as you confirm your venue and speaker. Some ways to promote your meeting include:

- Follow up with everyone in your membership database, such as sending an email or text (every week and on the day of your meeting).
- Handing out flyers and/or hanging posters to promote your meeting
- Ask your church to make an announcement during a Sunday service
- Include it in your churches weekly bulletin

Meetings are a great way to get new members involved. Always encourage your members and leaders to bring a friend.

## **GATHER THE RIGHT MATERIALS**

- Offer the people attending your meeting free TPUSA Faith materials! (buttons, stickers, rally signs, etc.)
- Signage for outside the meeting room
- Sign-up sheets to collect any new names, emails, postal code, and phone #'s from all attendees

- A/V equipment (if needed) to show slides and/or videos during the meeting

### **PREPARE AN AGENDA**

It's important to prepare your meeting agenda ahead of time. Meet with your leadership team to develop a list of everything that needs to be covered. Check out our Sample Group Meeting Agenda for ideas on what to include.

We recommend making sure that every leader gets a chance to talk (no one wants to hear one person talk for 45 minutes). As you plan your agenda, be sure to designate who will lead each activity and presentation.

The ideal group meeting is 30-45 minutes in length. Be sure to set time limits on each activity so that your meeting stays on time.

### **SAMPLE GROUP MEETING AGENDA**

- Sign-In Reminder
- Ask members to sign in as they arrive. Remind members who didn't sign in to do so before the meeting starts.
- Leader Introductions
- Group Update
  - Provide a brief update on the activities of the group; summarize the success of previous events and recognize the people who made those events possible.
- Promote upcoming events and activities
- If your church is hosting an event, even if it's not with TPUSA Faith - feel free to tell people!
- Invite members to sign up for church events and tabling opportunities!
- Invite members to suggest ideas for upcoming events or faith initiatives.

### **Speaker/Main Activity** (ideas below)

- Bring an educational speaker to your meeting to lead a 'How to get civically engaged' discussion.
- Organize a panel discussion or Pro-Life Walk.
- Discuss talking points for an upcoming tabling event. Ask members to contribute ideas.

### **Closing**

- Take a group picture to document your meeting.
- Close the meeting

### **FOLLOW-UP AFTER THE MEETING**

After your meeting, be sure to add all new members to your membership database. If new people attended, designate a leader to send a personal follow-up/welcome message to the new members. A sample message is below:

Hi [Name],

Thank you so much for joining us at our TPUSA Faith meeting last night! It was wonderful to meet you and have you there.

I'd also like to invite you to [insert church event name] happening on [date and time] at [location/room name]. It's going to be [brief description of the event, e.g., "a great time of fellowship and learning"], and I'd love for you to stop by if you're available!

Our next TPUSA Faith meeting will be on [date and time] in [room name], and I hope to see you there as well!

Thanks again for coming, and I'm looking forward to connecting with you again soon!

Blessings,

### **DEALING WITH PUSHBACK AT YOUR CHURCH**

There's no secret that some individuals may disagree or be hesitant with TPUSA Faith. It won't be common, but you may receive opposition from a brother or sister in your church. Proverbs 15:1 says, "A soft answer turns away wrath" (ESV). It's important to remind yourself that people who disagree with you aren't the enemy. A simple discussion on a disagreement can be healthy and constructive if done in with a "soft answer."

Remember, the goal is to create unity and educate the Christian community behind Biblical values. If a situation escalates or if you're being treated unfairly, please remain calm and contact someone from your church staff about the situation. Also, please contact a Faith Regional Manager who can further assist you with any immediate concerns or needs.

### **WORKING WITH LIKE-MINDED GROUPS**

TPUSA Faith encourages building connections and collaborating with like-minded groups on your church campus or in your community. While each group may have a unique purpose, there are often opportunities to join forces for events and initiatives. Start by introducing yourself and your leadership team to the leaders of these groups. Building these relationships strengthens your mission and creates a greater impact together.

### **RESOURCES TO EQUIP GROUP LEADERS**

TPUSA Faith offers many resources. To access these resources please see the following links!

Logos, Kits, Banners, Social Media SMGs, Courses: <https://tpusafaith.com/faithresources>

"Study Hall" is a great online resource for faith groups to use as a way to facilitate biblical conversations around hot button issues. To access this resource, please visit <https://tpusafaith.com/studyhall>.

### **FAQS**

- 1. How do you get TPUSA Faith contributors to our church event?**

If you would like to get speakers to potentially come speak at an event hosted by your group, please reach out to your Regional Manager to strategize planning the event.

- 2. How often should we host meetings?** We encourage bi-weekly or monthly in order to maintain growth, however, you can decide how often your group meets based on your needs.

- 3. Should we have a social media account (s)?**

Social media accounts are great tools to promote your group and show the great things your group has done. TPUSA Faith and your Regional Manager love to see all the great work you are doing, and a social media account allows us to do so. It can also be a great communication tool to get the word out about upcoming meetings and events! You are more than welcome to get on as many social media platforms as you desire, but it is not a requirement.

- 4. How can I host my own Freedom Night in America?**

If you are interested in hosting your own Freedom Night in America, speak with your Regional Manager and they can help you plan an event.

- 5. How much money does a faith group receive every quarter?**

Faith Groups do not receive a set amount of money each quarter.

- 6. Can the church create their own graphics and add the TPUSA Faith logo?**

No. It is required that you connect with your Regional Manager to get TPUSA Faith promotional graphics from HQ. The church's logo can be added to the graphic if it is provided in the request.

- 7. How are the resources you provide to churches free?**

All materials are designed and printed in-house which allows TPUSA Faith to send to our faith groups and Hubs free of cost.

- 8. Is there a minimum number of members that the group needs in order to sustain group status?** There is not a minimum number of members, however, both leadership positions (Group Leader, Assistant Group Leader) must be filled before a faith group can qualify as being active.

- 9. What are the benefits of hosting a TPUSA Faith Course?** Quality, Biblically-Grounded Content: The courses deliver well-researched and biblically sound material, helping participants deepen their faith and understanding of key issues.

- a. Free Resources:** Both the Biblical Citizenship books and online course materials are provided free of charge, making it an accessible and cost-effective option for any group.
- b. Engaging Incentives:** To create a welcoming and enjoyable environment, pizza or donuts are offered for either the first or last class, fostering fellowship and connection among participants.
- c. Additionally,** it is a great tool to grow your group, as the engaging content and inclusive atmosphere encourage participation and community building.

- 10. How should I set up the room for my course?**

- a. First, make sure that you have a sign in sheet so that you have a record of everyone who attended your class and you can follow up with them!
- b. We encourage you to set up a table with TPUSA Faith buttons and stickers for class attendees to grab.
- c. Get creative and decorate the room with foam boards to create a fun atmosphere. Work with your regional manager to order pizza and drinks for the first or last class and find a good spot in the room to set it up so people can access it.
- d. After the class video concludes, have people move their chairs into a circle so that you can have a more engaging post class discussion.



**11. Can pastors use their official titles on marketing that has our TPUSA Faith logo since we're not technically an evangelical wing of TPUSA? Yes, pastors can use their titles in marketing. That is highly encouraged!**

**12. What partnership, if any, should TPUSA Faith have with Turning Point Action, as there is some crossover with patriot/grassroots groups that have nonprofit and candidate speakers? Since Turning Point Action is a 501c4, we can not have any joint events with them. Although, if you have anyone interested in running for anything, feel free to connect them with Turning Point Action.**