

The FU Champion's Guide To Success

The Problem

Have you noticed our political discourse has collapsed in recent years?

We've moved to a place where anger and rancor have crowded out reasonable thought and rational debate. Compromise and bipartisanship have become dirty words, and it's all amplified by a revenue-chasing media industry more interested in clicks and views than truth.

But recent data shows that political extremists on both sides aren't reflective of the majority—they're just shouting the loudest.

In order to move forward as a nation, we must recognize that our collective triumph as a nation—not fighting—prompts progress.

That's where Fight Unreason With Reason comes in.

The Mission

The ultimate mission of the Fight Unreason With Reason campaign is to save our democracy. Through campus outreach, events, and social media exposure, your job as an FU Champion is to enlist your fellow students and community members to:

- Engage in rational political discussion using facts and objective truth
- Learn crucial facts and data significant to understanding our current political climate
- Make a difference by voting in the 2022 Midterm Elections

The Goal

The goal of each FU Champion is to spread the word about the Fight Unreason With Reason movement and get citizens to take the #FightUnreasonWithReason pledge. In order to qualify for the program's prizes and incentives, you must commit to getting a MINIMUM of X people a month/week to take the pledge.

The Pledge

- **I pledge to engage**

- Having rational conversations on important issues without ad hominem attacks
- Seeking out productive conversations with others with a different point of view
- Researching issues I care about
- **I pledge to learn**
 - Listening to other perspectives with an open mind
 - Acknowledging and recognizing that data and facts are crucial to understanding political issues
- **I pledge to act**
 - Register to vote
 - Vote in the midterm elections
 - Spread the word/engage others

Becoming a Successful FU Champion

Believe it or not, the answer to our nation's problems lies with YOU. Creating a successful Fight Unreason With Reason program can help wrestle back the microphone from the political extremists on both sides and give voice to the estimated 70% of Americans I call the "frustrated majority."

Here are some ways you can be successful:

- **Share the message on social media:** Post on social media at least 2 times per month inviting your audience to take the #FightUnreasonWithReason pledge. Encourage followers to retweet and share your posts and use the #FightUnreasonWithReason hashtag.
- **Organize a Fight Unreason With Reason club:** Charter a club through your student union or student activities office. Ask a faculty member to sponsor your club and hold organizational events such as the ones described below.
- **Reach out to existing clubs and organizations:** Encourage your elected student officials and other club members to share the message of Fighting Unreason With Reason. Examples of clubs include:
 - Student Government Association
 - Speech/Debate clubs
 - Non-partisan activist clubs
 - Partisan clubs interested in promoting reasonable debate and compromise

- Student philanthropy organizations
- Greek Life (Interfraternity Council or Panhellenic Association)
- **Organize campus and community events:** Within your own FUWR club or in conjunction with one of the clubs mentioned above, hold events that bring awareness to healing the American Schism. Suggested events include:
 - FUWR pledge drive
 - Voter registration drive
 - Inviting guest speakers such as professors or local politicians to discuss facilitating productive, rational conversations
 - Moderated symposiums where students can debate issues in a reasonable way. Topics could include:
 - What's really involved in a democratic form of government?
 - Who is the "we" in "We The People?"
 - How do we recognize achievement and distribute rewards in our society?
- **Canvass the community:** The whole point of being an FU Champion is engaging with the public. Start conversations with peers and community members. Ask them to take the FUWR pledge and become an FU Advocate.