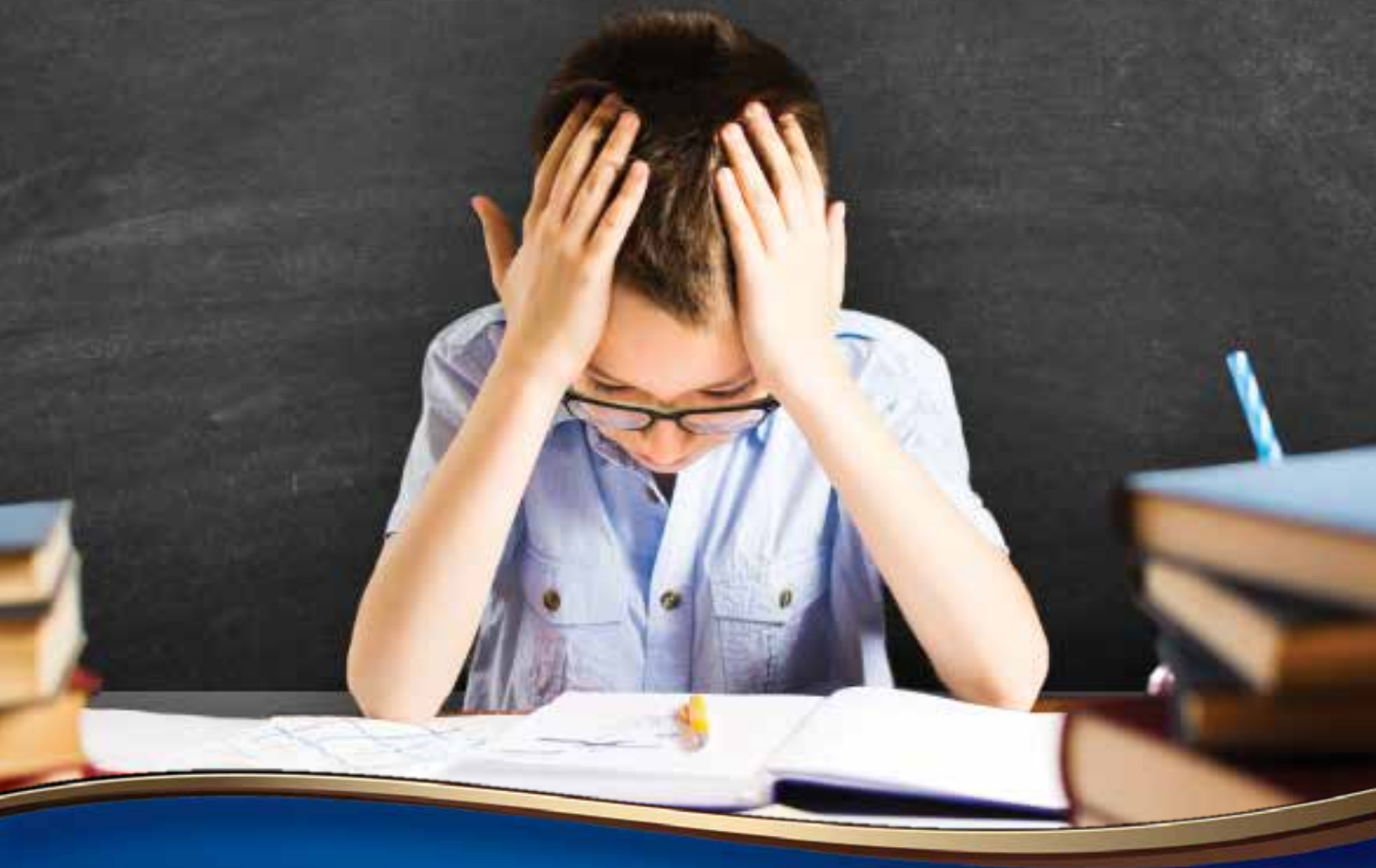


# SAVE OUR CHILDREN FROM PUBLIC SCHOOLS

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Committee Startup  
Manual



The John Birch Society



# COMMITTEE STARTUP MANUAL SUMMARY

America's public schools have long served as centers for dumbing down and secularizing America's up-and-coming generations. Public schools are indoctrination centers of amoral and Marxist values. Furthermore, they take the very important role of education away from parents.

It is in every patriotic American's best interest that parents pull their children out of government brainwashing centers posing as schools. This how-to-guide is meant to help you start a committee in your community dedicated to helping parents understand the public-school threat and what they can do to take back control of their children's education.

Here are 8 key steps for creating a Save Our Children from Public Schools committee:

## **1. CONTACT YOUR AREA JBS FIELD COORDINATOR AND TELL THEM ABOUT PLANS TO FORM YOUR COMMITTEE**

The JBS headquarters will only recognize committees approved by JBS Coordinators.

## **2. ORGANIZE THE COMMITTEE'S CORE GROUP**

You will need a committee name, a chairman, and committee senior staff, all of whom must be JBS members.



### **3. SEND AN EMAIL TO FRIENDS, FAMILY AND OPINION LEADERS IN YOUR COMMUNITY INFORMING THEM ABOUT PUBLIC EDUCATION PROBLEMS AND THE SOLUTIONS**

Include a factual example, perhaps a news article or a study, that illustrates the harm public schools cause and the benefits of home or private school.

### **4. SET UP A MEETING WITH COMMUNITY LEADERS OR OPINION MOLDERS TO BUILD SUPPORT FOR YOUR COMMITTEE**

Having support from influential and respected people in the community really helps to garner credibility to the cause.

### **5. ENLIST SPONSORS**

An impressive list of sponsors is important to garnering credibility and being successful. The role of sponsors is to lend support in the form of permitting you to use their name as sponsors of your committee on email messages, letterheads, newsletters, press releases, and educational material.

### **6. CREATE A STRATEGY FOR LARGE LOCAL INVOLVEMENT**

Your strategy should include steps toward raising awareness about the harm of public schools among those in your community. You will want to develop a list of activities and create educational materials. Develop plans to doorbell, host events, and enlist other organizations in your sphere of influence.

### **7. CREATE LOCAL SUPPORT**

Always think in terms of reaching out to new people and gathering new layers of support for saving children from public schools.

### **8. NETWORK WITH OTHER ORGANIZATIONS**

Find out what other organizations your committee members belong to and ask them to carry the Save our Children message to those groups. You can also ask people in other organizations to carry the message. ■

## **HOW TO FIND YOUR LOCAL JBS FIELD COORDINATOR**



Use your smart phone to scan this qr code and be directed to [jbs.org/coordinator/](https://jbs.org/coordinator/) to help you find your local JBS Field Coordinator





# INTRODUCTION

According to a national public school report card, there is no academic category in which half of public-school students are proficient. Unfortunately, the harm of public education goes beyond raising academically unprepared children. It creates generations of anti-American adults with secular, Marxist values.

The purpose of this manual is help you create a community committee that brings awareness of the dangers of public schools and helps parents navigate their children into a healthy, academically robust education environment.

Before you get started, we encourage you to do the following:

- Contact your area JBS Coordinator and tell them you'd like to create a Save Our Children from Public Schools committee. The John Birch Society Headquarters will only recognize committees approved by JBS Coordinators.
- Try not to cover too large an area. The easier it is for members to attend meetings, the more likely it is they'll get involved.
- Let every committee member and sponsor know the committee is launched by The John Birch Society for complete transparency
- We strongly suggest you do not get involved in local issues that are outside of the purpose of the committee.
- Above all, do not involve the committee with personalities. Personalities, people who become the face of the message, are people and people are not perfect. Let the message be the star. ■





# CREATING A LOCAL COMMITTEE

Each Save Our Children From Public Schools committee will be part of a national network of such committees launched by The John Birch Society. The JBS has launched many other special purpose committees over the years. Probably the best known are the Support Your Local Police committees. These special purpose committees were originally created to provide an organizational device to enable JBS members from one or more chapters in a local area to work with non-members on a specific action project of the JBS.

Just as all JBS Chapter and Section Leaders are appointed and supervised by the JBS Coordinator for their state or region, the chairmen of special purpose committees are also appointed and supervised by the JBS Coordinator. Once your area JBS Coordinator approves formation of your committee, the chairman should organize the core group of people who will work with you. Work with your JBS Coordinator and (where applicable) JBS Section Leader to have a representative from each JBS chapter (in the area to be covered by your committee) incorporated in your committee.

Give your committee a name, preferably one that correlates with the local community, such as the Fairfield Get Them Out Committee or the Hill County Save Our Children Committee. Then your JBS Coordinator should appoint a committee chairman, who will serve as the group leader and will act on its behalf when needed. The chairman should be knowledgeable on the topic of K-12 education. This person should also be able to establish good relations with influential community members and local officials.

In addition to the chairman, the committee senior staff should include a vice chairman, secretary-treasurer, program chairman, publicity chairman, and membership chairman, who should all be members of the JBS. You can start with a smaller group of individuals but that means that one or two people will have to handle a greater load.



After recruiting a new person to your committee, give them a job or position. Make sure they have a friend on the committee and further educate them on the problems and solutions associated with public education. Your committee should consist of no more than 15-20 people.

As for recruiting ideas, tap into your circle of friends and people who are part of your church or civic groups. Churches should be especially fertile ground for this important agenda. Social media is another way to get the word out about your committee. ■







# SEND EMAILS ABOUT SAVING CHILDREN FROM PUBLIC SCHOOLS

Send emails to friends, family, and opinion leaders in your community informing them about the dangers of public schools and the advantages of home and good private schools.

When creating your email, try to link it to an education news-related event. Select one or two that will help further bolster the point that children need to be pulled out of public schools. Make sure your email is clear. You want readers to understand what you're saying. Include hyperlinks to appropriate sources and websites to show what you're saying is correct. Have someone read your message before you send it to avoid grammatical and spelling errors. Your email should read like an informative article that's easy to understand. Send your email and ask others to forward it to their contacts. ■

**A GREAT HYPERLINK TO SEND IN AN EMAIL WOULD BE A LINK TO OUR SAVE OUR CHILDREN WEB PAGE. SCAN THE QR CODE OR GO TO [JBS.ORG/CHILDREN/](https://www.jbs.org/children/) TO GET THE LINK.**





# MEET WITH COMMUNITY LEADERS

Once you've formed a committee and sent your emails, try to set up a meeting with community leaders and opinion molders. Examples include the community board supervisor; a conservative local pastor or other conservative members of the local clergy; small business owners, conservative professionals; leaders of local conservative groups, such as Tea Party groups, etc.; leaders of local homeschool groups; leaders of local private schools; and maybe even local politicians, if one or more of them live in or near the area covered by your committee.

The goal is to convince community leaders of why it's so important for children to receive non-government K-12 education.

Once you have assembled a handful of these people, you will want to do the following:

- Develop a list of steps needed to empty out the public schools
- Engage leaders in approving and/or altering those steps
- Set up larger meetings to encourage more involvement
- Enlist sponsors ■







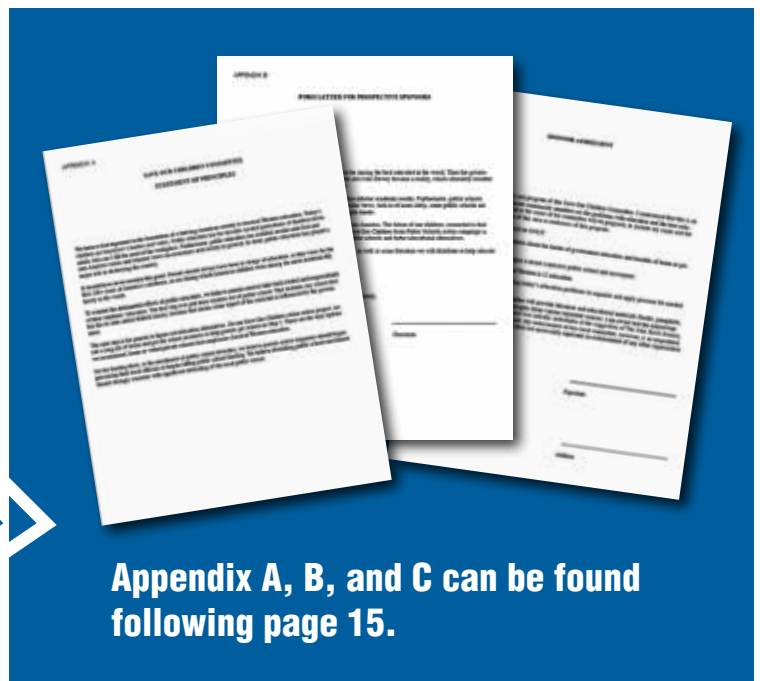
# ENLIST SPONSORS

An impressive list of sponsors can help build credibility for your committee. Gathering sponsors is, after the formation of your committee, the most important thing you can do. It establishes you as part of the community, not simply as a few members of The John Birch Society.

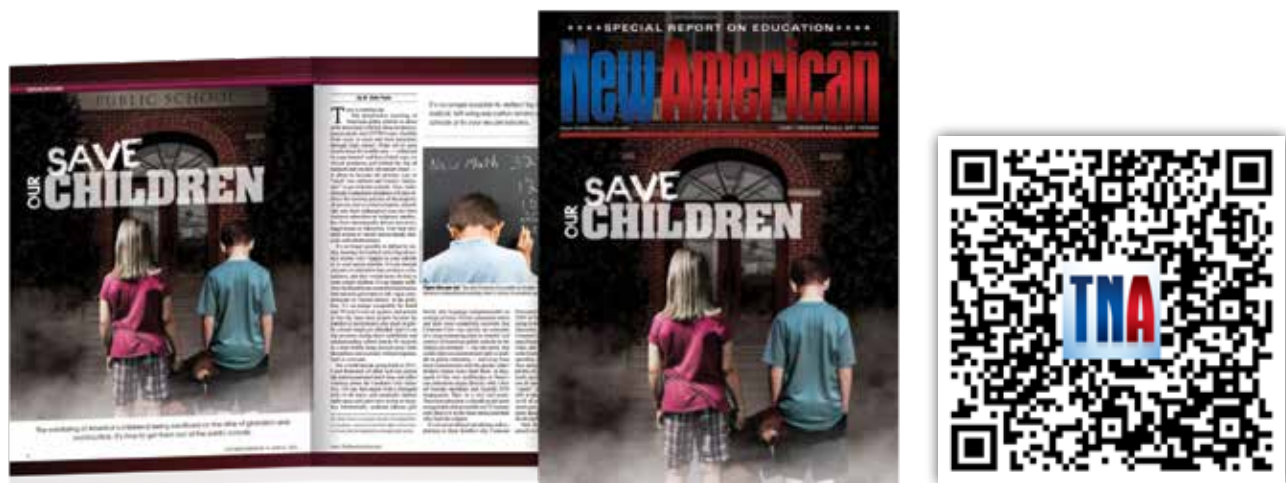
The number of sponsors you land can determine whether the local media will take you seriously and cover your committee's work. The role of sponsors is to lend your committee support and credibility by allowing you to use their names as sponsors of your committee on your email messages, letterheads, newsletters, press releases, and/or other educational materials your committee produces. Always keep your sponsors in the loop regarding committee activities and successes. Lack of communication between you and your sponsors will result in their drifting away, which can cause problems. Ask sponsors to get involved in committee activities. See if they'd like to be donors, to buy and obtain resources and other needed materials. Ask them to allow flyers or Save Our Children window decals on their storefront window. Do not get discouraged if a sponsor does not become as active as you'd like, whether in the form of donations or participation. Just permission to use their name will be helpful.

Here are some tips to help enroll sponsors:

- Put together a list of local businesses, key people in the community, and other good Americans you'd like as sponsors. Your local JBS section leader or coordinator may be able to help with this.
- Identify committee members who already know some of your potential sponsors, then assign these members the task of enlisting them as sponsors.
- Send the form letter (see







**The June 21, 2021 TNA “Save Our Children” Special Report** (shown above) reveals the destructive indoctrination occurring in public schools and urgently calls for alternatives to this slow-motion catastrophe. Please distribute this issue to raise awareness of this critical matter. To order scan the QR code or go to [shopjbs.org/product/the-new-american-magazine-june-21-2021/](http://shopjbs.org/product/the-new-american-magazine-june-21-2021/).

Appendix B), a copy of the Sponsor Agreement Form (see Appendix C), the Statement of Principles (Appendix A), and the two education issues of *The New American* magazine.

- A week after you’ve sent out materials, call each prospective sponsor and ask for an appointment to discuss the program in greater detail. The purpose of this call is ONLY to set up an interview. (Giving the details of the program over the phone makes it all the easier for the prospective sponsor to decline.)
- During the interview, discuss your committee’s goals. Tell the prospective sponsor their support is important. And ask them to serve on your committee as an endorser of your Statement of Principles.
- Ask each sponsor to complete the Sponsor Agreement Form. This is not only for you and your committee’s protection; it will also guarantee your sponsor’s name will not be misused.
- Ask each new sponsor for help enlisting more sponsors (names), buying materials (money), distributing literature, arranging video showings, setting up presentations, and recruiting members (involvement). Sponsors can sometimes be enlisted without having to set up an appointment. But because their circumstances and schedules may vary, we highly recommend that as a general rule you call to make an appointment with the local businessman and professional on your list. Since the point is only to set up an interview, keep the conversation short. Once an appointment time, date and location are confirmed, thank them and hang up. You will have plenty of time to pitch your proposals when you meet. ■



# MEETING WITH PROSPECTIVE SPONSORS

When meeting prospective sponsors, we suggest doing so in teams of two. Please dress in a suit or business professional. Go into meetings with a confident and positive attitude. Remember that these issues are important and many citizens will share your concern. During the meeting discuss the following points in sequence:



1. Describe current public-school problems and the advantages of home or private schools.
2. Stress that these problems will get worse unless good Americans do something.
3. Review the principles of your Save Our Children committee.
4. Point out that the committee is part of a nationwide movement to negate the harmful effects of public schools on American society.
5. Describe the organization and your committee's activities, i.e., officers, sponsors, members, email and letter writing campaigns, literature distribution, speaking engagements, etc.
6. Mention the sponsors you have already enlisted. At this point, hand your prospective sponsor a copy of the Sponsor's Agreement Form with the expectation that he or she will sign it.

7. Once they've signed the form, invite them to your next meeting. Always write

your materials and press releases with your sponsors in mind. Keep them in the loop. Educate them constantly on K-12 education subjects only, at least until you can get to meet and know them more individually. ■





# STRATEGY FOR LARGE LOCAL INVOLVEMENT

When your committee holds its meetings to foster involvement, develop a strategy for presenting how seriously the harms caused by public schools should be taken. Whenever possible, utilize video and Power-point presentations created by the JBS staff that highlight the problems with our public education and the solutions, such as *Rescuing Our Children — And Our Nation*, a 68-minute video available as a DVD or online. See page 14 for ordering information.

Bring, show or give any materials that you can spare on the issue — the Save Our Children' TNA Special Report on Education, Save Our Children trifold, slim jims, etc. Your strategy should focus on working with parents, clergy, and state legislators to get legislation introduced and passed to incrementally defund public education as enrollment dwindles. You will want to develop a list of activities, such as, (if you have not already done so) creating a committee, enlisting sponsors, and distributing JBS Save Our Children educational tools.

Develop plans to doorbell, host events, and enlist other organizations in your sphere of influence. As you create influence on parents and pressure for defunding on state legislators, visit these state legislators and their aides representing your committee's goal of reverting education back into parental control and discussing the specifics recommended by the JBS Save Our Children educational tools. Through discussion with parents and local officials and state legislators, and online research, formulate the highest priority education actions that need to be made in your state. Next, continue working with parents and your state legislators to create a widespread public school exit movement and a corresponding legislative movement of incrementally defunding area public schools.

Keep your committee members and endorsers informed on what has resulted from your committee's work. Continue to hold local meetings to help you involve more people in your committee's work. Report on your work with influential community members and provide a status update. Show off any new educational tools produced by JBS. Use these meetings to recruit more endorsers and members of your committee. Leverage the addition of new members to: (1) create increased constituent pressure on the state legislators to introduce and pass meaningful election reform legislation; and (2) produce more attendance at your committee's community meetings. ■

**To the right are items from our "Save Our Children" educational tools.** For ordering scan the qr code or go to [shopjbs.org/products/jbs/action-projects/save-our-children/](http://shopjbs.org/products/jbs/action-projects/save-our-children/).





# CREATE LOCAL SUPPORT

Always think in terms of reaching out to new people and creating new layers of support for public school exit. Here are outreach techniques that may help:

- Approach organizations, public community centers or professional private clubs. By reaching out to these groups and perhaps even being able to speak to them either with an in-person presentation or just allowing you to pass out literature, you will be broadening additional support for your committee and its goals.
- Organize door-to-door knocking in your community in teams of no more than two people. You don't want to intimidate with a large crowd and you don't want a person going alone. One person should articulate the problem and answer questions. Dress business casual, comfortable but still professional and presentable. Be cordial and respectful. Avoid arguments. If someone is not interested or argumentative, move on. Do not waste time. If you have capable people, two-person teams can work both sides of the street in sight of one another. They will not need to approach each door together. Work the neighborhood where most of the opinion molders live first.
- Reach out to the public. Organize public forums to host speakers or video showings to those who aren't aware of the issues. The purpose is not to educate "the choir" but the uninformed. When outreaching to the general public, put flyers or advertisements in your local community newspaper informing readers of when and where your next meeting will be. Make sure your flyer or ad has a brief message addressing the importance of this issue. Try to hold your meeting where it's easy for people to get to and will attract opinion molders.
- Continue door-belling with public and private events. Doorbell in the vicinity of where a speaker or video showing will take place. Likewise, a committee member can host a showing in his or her home and the neighborhood can be doorbelled to attract a good audience. ■

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THE PURPOSE IS NOT TO  
EDUCATE “THE CHOIR” BUT  
THE UNINFORMED.

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# NETWORK WITH OTHER ORGANIZATIONS

Identify other organizations you can reach out to in your community. These groups may range from more established organizations to newer ones. Examples may include the Kiwanis Club, Lions Club, Rotary Club, Tea Party groups, and any parental groups, especially home-schooling ones. The latter can help get the message out about the importance of pulling children out of public schools.

Find out what other organizations your committee members belong to and ask them to carry the Save Our Children message to those groups. You can also send an ambassador or member from your committee to one of their meetings. After their meeting, try to speak to the leaders of the organization. Get to know them, tell them who you are and about your committee.

Most of these organizations have a program chairman or group president. You will have to work through them. Ask them if you could speak, give a presentation, or show a video related to saving our children from public schools. If you get the chance to address the group, pass out JBS literature and Save Our Children materials. If possible, see if you can get the organization to agree on passing a resolution in support of getting children out of public schools. In addition to the many members of these groups that you would be educating, you might also come across community leaders at these organizations. These other organizations and its members may become valuable allies in your mission. Keep in touch with these groups and create opportunities to bring them on board with your message. ■





## A WORD OF CAUTION

As you accrue influence in your community you may be attacked in ways most people never have. Some people may join your ranks to neutralize your efforts. They will likely approach you as an enthusiastic friend. The best defense against this is to never do anything that is unethical, and certainly never illegal.

Continually remind your members at public events of this. Also, be wary of possible agent provocateurs or saboteurs posing as small government enthusiasts or supporters of your goal but whose main objective is to destroy the organization from within. This is why we require that a JBS Coordinator approve your committee and that leadership is composed of JBS members. If any members do not behave properly, ask them to leave your committee. ■

**Above are additional items from our “Save Our Children” educational tools.** For ordering scan the qr code or go to [shopjbs.org/products/jbs/action-projects/save-our-children/](http://shopjbs.org/products/jbs/action-projects/save-our-children/).





# COMMITMENT

This will not be easy. Most meaningful movements never are. Depending on the community or area your committee is in, you may encounter strong opposition, mainly from those on the left — who already look at government education with starry eyes and parents as unqualified to teach their children.

Regardless of the local situation, it's important that your committee remain dedicated to spreading the message of Save Our Children. We must help people understand the consequences of public schools and benefits of home or private education. They likewise must understand that when our children grow up smart with Americanist values, everybody wins. If you and the members of the committee don't want to have your children and grandchildren living in a dictatorial Marxist society, then it's up to you and your committee to do something about it.

We at The John Birch Society wish you the best of luck and look forward to help as best we can. ■

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WE MUST HELP PEOPLE UNDERSTAND THE CONSEQUENCES OF PUBLIC SCHOOLS AND BENEFITS OF HOME OR PRIVATE EDUCATION.

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## **SAVE OUR CHILDREN COMMITTEE**

### **STATEMENT OF PRINCIPLES**

We believe that ingrained in the foundation of a thriving American society is classical Western education. Today's children are tomorrow's leaders and voters. Public education has for decades created generations of dumbed-down adults who can't fill the needs of the workplace. Furthermore, public education has instilled secular anti-God and anti-America values, and Marxist views on economics and society in general. In short, public education has played a major role in destroying the country.

It should have never reached this point. Parents should always have been in charge of education, as they were for the first 100+ years of America's existence, an era during which American children were among the most academically advanced in the world.

To counter the detrimental effects of public education, we believe parents need to take back control and responsibility of their children's' education. The first step is to pull their children out of public school. That includes any school that has ties to state and/or federal money, because that means some aspect of the curricula is influenced by the government.

The next step is for parents to figure out education alternatives. On our Save Our Children online action project, we cite a long list of home and private school resources to help parents get started on Step 2. These are the only options we recommend, home or vetted private schools that emphasize classical Western education.

On the funding front, as the enrollment of public schools dwindles, we believe parents and taxpayers should begin pressuring their local officials to begin cutting public-school funding. We believe dwindling public-school enrollment should strongly correlate with significant defunding of local public schools.



**FORM LETTER FOR PROSPECTIVE SPONSORS**

Dear \_\_\_\_\_

For the first 150 years, American children used to be among the best educated in the world. Then the government school vision of socialists like Horace Mann and John Dewey became a reality, which ultimately resulted in the failing public school apparatus of today.

Public education has consistently proven to produce inferior academic results. Furthermore, public schools serve as indoctrination centers of socialist and secular views. And more recently, some public schools are even sexually perverting and confusing young minds.

It is long past time to empty out public schools across America. The future of our children, connected to that of America, is at stake. The John Birch Society's Save Our Children from Public Schools action campaign is designed to help educate parents on the dangers of public schools and the advantages of better educational alternatives.

Included with this letter is a Statement of Principles, as well as some literature we will distribute to help educate community members on the issues of education.

Sincerely,

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Chairman

**SPONSOR AGREEMENT**

I agree to endorse the principles and program of this Save Our Children Committee. I understand that this is an ad hoc committee formed to educate community members about the problems with education and the best solutions. I am aware that a letterhead in the name of the committee will be prepared, to include my name and the names of other reputable citizens of this area as endorsers of this program.

The activities of this committee will be ONLY:

1. To educate community members about the harms of government education and benefits of home or private school education.
2. To use that knowledge to inspire a massive public school exit movement.
3. To gather support for classical Western K-12 education
4. To use the information regarding today's education problems to organize and apply pressure for needed changes

It is my understanding that the Committee will provide literature and educational materials (books, pamphlets, DVDs, and so on) in support of its principles from various reputable sources. I am aware that the nationwide Save Our Children Committee movement was initially undertaken at the suggestion of The John Birch Society, which still lends its wholehearted support. My endorsement of this local committee, however, is an unqualified endorsement of this program alone and does not necessarily represent an endorsement of any other organization or program.

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Signature

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Address