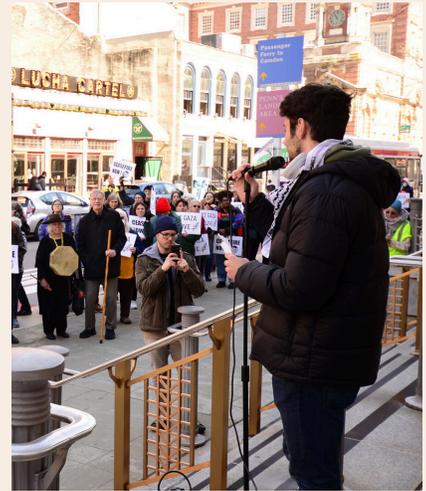


# HOW TO RESEARCH AND LEAD A **TEACH-IN**

Teach-ins are a powerful tool for political education.

**HAVE QUESTIONS? NEED FURTHER RESOURCES?  
REACH OUT TO OUR STAFF AT [AFSC.ORG/COMMIT-PALESTINE](https://afsc.org/commit-palestine)**



## **1 IDENTIFY YOUR GOAL**

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The “Why?” behind your teach-in is almost as important as the content itself. Here are some questions to start planning your teach-in:

### **What does the campus community need to know that would further your current campaign or demand?**

Teach-ins can be an extremely effective way to educate your community in order to make a strategic ask. Political education is an important part of any campaign, and can help your base understand the information and reasoning behind your demand.

### **What education is missing on your campus? What stories are not being told, and why is it important to tell them?**

Institutions of higher education frequently exclude Palestinian and other marginalized perspectives. A teach-in is a great way to counter an existing narrative or bring in one that would otherwise be excluded.

### **What other struggles on campus or in the community align with Palestine? Who is already organized, and how can your groups show up for each other?**

You may be able to use a teach-in to expand your base and build your coalition by educating your community on how your liberation struggles intertwine. Working on a teach-in with other advocacy groups on campus or in your community can build power, trust, and understanding between your groups.

## **2 RESEARCH SPEAKERS & CONTENT**

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The purpose of your teach-in should help orient the rest of your planning. You can choose to bring in one or several speakers, or research and lead the event yourselves.

### **Finding Your Speaker(s)**

It may make sense to bring in external speaker(s) when you’re looking to bring in important expertise or an external perspective. Use connections with your allied faculty or staff, co-sponsoring organizations, or community networks. If you’re looking to bring in a higher-profile speaker, consider using your budget to compensate them for their time. AFSC has a huge network of activists, academics, and other connections across the US and Palestine! Please reach out at [afsc.org/commit-palestine](https://afsc.org/commit-palestine) to get connected with a speaker for your teach-in.



## Doing Your Own Research

It may make sense to research and lead the teach-in yourself when you're looking to tailor your content closely to your campus context or make a personal connection with your audience. Make sure you're prepared; use reputable sources, plan for both friendly and hostile questions, and practice ahead of time. AFSC staff has lots of resources and experience with researching teach-ins. If you'd like feedback or help with your research, please reach out to our staff at [afsc.org/commit-palestine](https://afsc.org/commit-palestine).

# 3 PLAN LOGISTICS

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## Important Logistics to Consider

- Online or in person? On or off-campus? Be sure you leave time in advance to secure an in-person location before it's booked.
- Accessibility: think both in terms of disability, education level, language, etc. and also in terms of turnout.
- Whether you're leading the teach-in yourself or hosting speaker(s), you should create an agenda to be sure the event runs on time!
- Do you have the budget to provide food? (This is a great way to improve turnout)
- If you don't have official club status on campus, make sure you have another group or individual student willing to coordinate logistics with your institution.

# 4 ADVERTISE YOUR EVENT

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## Tips for Advertising a Teach-in

- Start advertising at least 2 weeks in advance. Make a graphic with a key point from the teach-in to get people curious, then reuse it in different contexts (flyers, social media, etc). Highlighting a key point on social media can encourage your audience to repost it as an informative infographic, which can help improve your reach.
- Remember that your target audience still needs education, and may not meet every standard of alignment.
- Tabling is a great way to reach new people. Be sure to engage in conversation, encourage curiosity, and connect over shared values. Try to get their contact information so they can stay connected.
- Use a QR code on paper flyers to improve engagement.
- Always give your audience a reason to be interested, and a way to engage. An RSVP form or short conversation can be the reason why someone shows up, and community outreach and word of mouth are often the most effective forms of advertising you can do.

# 5 ENGAGE YOUR AUDIENCE

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Your message will stick better if your audience feels connected to you and to the information they're getting.

## Encourage Participation

Ask your audience questions to consider as they learn from you. Have them share out, discuss in groups, or just reflect quietly depending on your context. Include a Q&A session.

## Make an Ask

This is one of the most important parts of the whole teach-in. Following your education with action steps helps your audience understand the importance of the content.

## Follow-up

Make sure you have everyone's contact information who attends! Follow up with sources, copies of the slides, answers to questions, and reiterate your ask. Finally, conduct personal follow-ups to keep building relationships and expanding your base.

