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# NATIONAL FREE TO SPEAK CAMPAIGN

Promoting religious liberty in  
public schools in your community



# YOUR LOCAL CAMPAIGN MANUAL

## The Problem You Are Helping Solve

Too many students are silenced from expressing their Christian faith at school because teachers and administrators are misinformed about students' religious liberties. Even though the U.S. Department of Education has written guidelines clarifying students' freedom of religious expression, teachers are not aware they even exist. Three times (1995, 1998, and 2003) the U.S. Department of Education sent these guidelines to every school superintendent in the country (15,000!) along with a letter urging them to distribute the guidelines to students, teachers, administrators, and parents in their school districts. For the most part, the request was ignored.

## The Solution

Gateways to Better Education (Gateways), in cooperation with the Alliance Defense Fund (ADF) created pocket-sized, student pamphlet entitled *Free to Speak: What the U.S. Department of Education says about public school students' religious liberties*. It is a summary of the U.S. Department of Education guidelines clarifying seven important religious freedoms on public school campuses.

Together, Gateways and ADF are promoting greater awareness of students' religious liberties in schools and communities across

the country. The Free to Speak campaign is a tangible, short-term project that will reap real results—more faith-friendly public schools.

1. Order sets of Gateways' *Free to Speak* pamphlets (50 pamphlets/set) to distribute in your church, your community, and your schools.
2. Additionally, ADF has donated its time to the National Free to Speak Campaign by offering to send a personalized letter to the school official of your choice. The six-page letter clarifies the freedom of religious expression students and educators have on campus. (Your name will not be mentioned in the letter.)

## Making It Happen Locally

This national campaign is designed to equip you locally to make a positive difference. This manual contains easy ways for you to see your schools blessed. These instructions are suggestions—not mandates. So let's get started!



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### OVERVIEW

The National Free to Speak Campaign is designed to be as decentralized and viral as possible. In other words, you don't need to worry about coordinating the distribution of *Free to Speak* pamphlets with other churches or groups in your community. The more the merrier! Wouldn't it be great if twenty (or more!) churches in your area saturated your community and schools with information about religious liberties?

This manual is designed to help you be successful in your efforts to raise awareness of religious liberties at your local schools and across your community.

It is important to remember that, as Americans, religious liberties are not only for Christians. Some may be concerned that raising awareness of religious freedom will encourage people of other faiths to speak up. Our freedoms are for all Americans and we must be the first to acknowledge that.

What you do can have lasting, positive impact on thousands of people. We want to hear from you, so make sure to gather success stories and let us know about them. If you have any questions that haven't been covered in this manual, call us at (949) 586-5437.

It is our prayer that the distribution of Gateway's *Free to Speak* pamphlets be a blessing to churches, campus ministries, families, students, and educators in your community as you equip your brothers and sisters to lovingly help people move from fear to freedom in your schools.

## **ABOUT GATEWAYS**

Founded in 1991, Gateways' message of freedom and academic integrity is forged from founder and president, Eric Buehrer's twenty-five years of experience in the field of public education as a teacher, a public school parent, an author, and an advisor to parents, educators, administrators, and school board members across the country.

For many years, our public schools have been seen as battlefields. However, nothing much grows on a battlefield. Instead, we can look at our schools and our children as gardens to cultivate. God wants you to plant seeds of love and truth in the lives of those people He has put within your sphere of influence at school and at home.

It is with this spirit, that we have produced the *Free to Speak* pamphlets. It is our experience that many school principals and teachers are delighted to learn about the seven religious liberties because they lack a basis for making decisions about what can or cannot occur in the classroom and the school campus when it comes to religious expression.

Gateways to Better Education is a nonprofit organization specializing in helping public schools understand how to create faith-friendly learning environments and lawfully teach students about Judeo-Christian history, thought, and values.

### **Our six primary goals are:**

1. Parents will be intentional in helping their children: A.) graduate with faith and values intact and, B.) learn in faith-friendly schools.
2. Teachers will lawfully and appropriately include Judeo-Christian history, thought, and values in the curriculum.
3. Schools will acknowledge the religious aspects of Thanksgiving, Christmas, and Easter.
4. Students will have the opportunity to voluntarily attend Bible clubs at their schools.
5. Christian teachers will meet for prayer and encouragement in their professional growth.
6. School boards and administrators will promote policies and practices that honor religious expression.

## GETTING ORGANIZED

### 1. Your Pastor's Commitment

If you are distributing *Free to Speak* in your church, it is vital that your pastor understand the need for the campaign and agree with your distribution plan. He must be a champion of your effort or the chances of success will decline. Be sure you and your pastor discuss all that is involved in the campaign: your role, the timeline, the promotion, and what he is willing to do to support you.

### 2. Decide how you want to distribute *Free to Speak*

There are a number of creative ways to get the pamphlets into the hands of your congregation as well as students and educators in your local schools. Here are a few ideas to consider:

- **Church bulletins**—put a pamphlet in each bulletin. Then, have stacks of pamphlets available in the church foyer or information table for people to pick up multiple copies to distribute to others in the community and schools.
- **Children's ministry**—distribute pamphlets to the different Sunday school classes and explain to the children how they can bring freedom to friends and teachers at their schools. Give each child ten pamphlets. Ask them to keep one and give the other nine away.
- **Youth ministry**—just like distributing through Sunday schools, give each student ten pamphlets and ask them to keep one and give the other nine away.
- **Campus Bible clubs**—equip students involved in campus clubs so they can reach classmates and teachers at school. List the various Bible clubs such as Good News Clubs, Fellowship of Christian Athletes, Young Life, Youth for Christ, Youth Alive, First Priority, etc. Decide who will contact the clubs' leadership and engage them in the campaign. **Note:** Distributing the pamphlets on a public school campus should be done by students.
- **IMPORTANT NOTE:** Pamphlets will NOT be sent to schools by Gateways. They are to be personally given out by people in your community.

### 3. Decide how to pay for the pamphlets

First, you will need to decide how many people you want to reach with *Free to Speak* pamphlets—100, 500, 1,000 or even more! Are you going to put one in each church bulletin? Have extras in the foyer? Give ten to each student from first grade to twelfth grade? Supply hundreds for a student Bible club at the local high school?

Next, determine who is going to pay for the pamphlets. *Free to Speak* pamphlets are only 15 cents each. They come in packets of 50. We've included a chart to help you determine your total cost including sales tax (if you live in California), as well as shipping and handling. Here are some suggestions to answer the question of who will pay for the pamphlets:

- Your church—as part of missions, Sunday school, or youth ministry budget
- Yourself—your way of blessing people in your church and local schools
- A generous sponsor—maybe a business owner in your church will underwrite it
- Church members sponsor a school—This is a two-step process.

**STEP ONE:** purchase enough pamphlets to include one in each church bulletin. Ask your pastor to make an announcement about the campaign and encourage people to sponsor their school.

1. Make copies of the order form at the end of this manual.
2. Set up a “sign-up” table in the church foyer.
3. At the table, have a list of the local schools.
4. A sponsor can pay for one or more packets.

**STEP TWO:** mail the order form along with checks payable to “Gateways to Better Education.” Mailing address:



Gateways to Better Education  
P.O. Box 514  
Lake Forest, CA 92609



**Order online** and submit the contact information for schools to receive the ADF letter by visiting, [www.gtbe.org/store](http://www.gtbe.org/store)

We will ship the pamphlets directly to the sponsor. If you want us to ship all the packets to one address (such as the church address) simply indicate that on the form. (However, some sponsors—such as public school parents or teachers—may want the packets sent directly to their homes.) You will save on shipping charges when packets are mailed to the same address.

**NOTE:** This approach works if you have a means of distributing the pamphlets at the sponsored school. The sponsor may have a child in a school who could spearhead the distribution (possibly through a student Bible club), or you can indicate the schools where there is a student club willing to distribute pamphlets and who simply need someone to sponsor them.

**IDEA:** Be sure to list the schools where your church’s students attend. Sponsors could help pay for the pamphlets given to students in the church’s youth ministry. This would be a great outreach project for the youth!

**ADDITIONAL NOTE:** Students have the right to give the pamphlets to their friends. However, if students want to pass them out to everyone walking by in a hallway, there may be school policies regulating distribution of flyers. There is a difference between giving something such as a birthday invitation or a note to friends and passing out literature “en masse” to the student population.

#### 4. Recruit Helpers

It may be that, because of the size of your church, you will be doing just about everything. But it’s always good to find people to help you. Remember, it’s not just about helping you with work. They will also receive the blessing of knowing they are empowering people to make a difference. That’s a great feeling!

**A. Define Roles.** In a campaign such as the National Free to Speak Campaign, there may be one or many roles for people to fill. As you review this list, you might realize that some addi-



tional planning and contacting additional volunteers might be necessary. On the other hand, you may see that a number of these roles might be combined or that you can handle everything. This list contains *suggested* roles –modify it to suit your situation. You may want to discuss this with your pastor.

**Coordinator**—the person who heads up the campaign in your church.

**Prayer Coordinator**—This person encourages church members to pray for the success of the campaign through the church’s existing prayer-request channels (such as prayer chain, prayer letter, bulletin, and prayer meeting). Prayer requests should include:

- Pray that our schools’ teachers and administrators will respond well to pamphlets and honor students’ religious liberties.
- Pray that our schools become more faith-friendly places.
- Pray that our students will have the courage to express their faith when appropriate in discussions and school assignments.

**Publicity**—This person handles the traditional means of communication with your church body. That might include announcements, posters, bulletin inserts, phone calls, or emails.

**School Address Researcher**—(if you are going to have church members sponsor a school) This person uses the internet to find the public schools in your community and creates a list of the schools, their addresses, and principals. Write the contact information of each school in the spaces on the right side of the form (see page 10).

REMEMBER, packets will be shipped to the sponsor unless you indicate they are to be shipped to the church. No pamphlets will be mailed to the schools.

**Success Stories**—this person can be a blessing to your church members by letting them know of answers to prayer and successes in the campaign. Some examples might include:

- The principal using *Free to Speak* in his or her staff meeting.
- An educator saying, “I didn’t know that!” and expressing gratitude for receiving it.
- A teacher suddenly changing a homework policy that now includes the Bible as a resource appropriate to the assignment.
- A student feeling a new sense of courage to express his or her faith at school

**B. Plan Ahead.** You and your pastor should discuss the timing for publicity and distribution. You can download *Free to Speak* mini-posters (legal-size paper) and bulletin inserts by going to [www.gtbe.org/freetospeak](http://www.gtbe.org/freetospeak). Of course, you can distribute pamphlets anytime throughout the school year. Here are a few suggested dates:

- **August/September**--Back-to-School Sunday. The Sunday before your local schools start the new school year or any Sunday early in the school year. This will

promote religious liberty right from the start of school.

- **Mid-September**--the Sunday before "See You at the Pole" (which occurs in late September). Visit [www.syatp.org](http://www.syatp.org) for details. Many students participate in this annual gathering to pray before school.
- **Mid-November**—a pre-holiday distribution will help teachers understand that students can talk about the religious aspects of Thanksgiving and Christmas.
- **Early and Mid-January**—the Sunday before the President's annual proclamation of Religious Freedom Day (January 16).
- **Early May**—as part of recognizing the National Day of Prayer
- **Anytime**—don't feel restricted by "having" to tie your promotion and distribution to any particular date or holiday. The good news of religious freedom is appropriate to announce anytime during the school year.

Allow at least two calendar weeks for the order/shipping cycle: 7 business days for processing once Gateways receives your order and 5-7 business days for delivery

#### **5. About the Letter Sent by the Alliance Defense Fund**

The Alliance Defense Fund (ADF) has donated its time to the National Free to Speak Campaign by offering to send a personalized letter to the school officials of your choice. The six-page letter clarifies the freedom of religious expression students and educators have on campus. You can input the schools' contact information online as part of the process of ordering *Free to Speak* pamphlets. It is important that you understand certain boundaries concerning the letter that the Alliance Defense Fund will send.

1. For the sake of orderliness, you can submit one school address for each packet *Free to Speak* pamphlets (50 pamphlets/packet). For example, a person or organization ordering five packets can submit five addresses to receive the letter. Other requests should be submitted directly to ADF.
2. The letter is not limited to only school principals. The letter can also go to school board members and superintendents. However, it is best to make sure that local principals receive the letter because they often have to deal directly with issues of religious expression in their schools. You can also submit your own name if you want to receive the letter.
3. The letter will not mention your name. To see a sample of the first page, visit [www.gtbe.org/freetospeak](http://www.gtbe.org/freetospeak).
4. Because of the size and scope of the national campaign, we cannot coordinate when the letter will be mailed so that the school officials receive it the same time pamphlets are being distributed in the community or school. However, letters will be sent in a timely fashion.
5. Unless otherwise announced at [www.gtbe.org](http://www.gtbe.org), ADF will not send letters for orders we receive after January 16, 2010.



## **LAUNCHING THE CAMPAIGN**

As explained above, there are two ways to launch the campaign:

1. Order pamphlets and distribute them directly to members of your church, your youth ministries and Sunday schools. Encourage parents, teachers, and students in your church to each take ten pamphlets, keep one for themselves, and give nine to friends, classmates, and educators.

Or...

2. Initially, order enough pamphlets to put in each church bulletin and, then, ask individuals to order packets at a table you set up in the church foyer. (Unless you indicate otherwise, packets will be sent directly to the person ordering them).

# National Free to Speak Campaign

Campaign Coordinator's Name (PRINT) \_\_\_\_\_

(1=50 pamphlets)

Address \_\_\_\_\_

City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

E-mail (to receive update e-news) \_\_\_\_\_

Home phone (\_\_\_\_\_) \_\_\_\_\_

# of	Cost	S&H	Total	# of	Cost	S&H	Total
1.....	\$9.....	\$4.....	\$13	6.....	\$42.....	\$9.....	\$51
2.....	\$14.....	\$5.....	\$19	7.....	\$49.....	\$10.....	\$59
3.....	\$21.....	\$6.....	\$27	8.....	\$56.....	\$11.....	\$67
4.....	\$28.....	\$7.....	\$35	9.....	\$63.....	\$12.....	\$75
5.....	\$35.....	\$8.....	\$43	10.....	\$70.....	\$13.....	\$83

Contact Gateways for larger orders at  
(949) 586-5437

**CA residents, add 8.75% sales tax**

1. Order sets of Gateways' *Free to Speak* pamphlets (50 pamphlets/set) to distribute in your church, your community, and your schools.  
Packets will be shipped to the sponsor indicated below. If you want all packets sent to the same address, write "same as above" after writing the address once. ↓

2. Additionally, ADF has donated its time to the National Free to Speak Campaign by offering to send a personalized letter to the school official of your choice. The six-page letter clarifies the freedom of religious expression students and educators have on campus. (Your name will not be mentioned in the letter.) ↓

Sponsor Name (PRINT) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

E-mail (to receive e-newsletter) \_\_\_\_\_

# of Packets	Cost (+)	S&H (+)	Sales Tax (=) (CA res. only)	Total
				\$

**Send an ADF letter to this person:**

School Official's Name \_\_\_\_\_

School Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

The same person, above, wants a letter sent to this school ➡

Sponsor Name (PRINT) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

E-mail (to receive e-newsletter) \_\_\_\_\_

# of Packets	Cost (+)	S&H (+)	Sales Tax (=) (CA res. only)	Total
				\$

**Send an ADF letter to this person:**

School Official's Name \_\_\_\_\_

School Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

The same person, above, wants a letter sent to this school ➡

Sponsor Name (PRINT) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

E-mail (to receive e-newsletter) \_\_\_\_\_

# of Packets	Cost (+)	S&H (+)	Sales Tax (=) (CA res. only)	Total
				\$

**Send an ADF letter to this person:**

School Official's Name \_\_\_\_\_

School Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_