



THE OATH PROJECT

Building Support for the Oath: A Step by Step Guide

We recommend using this four week plan to help cultivate support for the Oath on your campus. If you have more than four weeks, you can easily extend your outreach efforts for more time to gain more support on your campus.

Week 1-2:

1. **Build a team of three:** Before you start mass outreach about the Oath at your school, you should find at least a couple of people who will help you in leading this effort. You may encounter a lot of skepticism about the Oath and it's important that you have the necessary support.
2. **Leverage your team to form a larger outreach group:** After you have the three leaders on your team, it's important to form a larger outreach group of 10-15 people. They don't need to commit to being part of a leadership team- they just need to help you get the word out.

Week 2:

3. **Create an "education and innovation" campaign:** How can you best gain support from your fellow students? Effective Oath Ambassadors have found a combination of different strategies work best. Here are some ideas to get you started:
 - Write an article on the merits of the Oath for your school newspaper
 - "Add but not Subtract" to the Oath: hold a meeting to discuss the Oath with fellow students and faculty to discuss what could be added to the Oath to represent the values of the school.
 - Brainstorm new habits for how students can "Live the Oath", beyond simply signing it
 - Reach out to alumni and get them involved in the conversation about what the Oath means to them

Week 3:

4. **Make a personalized ask:** Create an email chain where each student receives a personal invitation to sign the Oath from someone they know and trust, including a link to the Oath Project website where they can sign the Oath online. We encourage you to have classmates and alumni sign the Oath before the Oath ceremony so you can showcase the amount of support you're receiving from your classmates along the way.

Week 4:

- 5. Host an in-person signing ceremony:** It's important to have a public forum where people can come together and share their commitment to the Oath. This can be a simple or elaborate ceremony that's either part of or separate from the Graduation Ceremony.
- 6. Continue the Oath at Your School:** It's important the Oath doesn't stop with your class, so we encourage you to recruit 1st year student leaders to continue the movement for their class.