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1. Start your petition at unite.gsanetwork.org

Petition Title [Campaign Name]

What's your campaign trying to do? Remember, people won't support something they don't understand. Keep the title short and punchy. For example: "Let our GSA Meet on Campus" or "Send Lynn & Whitney to Prom!"

Whom are you petitioning? [Who is your target?]

Who has the power to give you what you want? Your principal? School board? Superintendent? State legislator? Senator? The more specific, the better! You will deliver your petition or campaign demands to this person or group -- face to face, if possible.

What do you want them to do? [What's your "ask?"]

This is what you're asking. Imagine you're writing a letter to your target. For example: "Principal Lewis, please let our GSA meet on campus like all other clubs -- it's the law!"

Why is this important?

What would you say to a friend to explain why you care about this issue? Try to use a combination of facts and emotions. If a member of your GSA has a personal story and is comfortable sharing it, put it here.

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2. Review our "Intro to GSA Campaign Organizing" to see how the petition fits into a bigger strategy

- **Identify your goal:** Does the petition "ask" match your campaign goal? Is it doable?
- **Identify your target:** Make sure your petition addresses the decision-maker you've identified.
- **Identify your supporters & allies:** These are the people who can help you get signatures! See next page for tips for sharing with them.
- **Identify your tactics:** The petition is just ONE tactic in your campaign. Think about other tactics that will make your campaign successful. For example, you might want to hold a big event or demonstration when you deliver the petition.



CASE STUDY:

SUPPORT TRANS* STUDENTS

Dean Welliver, a transgender high school senior from Bakersfield, CA, attended an online school because his district did not know how to support transgender youth. When California passed the School Success and Opportunity Act, Dean decided to start a campaign to ensure the district implemented the law and all future Bakersfield students would have the opportunity to go to school with their friends and graduate.

- 1 GOAL:** Have Bakersfield schools put in place clear policies affirming that transgender students can use facilities and participate in sports and activities consistent with their gender identity
- 2 TARGET:** Kern High School District Board of Education & Superintendent
- 3 SUPPORTERS & ALLIES:** GSA clubs across the district; Bakersfield LGBT group; local educational justice coalitions
- 4 TACTICS:** GSAsUnite! petition; direct action (petition delivery); media activism

"The GSAUnite! petition tool gave me an easy way to share my story, build support, and follow up with supporters since the tool let me email everyone who signed the petition. I asked my friends to share it on social media, and met in person with all of the GSA clubs in my district, giving them printed copies of the petition to pass around school for people to sign, and then I typed the written signatures into the tool. In just 3 months, I gathered 248 signatures, which I presented at the district's next board meeting. I gave a speech about my experience at the meeting too, which was cool because there were reporters there. After that, the district met with me, showed me a written policy, and told me they would implement it!"

See Dean's petition:
unite.gsanetwork.org/p/dean

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3. Get started gathering support!

Share on social media

- SHARE ON FACEBOOK ▼
- INVITE YOUR FRIENDS ▼
- SHARE ON TWITTER ▼
- SHARE VIA EMAIL ▼

Get signature pledges

Ask friends, close supporters, members of your GSA, or other GSAs in your community to pledge a certain number of signatures. People are more likely to support you if they're asked by someone they know. When someone pledges, help them think through who in their life they can ask and the best ways to reach them -- at an afterschool activity? Through Facebook? Email?

Print your petition and gather signatures by hand

COLLECT SIGNATURES

You can grow your campaign by collecting signatures at the school cafeteria, local lunch spot, and other places where people gather. Here are some ideas for offline signature gathering campaigns that you could consider.

- Setup a table in your cafeteria (or hallway, if you're allowed to!)
- Invite friends to a GSA meeting to about the issue.
- Ask other clubs if you can stop by to talk about the petition and get signatures.

Use our printable petition form to collect signatures, and then come back to this site to quickly enter the signatures that you gather. By adding the offline signatures you collect to the site you'll be able to reach those people via email, grow your total, and easily deliver the signatures to your target.

[PRINTABLE BLANK FORM](#)

[ENTER PETITION SIGNATURES](#)