

Interested in promoting Ayn Rand’s philosophy of Objectivism in your country and community? This guide offers suggestions on how to do it and how the Ayn Rand Institute can help.

## 1. Translate, print and distribute key essays by Ayn Rand

Ayn Rand speaks about her ideas through these essays.

- [Man’s Rights / The Nature of Government](#)  
(from *Capitalism: The Unknown Ideal* and *The Virtue of Selfishness*)
- [The Meaning of Money](#)  
(from *Atlas Shrugged*)
- [Philosophy: Who Needs It](#)  
(from *Philosophy: Who Needs It* and also available as an ARI Campus course)
- [The Objectivist Ethics](#)  
(from *The Virtue of Selfishness*)

You can request a one-time permission to prepare and print translations of these essays in a limited quantity for free distribution. (For articles currently in print in the requested language, permission should be requested from the local publisher.) Send requests, including the title of the article and of the book from which the article is taken, the language and the number of copies to be printed, the intended audience and the period of distribution (up to one year), to [reprints@aynrand.org](mailto:reprints@aynrand.org).

## 2. Connect with local student organizations / think tanks

Work with partners to carry out activities and promote Ayn Rand’s works and ideas. These can be student organizations, free-market think tanks and other activist groups that share the ideals of individual rights and limited government.

University websites may have links to student organizations. Look for local philosophy, politics and economics societies, libertarian groups, Hayek or Friedman groups or classical liberal, conservative and libertarian parties who may be sympathetic to Ayn Rand’s philosophy.

To find local free-market think tanks, search the [Atlas Network Global Directory](#) or contact [Anu Seppala](#) at ARI.

If you plan to organize an event with a speaker from ARI, the best host is often an established organization with resources to cover the cost and offer a platform. Think long term when creating these contacts.

### 3. Promote on social media

Reach a wide audience through social media. Create a page or a group dedicated to promoting Ayn Rand in your country/community; like and follow people and pages promoting like-minded ideas.

For inspiration, see the [ARI Twitter page](#), [Ayn Rand on Twitter](#), [ARI Europe on Twitter](#), [Ayn Rand on Facebook](#), [ARI on Facebook](#), [ARI Europe on Facebook](#), [Ayn Rand on Instagram](#) and [ARI on Instagram](#).

Follow other ARI projects in social media: [The Atlas Project](#) and [The Yaron Brook Show](#). There are several Objectivist groups and pages on Facebook, e.g., [The John Galt Line](#), [The Objective Standard](#), [list of Objectivist Facebook groups](#), [list of Objectivist Facebook pages](#) (NB: most of these groups are not run by ARI).

### 4. Subtitle Ayn Rand Institute Campus courses

[ARI Campus](#) offers a wide variety of essays, articles and courses in English. ARI has a process for adding foreign language subtitles to the course videos. If you would like to do that, please contact [Lucy Rose](#) at ARI.

### 5. Other activities

- **Create an Ayn Rand website in your language**

[These websites](#) contain basic information on Ayn Rand and Objectivism, extracted from [AynRand.org](#). If you wish to create such a website in your own language, please contact [Anu Seppala](#).

- **Start a campus club or a community group**

If you'd like to meet other students or adults interested in Ayn Rand, ARI can connect you to others in your country and help you start a group. To get started, contact ARI at [this email address](#).

- **Build an Ayn Rand library**

ARI can help you create a basic library of Ayn Rand's books, which you can lend to interested students. For more information, please contact [Anu Seppala](#).

ARI also offers free books to students and student organizations. Promote this offering to interested students and refer them to [this page](#).

[The Ayn Rand Institute eStore](#) offers a wide selection of courses and lectures in English. Arrangements can be made with ARI to play the audio at group meetings for a nominal fee.

- **Organize speaker events**

[ARI's speakers](#) are available to give talks and seminars and to participate in panels and debates. If you can organize an event with a minimum of one hundred attendees and raise funds to cover all or some of the expenses for bringing a speaker to your country/city, please contact [Anu Seppala](#).

- **Record your events with ARI speakers**

ARI's YouTube channel has an [international playlist](#) that may have recordings from talks in your country. If you record ARI speaker events, you can submit your recording to ARI for inclusion in the international playlist by contacting [Anu Seppala](#).

- **Request free pamphlets from ARI**

Essays written by Ayn Rand and Objectivist intellectuals are available as English-language pamphlets from ARI. Some essays are also available on either [ARI Campus](#) or elsewhere on ARI's website. If you wish to order any of these pamphlets for events, reading groups or other events, contact [Anu Seppala](#).

[Man's Rights / The Nature of Government](#) by Ayn Rand

[The Meaning of Money](#) by Ayn Rand

[Philosophy: Who Needs It](#) by Ayn Rand

[The Objectivist Ethics](#) by Ayn Rand

[America's Persecuted Minority: Big Business](#) by Ayn Rand (also available in [audio](#))

[The Philosophy of Objectivism: A Brief Summary](#) by Leonard Peikoff

[Health Care Is Not a Right](#) by Leonard Peikoff

[Ayn Rand and the Fight to Limit Government](#) by Yaron Brook and Don Watkins

[Turning the Tables on the Inequality Alarmists](#) by Yaron Brook and Don Watkins

If you wish to translate and publish an essay, please contact [Anu Seppala](#) at ARI.

- **Take part in ARI's annual [essay contests](#) for students**
- **Engage in ARI's student programs**  
See what ARI has to offer students [here](#).
- **Attend annual conferences and apply for the Objectivist Academic Center [AynRandCon](#)** for students takes place in November. [OCON](#), which is for all audiences, occurs in June–July. Student scholarships and other discounts are available for those who are eligible.  
The [Objectivist Academic Center](#) offers an in-depth study of Ayn Rand's ideas and prepares you for an intellectual career. This distance-learning program is designed for ambitious individuals pursuing careers in business, academia and public policy.
- **Help correct misconceptions about Objectivism on Wikipedia**  
If you wish to create an “Objectivism in ‘your country’” page on Wikipedia, please contact [Anu Seppala](#). You will need to gather references such as links from newspaper articles mentioning Ayn Rand or Objectivism in your country if Wikipedia is to accept the addition.

## 6. Engage volunteers

Volunteers will help you increase your activity and expand your network. Promote Ayn Rand and your group activities on social media and to interested individuals, student organization, think tanks, etc. Provide contact information so that those who wish to join can contact you.

Promoting and encouraging volunteering is a good way to expand your network. By working on Objectivist activities, you and volunteers will increase your chances of receiving student scholarships to ARI's conferences ([AynRandCons](#) and [OCON](#) for all audiences) or participating in ARI internship programs, etc.

## 7. How to fund your activities

Raising funds for your activities can take time. Fundraising requires research both in terms of finding possible individuals, foundations or companies willing to donate money to your organization and time for soliciting and cultivating potential prospects. Use your network and online search engines.

Another alternative is crowdfunding. You should try to find a crowdfunding platform that matches your project. Some platforms are tailored for creative projects, while others cater specifically to nonprofits interested in using crowdfunding to fundraise. In some countries, laws may restrict the use of crowdfunding; check first if it's allowed. In addition, different platforms charge different fees and allow different data to be collected. All crowdfunding platforms charge a baseline processing fee.

**Here are some examples. Please research carefully.**

- Indiegogo: You cannot keep the donor info, just the funds.
- Kickstarter: Contact info can only be used for a specific campaign and cannot be re-used.
- GoFundMe: This option is best when you have a cause concept.
- CauseVox: Anybody, anywhere, can copy, edit, redistribute, modify or publicly display anything you put on their platform, directly or indirectly.

**Here are five keys to successful crowdfunding:**

- (1) Highlight Your Organization/Brand/Project
- (2) Tell a Compelling Story
- (3) Motivate, Activate and Engage
- (4) Demonstrate Impact
- (5) Provide Social Acknowledgment

The Prometheus Foundation supports spreading Ayn Rand's ideas in various ways.

**Good luck!**