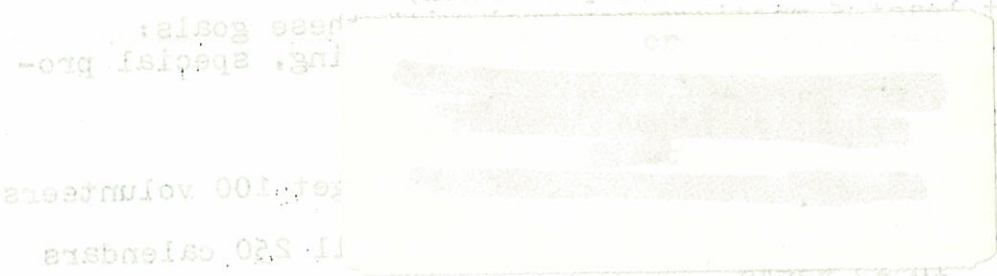


- A. New York's basic plan for staff
- 1. Daily meetings for organizers, led by coordinator to help out with details of projects
- 2. Weekly meetings for coordinators, led by director
- 3. Monthly meeting with entire staff
- 4. Organizers know their specific goals and responsibilities
- 5. Organize an organizing core group & area wide organizers
- 6. Produce (L.A. 1974)

AN ORGANIZER'S MANUAL



NOTE: Model must fit your own city and situation but meetings should be on a regular basis - daily for new staff, maybe less for older staff

from the Midwest Boycott Conference  
 December 1 and 2, 1975  
 Warrenville, Illinois

WORKSHOPS

Organizing	page 1
Grocery Store Campaign	5
Media	8
Mass Primary Campaign	11
Fundraising	14

ORGANIZING WORKSHOP

I. Organization of City Boycott Committee

- A. New York's basic plan for staff
  - 1. Daily area meetings for organizers, led by coordinator to help out with details of projects
  - 2. Weekly meetings for coordinators, led by director
  - 3. Monthly meeting with entire staff
  - 4. Organizers know their specific goals and responsibilities
    - a. organize an on-going core group & area wide organiz.
    - b. produce fundraisers (1 per month)
    - c. at least 5 meetings per week with these goals:
      - 1. to get names for area wide meeting, special programs
      - 2. raise money
    - d. specific programs will vary
      - 1. (New York) each borough has to get 100 volunteers for door-to-door campaign
      - 2. (St. Louis) each org. should sell 250 calendars
      - 3. get so many Kintz letters or mailgrams

NOTE: Model must fit your own city and situation but meetings should be on a regular basis:  
 - daily for new staff, maybe less for older staff  
 - meetings must be productive - responsibilities assigned and make sure they are carried out by follow-up reports.

B. Program for support organization

- 1. core groups
  - a. 5 - 10 people
  - b. stable group
  - c. willing to give all their free time to UFW - serious core group meetings
- 2. work meeting - should accomplish things, otherwise people won't come
  - b. agenda: plan activities in detail
  - c. Coordinators and director decide on boycott program (specific program); organizers and core groups implement those ideas - make them happen
  - 1. can be specific - door-to-door campaign
  - 2. or general - organize picket lines & fundraiser
  - d. also plan monthly area wide meeting; help call picketers
  - e. should be regular - importance of their work stressed
- 3. Area wide Organization
  - a. all supporters in the area invited
  - 1. old timers
  - 2. very recent contacts (should be able to get 100 new names every month)
  - 3. contacts from core group members
- 4. Goals of Area Wide Meeting
  - a. upper - spirit building meeting
  - b. share information from past month
  - c. have good strong input, plus interest-getter (film, etc)
  - d. get individuals plugged into specific activities

## Organizing Workshop, cont.

5. How to get people to Area Wide Meeting
  - a. pot-luck will often gain more interest
  - b. organizer should spread word & get commitments at every meeting attended
  - c. core group phone supporters & contact people they know
  - d. good, short rap should be prepared for calling which emphasizes importance, urgency, main speaker of mtg, etc.
6. Putting together Area Wide Meeting
  - 1a. Must be well-planned with specific, detailed actions to accomplish goals.
  - b. have music (competent musician & leader), Vivas, etc.
  - c. let supporters read letters, any printed matter which is pertinent & report on their experiences on delegations, committees, etc.
  - d. report givers should know their time limit, objective and hopefully how to be an interesting speaker
  - e. have core group organizing among the crowd after mtg.
  - f. have visuals - to list picket lines, etc.
  - g. may plan specific activity for mtg: poor person's auction, raffle
  - h. keep spirit high with vivas, huelga claps....
7. Agenda for Area Wide Meeting
  - a. may start with pot-luck (eliminates problem of people coming late)
  - b. begin by making distinct transition to meeting - start with singing, huelga clap, etc
  - c. Organizer gives California up-date
  - d. local up-date (with supporter participation)
  - e. main attraction: film (UFW, labor, etc); people just back from CA; farm workers; video tapes, recordings, union history presentation; local union leader; convention slides; staff people from other cities....
  - f. pitch (put this where it fits best) - Dolores' method: "How many of you want to end child labor? (hands raise) ...end children dying from pesticide poisoning?..etc. Who will be with us Saturday to picket? Have people raise hands for physical commitment.
  - g. end with song (Solidarity Forever, Nosotros Venceremos, holding hands, huelga clap and vivas)
  - h. How to get rid of people who want to talk about their own ideas forever : "You know that's a real good idea. Let's talk about it after the meeting - I'd like to go into more detail."

## II. Model for Campus Organizing (can be applied to most situations)

- A. Objective is to organize an ongoing committee
- B. The basic ingredient for turning on a campus & getting them really involved is work - time & thought put into organizing
- C. How to set up a core committee
  1. Speak with as many classes as possible
    - a. show "Why We Boycott", do collection
    - b. get names for organizational meeting set up for a week or so later (soon)
  2. Don't do mass advertising - get too many semi-interested people - looking for good, small group-follow-up contacts

- a. Essential to keep accurate records about contacts (ex. use file cards for names). Keep in touch as often as needed to keep them interested and plugged into boycott program (don't fail to do this even when you are very busy)
- b. Probably have to have help from students to contact students without phones, etc.
- 3. Put together a work group which will be able to plan effectively.

- D. Goals of Campus core meeting
  - 1. plan structure for future-when to meet, where, etc.
  - 2. Pick a large group activity (to involve a couple hundred people) - plan for 2 to 4 weeks in future depending on resources available to help you organize
  - 3. Strategize about how to get the lettuce off campus
  - 4. Plan a house meeting campaign to educate students & other ways to get more people involved - if campus is clean, set up committee to check periodically
  - 5. Look ahead to fundraisers, but organizing support is top priority.

- E. Planning first big event - For example: FOL showing
  - 1. Advertising - list every possible avenue of publicity
  - a. have college paper review film ahead of time
  - b. sponsorships from organizations on campus - put their names on program or posters (ask for \$25)
  - c. get dorm government to spread the word
  - d. announce in new & past classes you have spoken in
  - e. involve Chicano studies classes or Chicano Student Organization

- f. have students sell tickets & spread word individually
- g. Pass out leaflets a few days in advance
- 2. Plan what you and your core people can reasonably (working like hell) expect to accomplish & set a goal of attendance
- 3. Select a room that is not too large (makes events seem as if they flopped no matter how many people come)
- 4. Don't underestimate students

- a. with proper advertising should be able to get several hundred people on 500 person campus to pay \$2
- b. But if you only charge \$2, necessary to get sponsorships for \$25 (example) - hit up local campus stores, college departments, faculty, clubs & organizations
- c. Impress importance of the struggle, power of agri-business
- d. Make it work - if all your feedback says \$2 is too high (competition from other films for \$1) then lower price - but here again, the sponsorships are important if you are to raise a lot of money

- F. Agenda for FOL showing
  - 1. speaker (organizer)
  - 2. film
  - 3. update on California
  - 4. local update
  - 5. organizing the audience

- a. get names - pass out cards - well before end so you get them signed and returned
- b. make a dramatic pitch to turn them on to signing up
- c. take up collection (have people already stationed with buckets to make it fast and smooth)

## Organizing workshop, cont.

- d. Announce activities the next week: picketing this weekend, core group meeting next week, when & where get commitments

### G. Problems and Hints

1. have "rehearsal" of projector system
2. make sure every detail has been worked out and everyone knows their assignments (tickets, door, TG, etc)
3. have member of the audience ask for collection (this is controversial since a really good pitch is needed for a successful collection)
4. "Plant" people who will volunteer to picket
5. have a smooth program planned so people feel a part of something well-run
6. start on time (meaning 15 minutes late) can start singing for 10-15 minutes at announced starting time
7. have m.c. on stage as soon as lights are on after film so there is new focal point
8. let audience know the program continues after the film so they don't split right after
9. Be aware of people's mood after the film (e.g. don't sing a joyous song)

### H. Continuing activities of (enlarged) core group after FFOL

1. Ongoing lettuce campaign
2. picketing reports and plans
3. plan next fundraiser (wine & cheese party, dorm fast, door-to-door (postage) stamp crusade
4. Materials available from colleges
  - a. Watts lines
  - b. art supplies
  - c. legal help from law students and professors
  - d. organize future medical help for clinics from medical students
  - e. Professors often have many contacts in community
5. Students should work on union's priority (e.g. grapes vs. Gallo). They should not be a separate group, unrelated to overall boycott program. Only under rare circumstances should the campus group be working on its own priority
6. If you work correctly, students can be an army of support
7. Avoid groups with their own agendas (SWP, IS, etc.)

### Additional Suggestions:

- A. In addition to Chicano groups, also involve Black and Arab student organizations
- B. Don't forget about support committees on campuses in outlying areas - very valuable- they will do a lot of work on their own and produce full-time staff. Should meet with them every two weeks and more often by phone and letter.
- C. Many people think that you can't organize campuses anymore - not true - if carefully planned out can produce hundreds of active people. Takes good organizing
- D. What about recruiting new staff? The workshop didn't have time to discuss - Nick Jones Quote of the Conference: "Produce a well-organized boycott and you'll produce new recruits!"

- I. Basic Assumptions
  - A. Logical escalation - start low-key, be creative as escalate
  - B. Proving your support (do work to get out supporters) - gaining respect from store
  - C. Knowing your enemy (takes Research) - knowing what decision you have made and consequences (long battle, etc.)
  - D. Present firm line to store - Be consistent, persistent - Never rescind or look like it - Followup
  - E. "Staying Power" - stay on store until agreement is reached - allow no broken agreements - go back on them immediately if agreement is broken
  - F. Important to measure campaigns, set goals (limited) so both staff & supporters see some progress
  - G. Take supporters with you every step. Involve them
  - H. Think before you act by analyzing past moves and discussing alternatives for the future.
  - I. Staff should be encouraged to participate in creating the new campaign. Good for supporters to participate in creative activities also gets media coverage.
  - J. In-store activity - desperate attempt, to be used carefully; outside activities more important because they include more people. However, in-store puts lots of pressure on manager and store - serves purpose but injunctions are a real possibility so should be done carefully.
  - K. Exchange ideas with other cities.
- II. Choosing a Target - Every City is Unique
  - A. Evaluate your staff/supporter strength
  - B. Research store, size, percentage of market, number of stores, sales, locations, trend-setting, advertising (look in Supermarket magazine)
  - C. Corporate image and structure. Is it vulnerable?
  - D. Locally based store, chain or division?
  - E. Past history of UFW activity on them
  - F. Feasibility of other areas coordinating campaign with yours
  - G. Check out relation with labor, churches, community groups - many company execs. have ties with these
- III. Typical Plan
  - A. Contacting Store Initially
    1. Campaign strategy meeting with staff to plan first 6-8 weeks (having done research)
    2. contact head of store (determine who has real power - president, chairman of the board, etc.)
    3. Decide on what sort of agreement you want ahead of time (just in case!) - have bottom line - (warehouse is a must, etc.)
    4. Announcement of plan to supporters, core groups, area wide organizations
    5. Send delegations of supporters to local stores
    - a. involve labor and church people in these delegations
    - b. first delegations should be 3 - 4 people
    - c. Have previous meeting with delegation so they know specifically what they should say - when store refuses them supporters should tell store just what it means and what they intend to do.
  6. Talk to shop stewards of unions involved so they understand

Grocery Store Campaign Workshop, cont.

B. Stage 1

1. Leafleting and collecting pledges (or petitions) - this is for designated amount of time with goal - find their key stores, vital spots - use a general information leaflet.
2. Picketing Details
  - a. have longer hours rather than more lines - lines should be 6 hours minimum
  - b. pick key stores, their "pride & joy" stores with high volume
  - c. leaflet in parking lot isles, two people at door, billboard at parking lot entrances
  - d. get picketers more aggressive and vocal - use role-playing
  - e. have leafleter meetings after picket lines; informal gatherings to discuss latest information, role-play; answer questions they receive on picket line that they are unsure of. Also makes people feel part of a group and not just "used" once a week for picketing.
  - f. Proper training for phone-calling is important to get people to come out.
3. Clergy and Labor Delegations to headquarters (heavies)
4. Letter-writing campaign by heavies
5. Another planning session about the fifth or sixth week to make plans for Stage 2
6. Mass picketing and Rally to announce results of Petition Drive - Announce to press also.

C. Stage 2

1. Visibility - Harassment
  - a. Phone-ins
  - b. Billboarding ("Jewel exploits Farm workers")
  - c. Get into local newsletters of churches, unions, clubs, etc. that "Jewel refuses to help after 35,000 customers sign petition, etc"
2. Leaflet progression - use store's name "refusal to listen to demands" - good guys vs. bad guys
3. Special area wide picketing with clergy, labor, politicians, etc.
4. Harassment delegations to district offices (area wide)
  - a. church, labor, community folk
  - b. housewives with (hopefully, screaming) children
  - c. Women's Delegation
5. Another planning session to prepare for Stage 3
6. Phone-in to headquarters by Heavies
7. In-store stand-ins, Banana-ins, mill-ins
8. good picket lines, and more of them, important

D. Stage 3

1. Neighborhood leafleting
2. local suburban and community news coverage involving local clergy and leaders at picket lines, prayer services
3. Important to be strict about picketing reports
4. Mass leafleting and billboarding using store name
5. Special Activities:
  - a. vigils - at stores, homes of company execs, store headquarters; centered around issues or holidays
  - b. fast

- c. mass picketing/rallies periodically for moral
- d. marches; candle-light processions
- e. car caravan
- f. Santa Claus (use holiday themes)
- g. Balloons
- h. parades (in Chicago, Jewel had a float in the Mexican Independence Parade - we picketed their float and leafleted the crowd about "Jewel says they support the Mexican community while at the same time they exploit Mexican farm workers")
- 6. Note on the progression of leaflets
  - a. make use of the symbols and slogans of the store
  - b. tear-offs are important
  - c. we need to exchange them among cities
- F. Legal problems
  - 1. picket captains should be well-prepared and have names of attorneys available - use role-playing to prepare
  - 2. Important to understand that arrests are to be avoided at all costs unless planned by UFW office
  - 3. Need good, competent, informed (free) legal help
  - 4. deal with police honestly, persistently, courteously - have legal help (law students, etc) at marches, rallies, big picket lines
  - 5. make contact with city attorneys about what you will do
  - 6. keep good records of activities - organizers should report each week about # of people on lines, # of hours, were police present (badge & names), records of delegations, records of letters sent, cameras available.
  - 7. staff should check with lawyers about their legal rights to picket in their individual areas.
  - 8. Injunctions must be dealt with immediately. Deal with TR0's before permanent injunction is made (it's possible to convince stores through phone-calls, mailgrams, letters, etc. that it is not in their best interest to get an injunction against you.)



## MEDIA WORKSHOP

- I. Get a person in charge. But spread information outstate and among staff so collective imagination will be on watch out for possibilities of breaking into the media. Each organizer will be in charge of community newspapers, for instance.
- II. Press List
  - A. find in resource book, yellow pages or media expert:
    1. Newspapers (dailies, weeklies, religious, union, etc)
    2. Radio (collect hot lines to newsrooms for weekends and nights)
    3. TV (hot lines)
  - B. Collect newsletters and church bulletins for updates/events
  - C. Collect TV and radio talk shows, guest editorials and public access shows
  - D. Keep notes on each media entity - who's there, sympathetic, was talked to, deadlines, what kind of treatment of news....
- III. Newspapers
  - A. Dailies
    1. Press releases to city editor, labor editor, a friendly reporter, photo editor (if a visual)
    2. Feature editors - stories on UFW officials, human interest stories. Example: book review of Jacques Levy's book; farm workers far from home, etc.
    3. Columnists - find column that handles our types of stories by reading all columns
    4. Letters to Editor column - write and mail a whole campaign when something appropriate breaks. Example: Gallo ads, anti-UFW endorsements, Teamo corruption. Ask supporters, but personally mail enough well-worded letters to be more than sufficient.
    4. "Tip Off" columns - columns of 'shorts' in prominent place. Not much content but widely read. Feed to paper with call or letter with envelope marked.
    5. Editorial Board - might wrangle endorsement
    6. News Editor - point out suggestion if coverage is not right. It's his/her business what goes in, but it's public's business to complain if what goes in is incorrect or slanted.
  - B. Weeklies - community papers are well-read!
    1. Must be local news with names and addresses
    2. determine circulation, areas covered and deadline
    3. if friendly, suggest editorial and offer to write
    4. Deliver photos if they won't cover (Example: Chicago's gag line; marches - even when an event is not in local area, get pictures of sign and people saying "Area X church supports UFW"; house meetings; billboard plantins with officials)
    5. very receptive to letters to editor
  - C. Special Interest Papers - labor, religious, ethnic, etc.
    1. Friends! get editor to explain state systems (Ex. in Michigan, one editor is for 64 papers)
    2. some will print everything we give them
    3. offer photo ready boycott square

- IV. Radio - learn format of each station: young, ethnic, progressive, all news, etc.
- A. News
  - 1. get hot line number and beeper number (calls from jail are beautiful, keep numbers in pocket)
  - 2. give short quotable statements and background
  - 3. when advising of story, ask "are you able to cover, or would you like us to call afterward?"
  - 4. know which station sends stories out to state affiliates - an important station!
- B. Talk Shows
  - 1. locate shows by asking switchboard what shows they have, who produces, who hosts
  - 2. study format - religious, right-wing, etc.
  - 3. sell producer on idea of interesting UFW discussion
  - 4. send information and pertinent areas of discussion to host
  - 5. get supporters to call in so host will invite back because issue is HOT - even if not a call-in show, have a couple of people call in to get UFW telephone number and mention what an interesting show.
  - 6. have our people ask questions to our people, not opponents in a debate situation.
  - C. Public Service Announcements (PSA's)
    - 1. exact wording - short: who, where, when, why, what...
    - 2. no politics, i.e. "Boycott..." but:
      - a. might get away with "debate should consumers boycott Gallo wines?"
      - b. some spanish stations play Spanish boycott messages because the station managers don't know Spanish
      - c. Farm Worker week is perfect conscience raising PSA
- A. News - plan visuals with your boycott news
  - 1. press release to assignment editor and follow-up with phone call first thing in morning of event: "Did you get Press Release?..."
  - 2. if unplanned news, like arrests, call assignment desk. Have hot line numbers ready.
  - B. Talk shows and special news reports
  - C. Editorials
    - 1. persuade News Director to support boycott
    - 2. counter slander, incorrect coverage or anti-UFW editorials with request for an opportunity to reply - it's our right by Fairness Doctrine. But, once you get chance to respond, don't respond to negative coverage on our time, just accentuate the positive
  - D. Miscellaneous
    - 1. PSA's require a horizontal slide - speak with Director of Community Affairs
    - 2. Some TV, especially publicly owned, have public access time Show "Fighting for our Lives" - also organize a TV audience by hustling ads on TV page & leafleting chain executives to watch show
    - 4. Talk with News Director. Offer slides for files when UFW story has no visual (HX. of Cesar from slide show)

Media Workshop, cont.

- E. Gimmicks for TV - for snowed-in days, slow news days, for when luck is with us, for stealing enemies news, in place of tripe on most evening news. Examples:
1. Lettuce Days: free salads in town square to promote salad dressing, picketed by UFW
  2. school's out - children's picket line
  3. First Day of Spring: send release: "Spring fashions and picket signs will be appearing on bridge at..." then billboards with "Spring is here/feeling fine/ don't drink/ Gallo Wine"
  4. Santa gets arrested
  5. Use tear-clothing at possible arrest
  6. Slip when being arrested and make police drag you - as if brutality
  7. Gallo Victory Party - with visual "one down, two to go"
  8. UFW supports State Bill - press conference

VI. Wire Services - AP, UPI, NPR, Black Network

- A. Always send press releases to wires
- B. Many cities have private wire services - guaranteed information sent to all subscribers.
- C. Locate radio station(s) with network affiliate connections

VII. Reacting to National News - to lobby for coverage; to get extra coverage.

- A. stories can be supplemented by local comment
- B. Newspapers and TV can be lobbied to carry national story by calling newsroom, asking if they've seen story and would be interested in local reaction.
- C. Quick! radio's carry wire stories immediately, dailies only once a day, TV's at next news and then for next 24 hours or less.
- D. Examples:
  1. Gallo elections - call it a UFW victory
  2. Gallo corruption charged! keep boycotting
  3. Coke contracts - multi-ethnic union
  4. Gallo contract - "one down, two to go"

VIII. Media Calendar

- A. date all coverage as exactly as possible
- B. media keeps records - uses previous coverage as excuse for not covering
- C. reminds us when it's reasonable to go on guest show again

ADDITIONALLY: Reinforce good coverage with a compliment or thank you. Share gimmicks with other cities.

- I. Introduction
  - A. Purpose: introduce people to or remind people of Boycott
    - 1. not in depth; surface-level saturation
    - 2. "hit & run" guerrilla tactics - reach as many people as possible, in as many ways in a definite time span
  - B. When to use it
    - 1. As a main thrust
    - a. during holiday season
    - b. during lull or lack of direction on the boycott
    - c. as morale booster or way to involve more people
    - d. after you have been on a very specific campaign (ex: grocery store campaign)
  - C. Length of time: short (two month?) - have definite beginning and end
    - 2. As part of another campaign (like, grocery store)
  - D. Relies on visibility at many places
  - E. Requires tight organization - have all materials organized and ready to go
  - F. Be sensitive to other groups
- II. Different activities that can be incorporated into this campaign
  - A. Billboarding (good visibility)
    - 1. do it where there is a lot of traffic (bridges over express-ways, main streets)
    - 2. together with staff or in individual areas with supporters - do in different areas simultaneously (ex: reach people in suburbs leaving for work and again when they get into city)
    - 3. Special events - Mass events (use Burma shave style)
    - 4. Materials: old curtains, cardboard on sticks - use creative attention-getting devices.
  - B. Paste-ups or posters
    - 1. be careful where you post (legality). For instance, don't put on government mailboxes;
    - 2. put along busiest routes (especially lot of foot traffic)
    - 3. bi-lingual if necessary
  - C. Yard signs (churches, homes, etc)
    - 1. people who put up, pay for it
    - 2. get orders and install ourselves
    - 3. materials:  $\frac{3}{4}$ " plywood - 4'x8' - silk screen - metal stakes or 2 x 4's for legs
  - D. Bumper stickers (besides visibility, brings in \$\$)
    - 1. go to as many meetings as possible to sell
    - 2. sell on picket lines
    - 3. always try to put on cars yourself (to make sure they really get on)
  - E. Door-to-door
    - 1. just leaflet, or specific window campaign
    - 2. make new contacts; talk to people
  - F. Bulletin inserts - used for holidays, Farm Worker week or to advertise for specific local events
    - 1. purpose to remind, educate - have tear-offs
    - 2. organizer call churches and visits with sample leaflet-take order - charge around \$1 per 100 - best to make  $\frac{3}{4}$  sheets
    - 3. Design: broad appeal; clear - use pictures, graphics

- G. Mass leaflet
  - 1. Careful - can waste lot of paper - be conscious of where and what crowd
  - 2. whole staff or individual areas
  - 3. busy downtown area - briefer with pictures at trains (where people may have more time to read) - more detail
  - 4. Ideas:
    - a. leaflet at suburban train station (commuters often have 40 minutes to sit and read)
    - b. ethnic festivals
    - c. ball games - list line-up on one side
    - d. put recipes on one side
    - e. use "woman" issue
    - f. ask supporters to distribute 100/week
  - 5. develop good technique to make effective
  - 6. may be better to billboard at some events (ex: rock concert)
  - 7. use of OPEIU?
- H. TG table
  - 1. check local ordinances; get permission at churches, meetings, etc.
  - 2. use attention-getter to get people over to table: music, petition, guerilla theatre...
  - 3. places: churches, schools, union meetings, festivals, street corners (not too busy)
- I. Balloons - novelty - appeal to kids
  - 1. helium (with slogan and eagle) - expensive!
  - 2. penny ones

NOTE: Tie all these in with events across the city and areas

III. A sample campaign

- A. Preliminary decisions
  - 1. theme: THE BOYCOTT MUST CONTINUE
  - 2. Time: 4 weeks
  - 3. purpose: to have activities while waiting for labels
  - 4. organizing goal: remind folks about the boycott; re-inspire folks and give them new, different activities
- B. Preparing for campaign- staff mtg to assign tasks and determine priorities:
  - 1. find out what's happening in city (mass events, conferences, sports events)
  - 2. billboard making
  - 3. make leaflets (consider areas they will be used in - appeal to those people)
  - 4. good traffic locations for billboarding
  - 5. determine locations for paste-ups
  - 6. letters to unions to explain campaign and ask to attend meetings for update
  - 7. hustle material (paper, ink, etc)
- C. Kick-off event
  - 1. city-wide or area-wide meetings
    - a. input from supporters
    - b. explain campaign
    - c. get volunteers and assign tasks

Mass primary campaign workshop, cont.

- d. morale booster
- D. Billboarding
  - 2. Plan attention-getter to attract media
  - 1. amount of time depends on # of staff and supporters
  - 2. cover various areas with billboarding
  - 3. all staff some days, others in individual areas
- E. Mass leafletting
  - 1. all during campaign at different locations
  - 2. at mass events, bus stations, malls, etc
  - F. Inserts
    - 1. call on first week, deliver on second week
    - 2. allow enough time in advance to put in bulletins
    - G. Paste-ups (or posters in store windows)
      - 1. 2nd week
      - 2. put up on old buildings, utility poles, garages, windows, bulletin boards
    - H. Bumper stickers
      - 1. sell on picket lines, at house meetings, other meetings
      - 2. Michigan sent out letters from AFL-CIO to all unions to order bumper stickers
    - I. Follow-up is important with churches, unions, etc - use this campaign as organizing tool
    - J. Climax into mass rally or make transition into a grocery store campaign, benefit, etc.
    - K. Throughout campaign:
      - 1. have basic format or design for billboards, buttons, bumper stickers, window signs so they all identify this particular campaign
      - 2. continually analyze and evaluate the campaign
      - 3. picket at many different stores to reach many customers

ADDITIONAL IDEA: Cleveland uses 26' long banners to hang over bridges along highway. They buy off-white canvas that has spots for a special price of about \$20 for 30 feet. Mark off letters and paint with black silk screen ink - makes it waterproof. Someone else suggested old window shades.

## FUNDRAISING WORKSHOP

- I. Introduction: Fundraising should not be considered separate from organizing. They go hand-in-hand. We had trouble discussing fund-raising without getting into organizing since it's your basic organizing skills which puts you in the position to raise money (organizing to go to union meeting, etc.)
- II. Labor Unions (things to ask for....)
- A. at membership meetings, ask for donations from individuals - also sell TG
  - B. also ask for donation from union treasury.
  - C. gate collection (Ohio uses theme "Give a Damn, give a Dollar")
  - D. monthly pledges
  - E. \$50 flag club (explained later)
  - F. Tickets to events - remember that unions often buy blocks or books of tickets to distribute to membership
  - G. ask them to sponsor events
  - H. In-kind donations- when visiting union office, remember to check these out:
    1. office supplies
    2. xerox machine
    3. mimeograph machine
    4. postage meter or stamps (they might be able to include some of your letters in their daily mailings.
    5. develop relationship with secretaries - they might type for you or give you access to more supplies
- III. Churches and Religious Groups
- A. It is often best to work through church groups (women's club, youth group, etc)
  - B. Church facilities can be used for
    1. sopas; non-meals
    2. pot lucks
    3. spaghetti and/or pancake dinners
    4. bake sales
  - C. More ideas
    1. ask for second collection
    2. plug into church festivals
    3. ask for sponsorship
    4. "Can Drive" (explained later)
    5. Choir benefit programs (ex. youth choir - you have a built-in audience with the kids' parents, besides regular UFW supporters)
    6. FFOL showing at Motherhouse - in Grand Rapids, a convent invited 300 sisters - 100 attended and paid \$1 each - puts you in contact with schools and hospitals....
    7. Youth Coffee houses
- IV. Fighting for Our Lives - model for a community showing
- A. Meet with core group to assign tasks - show FFOL if necessary to get them really turned on to making it a success - minimum 6 weeks of preparation
  - B. Set time table to deal with the following
    1. tickets and programs (union printed) - choose reasonable price for tickets (\$2 Or \$3) so you raise money but also reach a lot of people

- 2. publicity
  - a. posters
  - b. flyers and leaflets
  - c. press releases in community newspaper
  - d. announcements in local churches
- 3. choose suitable place (considerations: size, parking, safe location)
  - 4. someone in charge of TG
  - 5. find good projector (and somebody who knows how to use it) - also large screen (9' x 12' is good and you need about 52 ft. from proj. to screen - can be rented for around \$25)
- C. Sponsors - very important and an easy way to double or triple your income
  - Establish sponsorship amount - ex. \$25
  - 2. send out letters asking for sponsorship to local unions, churches, community groups and individuals with money. Follow-up with calls to see if they received letter and will sponsor (for Chicago's April 16th premiere, Eliseo Medina would call up and if person said yes, another letter thanking them and enclosing an addressed envelope would immediately go out - thousands of \$ were raised this way.)
  - 4. The program should list all the sponsors and should look nice
  - 5. In South Bend, Indiana, they sold ads in the program for \$50 per page (which could be divided in  $\frac{2}{3}$  or  $\frac{1}{3}$ )

- 1. Refer to Organizing Workshop for planning the program page 3, F
- 2. set up projector and screen early to make sure it works - have another projector on stand-by. (many cities have had problems with this)

V.

New Year's Eve Party - the following is a model of what has been done successfully in Boston for 2 years and this year in New York. The basic plans can be varied for your own purposes and city (ex: area parties instead of one big one)

- A. get a suitable building to accommodate the three functions (they had a film, folk and classical musicians and dancing)
  - B. Get a good live rock band for the dance if possible. Most good rock bands are playing that night and a good stereo set-up with large speakers will do. Its important that good music is picked with a little variety in mind and a person to take charge of the recordings who knows music and dancing and is acquainted with the selections. If you don't know music and dancing - don't play disc jockey!
- C. design a good invitation and ticket / get it printed. If you put some class in the invitation and tickets and send them out in their own mailing (not buried in a newsletter), the invitation will sell a lot of tickets by itself. We are sending two tickets (\$5 each) in each invitation. The mailed tickets are a different color from those we sell directly so that we know when people come to the party they haven't paid yet. (card weight paper is recommended).



## Fundraising workshop, cont.

- D. Charge \$5 per ticket: That will be the cheapest party in town and should be the best. If a close supporter is unemployed or on strike bring them in free if they work that evening.
- E. Get organizers and supporters to carry and sell the tickets. Tickets can be sold in books of 5 to unions, political groups, etc. which means a well organized visit campaign to every possible group. Supporters can sell five tickets easily and some of your supporters will sell ten to thirty if given enough time.
- F. Plan and get performers and film. Don't ask someone to play if you don't know for certain that they are good. Make sure to pick an excellent film.
- G. Plan the evening: How many people for ticket taking, food serving, bar, etc. Make sure there are plenty of supporters and staff for the evening so that everyone can enjoy the party. Have someone in charge of introducing the musicians and the film so that its tight. Have someone in charge of picking up money and putting it in a safe place during the party. Times are tough and you will likely have thousands of dollars in cash there.

plan the film and musicians so they are through by 11 PM so that everyone is together at the new year. If people are together (supporters) Solidarity Forever led by one of the folk singers is great at midnight. Good hours for the party are 8PM to 1AM or 9PM to 2AM. If the party is a success and people want to keep on dancing you might allow the party to go till 3 AM. Have a large clean up crew set up.

- H. food and bar: snacks such as cheese, popcorn, chips, etc. should be plentiful as well as non-alcoholic drinks, juices, and coffee. They can all be hustled and given as a free part of the admission price. The bar is an important fund raiser and booze can also be hustled. The bar should include lots of ice, beer, bourbon, vodka. union bartender(s) and sangria. Get a fool proof formula for the sangria - lots of mix.

Drinks should be sold for: \$1.00 mixed, 50¢ for beers and wine drinks. Don't go below the above figures.

Supporters are going to be happy for the opportunity to have a good time at a reasonable price and know that their money is going to a good cause. For more information contact Nick Jones, New York boycott.

- VI. Labor Union Fundraiser in Ohio- this is the second year for a general appeal (last year EL MALCRIADO sponsorships)
  - A. the Ohio AFL CIO sent out a letter from Cesar on La Paz stationery - sent to 1700 locals in AFL-CIO envelopes with their stamps - Letter asked for their help for the election campaign - asked them to send \$50 and in return they would receive a huelga flag.
  - B. follow-up is important - hard in the small areas all over the state but it does put you in touch with many obscure places that have never been tapped before.
    1. call up local areas or do R.V. if new leadership or we have been out of touch.

2. ask to attend next local meeting to give 3-5 minute

update - thank membership for \$50  
C. send special newsletter to unions "Keeping You Posted"  
(printed on letterhead with union bug) - latest events -  
Ohio's first mailing thanked the Ohio AFL-CIO for sending  
out Cesar's letter (this also served as a reminder...)

Ohio hopes to raise \$10,000 - they generally plan fund-raisers  
to hit the unions every 2 - 3 months. With the UA, they are  
concentrating on gate collections.

VII. "Can Drive" for Farm Worker Week, May 2-8 (suggested by Olga  
Sandman from Georgia)

- A. Collect soda or pop cans (pop-top)
- B. make labels to wrap around can - make attractive (put small  
picture, graphic, etc. or quote "when you get tired of eat-  
ing then you can get tired of the farm workers" - you can  
average about \$10 on each full can
- C. The campaign would last from Ash Wednesday (March 3) thru  
Farm Worker Week (2 weeks past Easter)
- D. places to distribute cans
- 1. families - to put on kitchen table or in living room
- 2. unions - secretaries/officers put on their desks
- 3. churches - can help distribute to congregation and  
have them returned on Farm Worker Sunday during special  
liturgy.
- 4. schools - teachers can put on desk - in Catholic schools  
they stress Lent - even young grades could bring in their  
"candy" money and sacrifice for Lent.

E. Organizer should follow-up during campaign to see how the  
cans are coming along.

F. To collect: some churches and schools might have special  
liturgy during Week - during this week go back and collect  
all the other cans.

NOTE: Remember Jewish Passover and work program into that.  
Food Days coming up in April - so plan this early so  
we can be a priority.

VIII. Other Ideas

- 1. "Walk for Banking" - % of the money is given to charitable  
cause (NRA, NFASC, etc.)
- 2. Concert - in Chicago, 6 members of the Chicago Symphony  
Orchestra played in a private home - \$5/ticket, TG table,  
floor collection (many people not already UA supporters)-  
over \$650.00 raised
- 3. FROL showings - even possible in homes of wealthy people  
whose friends will put up a lot of money to see it.
- 4. Bingo - Detroit
- 5. dramatic presentation by students (St. Louis - students will  
dramatize "Migrants, Sharecroppers and Mountaineers")
- 6. Faculty letter - head of faculty organization to write  
letter to other faculty - put through campus mail (free) ask  
for monthly pledge or one-time donation.
- 7. Uniform Day - in Catholic schools, students pay (50%) not  
to wear their uniform and we get the money;
- 8. Various types of auctions
- 9. Various raffles
- 10. Pledges - in Chicago, we send out a monthly letter thanking  
for donation and giving California and local update - we  
have a special letter with more background information and  
pledge reminder that goes to people who filled out pledge  
card but never gave or people who have fallen behind.

Fundraising workshop, cont.

11. Fund-raising parties (in individual homes)
12. March-a-thon - Detroit had one using the Danny Thomas program - raised \$29,000 - high school students participated
13. Wine-tasting party
14. Hospitality room - especially at union conventions - rent room, put posters up for free wine - have buckets for money-people will drink and give you ' donations - have staff there to organize them, ask to come to union mtg, have index card ready to take name, next meeting date, etc - after convention, follow-up with a call and remind them that they invited you to their meeting.
15. Tag days
16. \$2.00 campaign - Ohio asked specifically for \$2 for the election campaign in their newsletter (Cleveland) - they got back about \$800
17. Fiesta
18. Farm Worker (Ethnic) Festival - Detroit had one for 3 days, 8 or 9 groups played, 10 booths, ethnic food, raised \$1000
19. Car Wash
20. Calendars - St. Louis had high school students design graphics - staff and supporters will produce.
21. Organize restaurant to open up on Sunday for UFW (grand Rapids)
22. sell bumper stickers on picket lines
23. send out appeal to large mailing lists (like old McGovern supporter lists, etc)
24. Tennis party in indoor club - have well-to-do couple rent (or get free) a club, invite 16 couples (if 8 can play at a time) - charge \$25 - provide food (hustled) - the couple will invite their friends, so no raal ticket selling.
25. folk artists - nail them when in town for concert to come back for benefit
26. Get SPONSORS for most everything
27. you can get money (funding) when forming a student support group on campus
28. United Methodist Church has a Youth Service Fund which gives out money every year to good causes - on national level and state level - Chicago got \$200 from North Carolina YSF and \$3000 from National
29. Minneapolis got \$4000 from the Christian Sharing Fund from the Catholic diocese

