

Memo from Jim Drake/Mike Miller to all boycott supporters. 1965

Jim, What do you think about the following:

Boycott Memo

Re: boycott pledge cards

To: all Boycott supporters

From: Drake, Miller

Enclosed is a new weapon for the boycott arsenal. It is a three part pledge card. One part is sent to Schenley's, telling them that the signer won't drink their liquors anymore. The second part is a list of Schenley products that is kept by the person taking the pledge. The third part is sent to the NFWA, providing the organization with a measure of the effectiveness of the pledge card system and giving us a mailing list that can be used for future NFWA purposes.

We suggest that all boycott members make maximum use of this pledge card. Here are some suggestions as to how to make the best use of it: (1) Take it to big meetings and pass it out. (We suggest that you collect the card, signed, with ten cents on the spot. The dime will cover the cost of the card and two four cent stamps which your boycott organization can put on the cards.) (2) Urge sympathetic organizations to mail it to their mailing lists with a cover letter urging the people on the list to send the cards off. (3) Set up tables at major intersections, shopping centers, public meetings and so forth. Distribute cards from these tables, and try to get people to fill them out right there and give you a dime to mail them. (You might have a large poster by your table, with an enlarged copy of the pledge card on the poster so that people can see what it's all about.) (4) Organize special door-to-door days. You might get several organizations to get their members to join you on a Saturday afternoon covering one neighborhood with the boycott cards. If you do this, you should have a briefing sheet for door-to-door workers so they can intelligently answer questions about the strike. (5) Ask union executive committees to approve the circulation of the pledge card to their membership meetings; at the same time you're doing this, you'll implicitly be asking the union to endorse the Schenley boycott. (6) Ask ministers to make the pledge card part of one of their Sunday services. They might have the card at a little table in the church vestibule.

Use your imagination and dress up new techniques. If you come up with something that works, please let us know about it so that it can be passed on to other groups.

We are asking that you pay a penny a piece for the cards. This covers expenses and gives us a tiny profit. If you use the system of charging a dime to each person who signs the pledge, you can make back your penny and have one penny left over to cover other expenses. We hope this system works out; it's our plan as you go plan.

Set your goals high! If we can get 50,000 cards out in ten major metropolitan areas, we'll reach the one-half million mark. That's what we're shooting for! We think we can break Schenley's if 500,000 drinkers will tell them: no negotiations, no recognition, no Schenley's!