

Letter to Boycott Supporters from Mike Miller/Jim Drake – Use of Pledge Cards – February 20, 1966

National Farm Workers Association, Box 894, Delano, California February 20, 1966

Dear Friend,

The Delano strike in the grapes continues. Farm workers are still demanding the right to bargain collectively with employers and to receive an increase in their wages. One of the two major growers in the Delano area is Schenley Liquors. To achieve their demands, the farm workers called a boycott of Schenley Liquor products. Boycott committees and activities are developing across the country.

Now a new weapon is here 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 for the duration of the strike. 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 National Farm Workers Association providing the organization with a measure of the effectiveness of the pledge card system and giving us a mailing list that can be used in the future.

We suggest that maximum use be made of this card by those who are supporting the strike. 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 you can put on the cards. If an organization is willing to take large amounts of these cards tell them to order them from us...\$10.00/1000. 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 and to use the check lists. (2) 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.). (3) 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. (4) Ask union executive committees to approve the circulation of the pledge card to their membership meetings or to pass them out at gates of organized shops; at the same time you're doing this, you'll implicitly be asking the union to endorse the Schenley boycott. (5) Ask ministers to make the pledge card part of one of their Sunday services. They might have someone who cares about farm worker justice manning an information table. Use your imagination and dream up new techniques. Ones that work...pass on to us. Set your goals at a realistic level, but don't shoot for a low mark. We want half a million consumers around the country to send cards to Schenley's and the NFWA and to use the check lists.

Use the order blank below if you are willing to take on the pledge project. Return the blank preferably with the money for the order to: NFWA Pledge Cards; 449 – 14th Street; San Francisco, California.

Viva la huelga (Support the strike)
Mike Miller/Jim Drake, Coordinators
NFWA Boycott Committee

Dear NFWA: Send me _____ pledge cards. My check is enclosed _____. Bill me _____.
(Cost 2¢/card of \$10.00/1000 cards.)

Send me _____ Huelga buttons. My check is enclosed _____. Bill me _____.
(Cost \$1.00/button.)

Make checks payable to National Farm Workers Association. Send to 449-14th St.
San Francisco, Calif.