

## BUILDING THE WINNING BOYCOTT

The Boycott in each city is a four-pronged operation requiring organization of (I) the Community, (II) the Church, (III) the Schools, and (IV) Labor.

### I. Organization of the Community

The City should be divided into workable areas with one Organizer assigned to each area. The Organizer, by means of House Meetings, will locate, educate, "turn on" and activate a large, permanent cadre of Boycott Volunteers who will make up the area's action crew and the area-wide Farm Workers Support Organization.

A House Meeting is simply a few friends someone calls together in the home so that the Organizer can come and "make them an offer they simply can't refuse". There are several steps leading to the House Meeting.

#### A. Finding that "Someone"

Somewhere in every area are people who are ready to be persuaded to hold a House Meeting; and the Organizer's first job is to find them. A Priest, a Minister, or the head of some other broad-based organization can often flush them out. Don't merely get a list of names from such leaders; persuade them to take you around and introduce you personally and help you convince the prospects to let you return later and talk to them at length.

Also, in every Boycott office are lists of people who, at one time or another have picketed, subscribed to El Malcriado, made financial contributions to the Union, etc. These should be phoned and persuaded to let the Organizer come and talk to them. Never try to sell them over the phone on the idea of helping; it's much easier for them to turn you down through Ma Bell than when you're looking them straight in the eye.

A couple of good openers over the phone are: "Have you heard about the new organization we're building in this area?" or "Have you heard about the new strategy we're using this year to stop the grapes?" Of course they haven't, so your next ploy will be: "You haven't! Well, why don't I come over and tell you about it. Only take about twenty minutes. How about this afternoon? Tonight? Well, how about tomorrow, then?"

#### B. The Preliminary Meeting

Once in the house of the potential House Meeting Holder, (the future "host") the Organizer's job is two-fold: selling that person on the idea of holding a House Meeting, and providing enough information so that the person will know what he or she is talking about in convincing friends to come to the house for the meeting. The Organizer can accomplish both objectives by giving a brief, dramatic presentation along the following lines: