AN ORGANIZER'S MANUAL

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

WORKSHOPS
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1. Get interested people into specific activities.
2. Have good store front, this interests people (Friends, etc.)
3. Share information from past month.
4. Upper - split building meeting
5. Goals of area wide meeting
6. Contacts from core group members
7. New names every month.
8. Area wide meeting - support in the area interested
9. Education: importance of their work stressed.
10. Where ideas happen - make them happen.
11. spearhead program.
12. Work meeting - should accomplish things otherwise.
13. Core groups - should give all their free time to NFW serious.
14. Program for support organization.
15. Follow-up reports.

Follow-up reports and make sure they are carried out. By meetups must be productive.

NOTE: Model must fill your own city and situation out meetings.

1. Get as many letters or mailers.
2. In 12 weeks.
3. 20 calendars.
4. Door-to-door campaign.
7. Frame.
8. Get names for area wide meeting, special pro-
9. At least 5 meetings per week with these goals:
10. Produce opportunities core group a area wide organization.
11. Organizers know their specific goals and responsibilities.
12. Monitors meet with all the time.
13. Daily area meetings for organizers.
14. New York's basic plan for staff.
15. Organizing workshop.
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
   a. 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) ... 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
Organizing Workshop, cont.

- Make up collection (have people arrive strated at work)
- Get their schedule and religious
- Get new image - pass our cards - well before and so you
- Organize for the audience
- Take up audience
- Time
- Speaker (organizer)
- Agenda for PDL showing

If you are to raise a lot of money
- Make it work
- Sell your feedback save

b. Don't underestimate students
  - Check to see if they have no idea how many people come
  - Seat a room that is not too large (enough seats seem as
  - Take note (expect to keep a set of attendance)

8. Meet with your core people can reasonable (working)
   - SFT

1. Plan
   a. I. Start with an event - for students
  b. Go to priority

2. Plan more activities - pick a number of poster
   - Make sure you have an event - that is spread a word and
   - Attractive

3. I. Organize students classes or current student
   - Increase chances of students classes you have spoken in
   - Announce in new list classes you have spoken in
   - Get down government to spread the word
   - The name on program or posters (ask for $25)
   - Don't use college paper team (time ahead of time)

4. Create a list of possible avenue of permission
   - Test every possible avenue of permission

5. Get more people involved - it campus to clean
   - Plan a house meeting a center to educate students & other

6. Strategize about how to get the attention of campus
   - Plan for 2-4 weeks in June

7. Pick a large group activity (to involve a couple hundred
   - Plan for the PDL meeting, where, etc.

8. Dean of Campus core meeting

9. Get together a work group which will be able to plan
   - Students without phones, etc.
   - Probably have to have help from students to contact

10. When you are very busy,
    - Work program don't fail to do this even
    - You need to keep them interested and planned
    - Keep in touch as
    - Keep accurate records about contact
d. Announce activities the next weekend: 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 FROL
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 (SVP, 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!"
6. Talk to shop stewards or union leaders so they understand
and what they intend to do.

7. Members should tell store what to do.

8. People should meet with stewards so they know
what they should say when store refuses

9. People should meet with other people

10. Announce plan to stewards, core groups, local

I. Contact store initially

II. Choose a target - Corey's is unique

III. Plan a plan

Grocery Store Campaign Workshop

Basic Assumptions

A. Market analysis

B. Research store, size, percentage of market, number of stores,

C. Don't base your strategy on market, just on the

D. Lack of stores, number of stores, etc.

E. Lack of store support, strength

F. Cooperate where possible and encourage.

G. Review the decision to plan to plan to plan to plan

H. Take core groups, see some progress,

I. Support and core groups see some progress,

J. Never heard of or heard of or heard of or heard of

K. You act by attacking past stores and discussing

L. Support and core groups see some progress,

M. You act by attacking past stores and discussing

N. Support and core groups see some progress,

O. You act by attacking past stores and discussing

P. Don't base your strategy on market, just on the

Q. Take core groups, see some progress,

R. Never heard of or heard of or heard of or heard of

S. Support and core groups see some progress,

T. Never heard of or heard of or heard of or heard of

U. You act by attacking past stores and discussing

V. Support and core groups see some progress,

W. Never heard of or heard of or heard of or heard of

X. You act by attacking past stores and discussing

Y. Support and core groups see some progress,

Z. Never heard of or heard of or heard of or heard of

1. Support and core groups see some progress,
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. Billboardring ("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
E. Legal Problems

1. Keep good records of activities - organizers should be able to report each week about numbers of people on lines, hours, messages, people present, etc. Records of letters sent, names available.

2. Important to understand that arrests are to be avoided. All costs unless planned by UPW office, should be avoided. Have legal help (law students, etc.) at marches, rallies.

3. Need good, competent, informed (free) legal help. Deal with police honestly, persistently.

4. Big picket lines. Have legal help (law students, etc.) at marches, rallies.

5. Keep contact with city attorneys about what you will do.

6. Note on the record of activities neighborhood. Important to exchange information among cities.

7. Injunctions before permanent injunction made. (It's possible to convince stores through phone calls, mailgrams, letters, etc. This 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)
      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 frequent.
      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. Its 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 plantings 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

News

1. Get hot line number and beeper number (calls from jail)
2. Give short, qualitative statement, ask, "Are you able to cover, or would you like us to call afterward?"
3. While advising of story, ask, "Do you have an important station?"
4. Know which station sends stories out to state affiliates.

B. Talk Shows

1. Locate shows by asking switchboard what shows they have,
2. Send out information and pertinent areas of discussion to host, if possible.
3. Send a press release to all stations.
4. Send out messages to all stations.

C. Public Service Announcements (PSAs)

1. Send press releases to all stations.
2. Send out messages to all stations.
3. Send out messages to all stations.
4. Send out messages to all stations.

D. Miscellaneous

1. PSA's require a horizontal slide — speak with Director.
2. Director to support boycott. coconut news.
3. Director to support boycott.
4. Director to support boycott.

V. Television — 80% of people get majority of news from television.

A. News

1. Press release to assignment editor and front desk.
2. Follow-up with assignment editor.
3. Call assignment editor.
4. Call assignment editor.

B. Talk Shows

1. Write press release.
2. Follow-up with assignment editor.
3. Call assignment editor.
4. Call assignment editor.

C. Editorials

1. Have hot line numbers ready.
2. Have hot line numbers ready.
3. Have hot line numbers ready.
4. Have hot line numbers ready.

D. Miscellaneous

1. PSA's require a horizontal slide — speak with Director.
2. Director to support boycott. coconut news.
3. Director to support boycott.
4. Director to support boycott.
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. Rate 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.
B. Poster(s) or Posters

II. Different Activities that can be Incorporated into this Campaign

C. Length of Time 
2. As part of another campaign (like, grocery store)
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 - brief 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 billboardings
5. determine locations for paste-up
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
waterproof. Someone else suggested old window shades.

2. Pocket at many different stores to reach many customers.

3. Community outreach and create the campaign.

4. Personal computer campaign.

5. Increase supermarket, benefits, etc.

6. Turn mass mail into a grocery tool.

7. Follow-up the important with church, unions, etc.

8. Sell out pictures, at house meetings, other meetings.

9. Build up on old building, utility poles, garages.


11. Allow enough time to in advance to put in putterings.

12. Call on first week, deliver on second week.

13. During campaign at different locations.

14. At mass events, bus stations, malls, etc.

15. Mass lettering.


17. Plan attention getter to attract media.

18. Morale booster.

Mass Primary campaign workshop, cont.

ADDITIONAL IDEAS: Cleveland uses 26" long bananas to hang over...
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. supas; 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 UDW 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
Fundraising workshop, cont.

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
   1. Establish sponsorship amount - ex. $25
   2. send out letters asking for sponsorship to local unions, churches, community groups and individuals with money.
   3. 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 1/2 or 1/3) - stores and businesses like this.

D. Evening of the showing
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) - The three should not interfere with each other.
   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. (cardweight paper is recommended).
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 cleanup 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 fundraiser 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, 50c 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 Chico - this is the second year for a general appeal (last year EL LA CRIADA sponsorship)

A. the Chico 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.

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 P.V. if new leadership or we have been out of touch.
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 unions 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 UF. (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 real 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 $3000 from the Christian Sharing Fund from the Catholic diocese