

New York's basic plan for staff:
1. Daily mass meetings for organization, led by co-ordinator
to help out with the daily work of the boycott
2. Weekly meetings for co-ordination, led by director
3. Monthly meetings with staff and co-ordinator
4. Organizers know the special needs and responsibilities
of the boycott and are able to help out in these areas.

AN ORGANIZER'S MANUAL

or

Everything You Always Wanted
To Know About Organizing

but

Fred Ross Never Taught You

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

WORKSHOPS

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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
 - 3. 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
 - a. agenda: plan activities in detail
 - b. 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
 - 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) ...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: FFOL 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 5000 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

- F. Agenda for FFOL 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)