the organizer

SPRING ORGANIZATION TOURS



\$46,000 FUND DRIVE BY MAY 27!

the organizer

Spring Organization Tours

The YSA national organization tours this spring will be conducted by Delpfine Welch, Mirta Vidal, and Malik Miah. During March, April, and May they will visit every YSA local in the country. These tours are invaluable both in giving the National Office greater familiarity with the work of the locals and in giving YSAers an opportunity to discuss their plans and perspectives for building the YSA and exchange ideas and suggestions on national, regional, and local functioning with members of the National Office staff.

Most of the time in each area will be spent in meetings with various YSAers. Early in each tour stop, time should be set aside for a meeting with the local organizer to go over every area of the local's work. These meetings with organizers are usually very lengthy - several hours - and should be scheduled in advance to ensure the best utilization of time. Delpfine, Mirta, and Malik will also be meeting with many other YSAers in the locals, but these meetings can be scheduled after they arrive. In addition, it should be announced in advance in each local that any YSA member may set up a meeting with the person on tour to discuss any questions, suggestions, or criticisms she or he may have about the functioning of the YSA. Local organizers should arrange the times for these meetings.

In each local, an executive committee meeting and local business meeting should be scheduled to hear a national tour report. Because it is very informative for the people on tour to hear the reports and discussion of a regular local meeting, it would be preferable to arrange in advance to schedule a regular business meeting for some time during the tour stop (with the tour report replacing the educational), rather than a special meeting only to hear the report. The same consideration is true for the executive committee meeting.

The length of the tour stops has been increased this spring to allow more time for discussions in each area. The N. O. feels that this will make it possible for the people on tour to gain greater familiarity with each local area, and significantly increase the usefulness of the tours.

The tour quotas have been set to exactly cover the costs of the tours, and the national budget depends on receiving the tour quotas on a regular basis throughout the tours—not six months later. A check made out to the Young Socialist Alliance for the amount of the tour quota should be given to Delpfine, Mirta, or Malik when they arrive. The tour schedule which follows lists the proposed tour quota for each local. If any locals wish to make an adjustment in their quotas, they should contact the National Office right away to discuss

it.

The tours are primarily organization tours rather than speaking tours, but Delpfine, Mirta, and Malik each have public talks prepared. Delpfine will speak on "Feminism and Socialism", Mirta on "Nationalism and Women's Liberation: Is Feminism Relevant to Chicanas?", and Malik on "Bangladesh and World Revolution."

Each local can set up no more than one public speaking engagement. The primary reason for holding such public talks is to allow locals to raise money through honoraria. Any honoraria obtained greater than the tour quota will be applied to locals' fund drive quotas. All honoraria obtained should be sent directly to the YSA National Office. It should be emphasized again that no more than one public talk can be set up in each local, and that SWP forums, as well as any other meetings which are not of an internal nature, are considered public talks.

Rest days have been kept to a minimum in the proposed schedules—each person on tour has only two rest days out of a seven week tour. No meetings whatsoever should be planned on the scheduled rest days.

If there are any problems with the proposed schedules and locals wish to make any changes, they should contact the National Office immediately.

ANDY ROSE YSA National Chairman

DELPFINE WELCH SPRING TOUR SCHEDULE

CITY	DATES	QUOTA
Denver	March 8-11	\$40
Boulder	12-13	20
Seattle	^ 1 <i>4</i> -17	40
Portland	18-21	30
Eugene	22-23	15
REST/TRAVEL	24	
Oakland/Berkeley	25-28	40
San Francisco	29-April 1	40
Santa Barbara	April 2-3	1.5
Los Angeles	4-7	40
REST/TRAVEL	8	
Riverside	9-10	15
Claremont	11-12	15
San Diego	13-14	20
Phoenix	15-16	25
	•	

Tuscon	1 <i>7-</i> 18	15
Kansas City	19-20	15

MIRTA VIDAL SPRING TOUR SCHEDULE

March 20-23	\$40
24-25	30
26-27	15
28-31	50
April 1-2	15
3	
4-5	15
6-7	15
8-9	15
10-13	40
14-15	20
16-17	15
18	
19-25	40
21-23)	
26-27	15
28-May 1	40
May 2-3	15
4-8	40
6)	
	24-25 26-27 28-31 April 1-2 3 4-5 6-7 8-9 10-13 14-15 16-17 18 19-25 21-23) 26-27 28-May 1 May 2-3 4-8

MALIK MIAH SPRING TOUR SCHEDULE

April 2-3

\$15

Kingston	4-5	15
Providence	6-7	20
Boston Area	8-13	
Boston		40
Cambridge		40
REST/TRAVEL	14	
Worcester	15-16	20
Binghamton	1 <i>7-</i> 18	20
Nashville	19-20	15
(Antiwar Action, NYC	21-23)	
Atlanta	24-27	40
Tallahassee	28-29	25
Miami	30-May 1	15
REST/TRAVEL	2	
Houston	3-6	40
Austin	7-10	40
New Brunswick	15-16	15
Long Island	1 <i>7</i> -18	25
New York City	19-24	
Brooklyn		40
Lower Manhattan		40
Upper West Side		40
• •		

Organizing a Campus Fraction

During the fall, the University of Washington campus fraction learned several important lessons that could be of use to other campus fractions.

An important aspect of the functioning of the fraction is the role of the fraction head. She or he should not be seen as someone who just fills holes as they arise in the day-to-day work of the fraction. The fraction head should organize the fraction and see that all of its areas of activity are functioning smoothly.

Every YSAer on campus participates in staffing literature tables, selling *The Militant* and *ISR*, building forums, getting campaign endorsers, and recruiting to the YSA. Each YSAer also volunteers for specific times to staff tables and post forum leaflets. At each fraction meeting, every YSAer takes a quota of *Militants* to sell during the week. Organizing sales this way has enabled the University of Washington fraction to double the number of *Militants* sold on

campus each week.

We view our work in the mass movements as vital to introducing independent activists to the SWP '72 election campaign and getting endorsers. We have learned not to assume that YSJPers automatically understand the program of the YSA or why they should join our organization. Each YSAer is assigned to contact certain people each week about classes, forums, or other activities. We encourage campus YSAers to take time for political discussions that explain what the YSA is and why each person should join.

The University of Washington fraction has taken an interventionist approach toward the campus newspaper. Not only do we try to get regular articles on the activities of the YSA and YSJP, but we respond to major events taking place off campus. For example, we encourage YSJPers to answer statements made by capitalist candidates. Also, the YSA recently responded to an editorial that stated the radicalization was

dead.

New Haven

We have already seen results from our increased attention to the organization of the U of W campus fraction. One student has decided to join the YSA and two more plan to join soon.

LISA POTASH Seattle YSA

Fund Drive . . . Austin in the Lead!

The Texas-Louisiana-Oklahoma region is leading the country in the fund drive with Austin having paid 40 percent of its quota! The New York-New Jersey region is second with three locals having made payments toward their quotas. However, there are five regions that have made no payments at all.

Already five at-large areas have made initial payments, setting the pace for other at-large YSAers. Regional organizers and financial directors should now be in the process of contacting at-large members about accepting quotas to the spring fund drive.

With the completion of the two financial tours, every YSA local should have a budget for the spring which includes projections for making substantial amounts of money from various fundraising projects. The size and scope of the budgets that locals have drawn up reflect the wide range of opportunities that exist for meeting our spring financial projections.

It is clear that increased personnel is needed to ensure successful fund raising. Assigning strong financial committees and involving members of all fractions and committees in the financial work of the local is an important first step that must be taken. In most cases, one YSAer is needed to work on the speakers bureau and honoraria. Also, one person should be in charge of literature sales. If the budget projects large returns from particular projects, such as film showings, book sales, dinners, or socials, the local should see that someone is assigned specifically to coordinate that activity. Each income category outlined in the budget should be overseen by a member of the financial committee.

As the scoreboard indicates the fund drive is off to a slow start. In order for our national organization to function smoothly—to send out regular mailings, to publish the weekly Young Socialist Organizer, and to make new YSA literature available—we should begin to turn this situation around as soon as possible.

Each local should send in payments beginning the first week in March. Fund-raising projects scheduled late in the month may be moved up. In addition, because fund drive pledges and sustainers provide an immediate source of income, YSAers should be encouraged to meet as much of their fund drive pledge as possible now. YSAers who are paid on a monthly or biweekly basis can be asked to pay sustainers for two or four weeks in advance when they are paid. Also, there are a variety of projects that are easily and quickly organized and have little overhead.

Used Book Sales: Locals have found that many friends who are unable to donate money to the YSA spring fund drive, including professors and department heads, are willing to contribute new and used books. With very little effort, used book sales have netted as much as \$50 in one day. Locals can begin to collect books for sales in early March.

Quality Item Sales: The few locals that have organized quality item sales have had outstanding success. Many YSAers and friends have donated items such as hair dryers, microscopes, and cameras which they no longer use. Advertising the articles on campus bulletin boards, in classified ads, etc., has resulted in raising large amounts of money in short periods of time. The Philadelphia YSA made \$600 in two weeks and the Atlanta YSA raised \$400 by this method.

(MODESTO)

MIDWEST

CHICAGO

5

5

0

2

3

107.90

107.90

0

101.80

101.80

0

(SANTA ROSA)

BLOOMINGTON

Women's History Poster Set: Campus YSAers and women's liberation activists have had success in selling the attractive women's history poster set, recently put out by the National Office. If orders for the posters have not been made. locals and at-large YSAers should place orders as soon as possible.

CAROLINE FOWLKES **YSA** National Office

SPRING FUND DRIVE SCOREBOARD			
REGION AND LOCAL	QUOTA	PAID	%
TEXAS-LAOKLAHOMA	\$2900	\$600	20
AUSTIN	1500	600	40
HOUSTON	1400	0	0
NEW YORK-NEW JERSEY	4955	402.45	8
LOWER MANHATTAN	1380	212.45	15
UPPER WEST SIDE	1375	140	10

BROOKLYN	1500	50	3
BINGHAMTON	250	0	0
LONG ISLAND	150	0	0
NEW HAVEN	150	0	0
NEW BRUNSWICK	150	0	0
(WEBSTER, N.Y.)		(.50)	
NEW ENGLAND	5075	290	6
BOSTON	1950	190	10
CAMBRIDGE	1750	100	
			6
WORCESTER	650	0	0
PROVIDENCE	425	0	0
AMHERST	150	0	0
KINGSTON	150	0	0
(MANCHESTER, N. H.)	(5.50)		
OHIO-KENTUCKY	2700	157.90	6
CLEVELAND	2350	157.90	7
EDINBORO	200	0	0
COLUMBUS	150	0	0

2250

2100

5800

3700

2100

150

BLOOMINGION	300	U	U
MADISON	250	0	0
DEKALB	200	0	0
KANSAS CITY	150	0	0
CARBONDALE	150	0	0
CHAMPAIGN	150	0	0
MILWAUKEE	150	0	0
SKOKIE	50	0	Ö
(ST. LOUIS, MO.)	00	(24)	Ū
(61. 200.6, 11.0.)		(2-1)	
UPPER MIDWEST	2400	37	2
TWIN CITIES	2400	37	2
SOUTHERN CALIFORNIA	4050	1	0
SANTA BARBARA	150	1	0
LOS ANGELES	2650	0	0
SAN DIEGO	350	0	0
PHOENIX	250	0	0
TUCSON	250	0	0
CLAREMONT	200	0	0
RIVERSIDE	200	0	0
MARYLAND-VIRGINIA	2250	0	0
WASHINGTON D.C.	2100	0	0
COLLEGE PARK	150	0	0
SOUTHEAST	2150	0	0
ATLANTA	1400	0	0
TALLAHASSEE	250	0	0
KNOXVILLE	200	0	0
NASHVILLE	150	0	0
MIAMI	150	0	0
PENNSYLVANIA	1900	0	0
PHILADELPHIA	1900		-0-
ROCKY MOUNTAIN	1600	0	0
DENVER	1200	0	0
BOULDER	400	0	0
WASHINGTON	1300	0	0
SEATTLE	1300	0	0
OREGON	900	0	0
PORTLAND	750	0	0
EUGENE	150	0	0
TOTAL AT-LARGE	1000	34	3
SPECIAL CONTRIBUTIONS		27	
TOTAL	46,430	1859.05	4
SHOULD BE		8855	19
SCOREBOARD COMPILED FEBRUARY 25, 1972			

(3.50)

(.50)

2

3

100

100

0

5200

3800

300

Campaign Banquet in Atlanta

MICHIGAN

ANN ARBOR

NORTHERN CALIFORNIA

OAKLAND-BERKELEY

SAN FRANCISCO

DETROIT

A campaign banquet and rally held in Atlanta during YSJP National Coordinator Laura Miller's tour was successful in raising over \$500 for the campaign.

One person was assigned three weeks in advance to organize the banquet. To eliminate the cost of food as banquet overhead, we decided to have a pot luck dinner. A sign-up sheet was circulated during the local meetings so that people could volunteer to prepare their own specialties. To help add a festive atmosphere to the headquarters. banners were painted to hang on the walls.

The speeches at the rally were short and enthusiastically projected the activities the campaign plans to carry out. They helped to prepare those in attendance for the fund pitch, which was carefully thought out in advance.

The fund pitch centered around our Southern strategy for getting on the ballot in five states in the Southeast. The campaign's projections for getting on the ballot have been one of the most impressive aspects of campaign work to new YSJPers and other campaign supporters. The speaker began by asking for \$25 donations and went state by state, estimating first, how much it would cost to get on the ballot in each state and then, well-known facts about that state and what the campaign would have to do to get on the ballot—such as petitioning. The person giving the fund pitch had prepared a long list of comments to use to fill in the pauses between pledges. For example, he would begin, "Alabama, the state of George Wallace . . . It's going to be really great to see the names of Linda Jenness and Andrew Pulley on the Alabama ballot."

The banquet was planned for the end of Miller's tour to allow time to publicize it while she was speaking in the Atlanta area. Spot announcements were sent to radio stations and a leaflet was distributed and posted up on the campuses and stuffed in Militants for individual sales. A calling campaign was organized to all endorsers and anyone else who had expressed an interest in the campaign to be sure that they knew about the banquet and to arrange rides for them if necessary. A journalism professor at Georgia State University heard about the banquet and assigned it as one of several events his students could cover for a weekend class assignment. Nine of his 27 students chose to cover the banquet.

Besides being an excellent fund raiser, the banquet provided an opportunity to further interest people in the campaign and to talk to them individually about becoming involved in campaign

BOB ROBERTS Atlanta YSA

Pulley Tour in Detroit High Schools

The Detroit tour of Andrew Pulley generated significant interest among African-Americans for the SWP '72 Campaign. For instance, out of 275 campaign endorsers gotten during the Pulley tour, 197 are African-American, bringing the Michigan total to over 250 African-Americans for Jenness and Pulley.

The most enthusiastic response to the campaign came from the Black high schools where we set up a number of meetings and assemblies. We found that teachers had relatively little trouble arranging assemblies for our speakers. Many schools already have a regular speaker's program and in others, teachers regularly invite outside speakers to their classes. Social studies, history, economics, or Black studies teachers are generally most interested in the campaign.

Since the easiest way to arrange high school meetings for the candidates is through a friendly teacher, the campaign committee compiled a list of teachers to contact. Some names came from YSAers who are high school students or who have parents or friends that teach. Other YSAers had met teachers through antiwar work that were friendly to the campaign. A few teachers had already endorsed the campaign or were members of the SWP.

The campaign committee called each person on the list. We found that approaching them on the basis of civil liberties was most successful. We pointed out that our candidates have as much right to be heard in the schools as those of the Republican and Democratic Parties.

We always suggested that they try to arrange an assembly. If the teacher did not think a schoolwide assembly was possible, we suggested that several classes be combined for a large meeting, since most of them knew other teachers in their schools who would be interested in having their classes hear a vice-presidential candidate.

Our suggestions worked well. Sessions of 100-250 students were arranged at three Black high schools with a total of between 400 and 600 hearing Pulley at each school. Smaller sessions of up to 60 people were set up at four other Black high schools with between 100 and 150 hearing Pulley at each school.

A major emphasis at all the meetings was getting campaign endorsers. Several YSJPers accompanied Pulley to each engagement and one was specifically in charge of endorsers. That person would see that everyone who attended the meeting had an endorser card in his or her hand, that an endorser pitch was made during the announcements, and that all the cards were collected at the end of each assembly.

A good example of the way we organized a high school campaign meeting was one held at Mumford High School. A local SWP candidate chaired the meeting. (This was the case at all but one school where the assistant principal introduced Pulley and a YSJPer made the

announcements and endorser pitch.) The first three or four students that entered the meeting room were asked to pass out endorser cards to everyone who entered and to help distribute campaign literature, and sell *The Militant*. After Pulley spoke announcements were made about future campaign activities, subscribing to *The Militant*, and endorsing the campaign. The endorser pitch stressed the Jenness-Pulley campaign as the alternative to the Democratic and Republican Parties.

We made it easy for people to endorse the campaign by explaining that there was no obligation on their part and that filling out the endorser card would also put them on the campaign mailing list, so they would continue to get information on the campaign. By the end of the meetings, 66 people had endorsed the campaign out of the 400 who attended the assemblies.

As a result of some of these successful meetings, several teachers have invited other campaign representatives to speak in their classes. We plan to follow up with our local campaign by organizing meetings for the local candidates in the same manner.

MACEO DIXON Detroit YSA

Endorser Campaign Reports . . . San Francisco

The week following the YSA convention, the San Francisco local initiated a drive for 500 campaign endorsers by the time of Linda Jenness' tour of Northern California. With less than five weeks remaining before the beginning of her tour—in order to reach our goal—local YSA and SWP members had to obtain an average of over 100 endorsers a week.

The campaign committee projected that each YSAer could take part in this activity regardless of her or his assignment. A leading YSAer was assigned to organize the drive and an endorser report was scheduled as part of the weekly campaign report. The report began by explaining the purpose of the drive and the importance of everyone participating. Humorous demonstration skits were included in the first few reports to show how people can be approached for endorsement.

During the first week of the drive we organized special endorser blitzes in campus dormitories. YSAers also went to the San Francisco International Airport and spoke with large numbers of GIs about the Jenness-Pulley campaign. Despite the fact that many people said that they wanted to read the campaign literature before endorsing, over 100 endorsements were obtained in the first week. Follow-up work was systematically organized by keeping careful records of interested people who we wanted to visit again.

Throughout the drive, a significant number of endorsements were obtained by a few YSAers who made the effort to talk to young people they met anywhere they went—on the bus, in the laundromat, or on the job. The YSA sales director easily became the leader of the drive by asking every person he came in contact with while selling *The Militant* to endorse the campaign.

To help get the drive started, the endorser director made a chart showing the number of endorsements each YSAer had brought in. YSAers were asked to write their name on the back of each endorser card, along with the date, the circumstances of the endorsement, and anything relevant about the endorser. The endorser director had the task of writing all of the information on 3x5 cards, color coded for each of the five categories of endorsers, and filing them according to school. Endorsers from the region were given to the regional secretary.

The endorser drive has been well integrated into other areas of YSA work. For example, through work that was done on the renewal drive we were able to gain 40 endorsers. We also found that a special effort had to be made to encourage YSAers to carry endorser cards to every political meeting and activity and actually ask each person in attendance to endorse the campaign.

The campaign committee learned a few lessons from a large endorser mailing that was sent out. No response came from any of the 170 YSA contacts who received our literature, although 20 endorsed when they were called. This made us realize the necessity of including

a postage-paid return envelope in mailings of this type. The follow-up calling showed that the results could have been much better had consistent phoning been organized within a few days of the mailing. Finally, we learned that a large mailing can be done for half the cost by taking the time to obtain a third class, bulk rate permit.

Since only 400 endorsements had been obtained by the time Linda Jenness arrived, the campaign committee decided to extend the drive through her tour. Out of the 730 people who heard Jenness speak in San Francisco, 110 or approximately 14 percent endorsed the campaign. These endorsements were obtained by having such a large number of YSAers accompany Jenness at each of her meetings that almost everyone present was personally asked to endorse.

DEAN REED San Francisco YSA

... Southwest YSJP Team

The three people on the Southwest YSJP team have gotten 186 endorsers for the Jenness-Pulley campaign in just over two weeks. Getting endorsers is especially easy in places where a candidate has recently spoken. But anywhere we go, the trick is to ask every person we talk to if she or he wants to support the campaign by filling out one of the cards. Calling the cards supporter cards rather than endorser cards has made it even easier.

When we set up a campaign table on the campus we are visiting, we ask everyone who passes if they have heard of the Jenness-Pulley campaign. We never *sit* behind the table: we walk up to each person. If he or she has never heard of the campaign, we explain who the candidates are, their basic program, and our activities. We hand

them free campaign material and page through *The Militant* with them, pointing out the subscription offers. It helps to point out *Militant* articles or Pathfinder titles that might be of particular interest to them.

Even if the person is thinking of supporting another candidate, we ask them if they view the SWP campaign as a positive alternative to the Democratic and Republican Party candidates and show them the supporter cards. We always explain that signing the supporter card also puts them on the national campaign mailing list. If someone is undecided, we give them a card to fill out after they have read more of our campaign material. One YSJPer on our team recently got 19 endorsers in one day by using this method

The endorsers that we get will be able to help petition, do YSJP work after we have left their campuses, set up campaign tables, and build meetings for the candidates and campaign spokespeople. Our team is finding people all over who are just waiting for our campaign.

LOUISE HALVERSON Southwest YSJP Team

Rock Concerts and the U of T SMC

Every semester, the University of Texas SMC raises large amounts of money for the antiwar movement by sponsoring rock concerts.

Important to the success of the concerts has been finding good bands that are willing to play a benefit for the antiwar movement. To find out which bands are attracting a lot of people and where and when they are playing, an SMCer calls the local night clubs and checks the advertisement pages of the newspaper. The best way to contact the bands themselves is to go to the club early in the evening before they perform.

There are several good motivations to use in asking a band to play a benefit for the antiwar movement. First of all, we approach them with what the SMC has to offer them: excellent and free publicity. We explain exactly how the SMC will publicize their concert. It's important to point out that students appreciate the fact that a band is playing free for the antiwar movement and that the SMC will announce where they are performing in the future.

Publicity is important in attracting people to the concert and in convincing the band that the SMC is serious about building the concert. The UT SMC puts a large ad in the student newspaper, which thousands of students read each

the organizer

A WEEKLY ACTION PUBLICATION OF THE YOUNG SOCIALIST ALLIANCE, A MULTINATIONAL REVOLUTIONARY SOCIALIST YOUTH ORGANIZATION.

EDITOR: MARK UGOLINI

BUSINESS MANAGER: CAROLINE FOWLKES EDITORIAL BOARD: LESLIE DORK, CAROLINE FOWLKES, TERRY HARDY, MALIK MIAH, LAURA MILLER, GEOFF MIRELOWITZ, ANDY ROSE, MARK UGOLINI, MIRTA VIDAL, DELPFINE WELCH

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day; posts leaflets or posters in all the dorms, eating facilities, classroom buildings, and student shops; paints a large signboard at a central location on the campus lawn, which thousands of students pass each day; and sends public service announcements to all the local radio stations advertising the concert and the bands that will play.

The easiest rock concert to organize is outdoors on a Friday afternoon during warm weather. Least publicity is needed since the music itself will usually attract a large crowd of students. As soon as the weather permits, the UT SMC tries to have concerts regularly every Friday afternoon on the Student Union patio so that people begin to anticipate attending. An SMCer announces that the band is playing for free and asks for contributions to the antiwar movement while others circulate buckets.

During the colder months, it is necessary to hold indoor concerts. Any large room with a stage and removable chairs can be reserved for a weekend night. More money is usually made by charging admission at the door than by passing a bucket.

The concerts that have attracted the most people, made the most money, and taken the most work have been organized outside on a weekend (Sunday evening is usually best). The Austin SMC plans two each year—the "Fall Mall Ball" and the "Spring Wing Ding." The last Fall Mall Ball attracted 5,000 people and raised \$1,000 for the antiwar movement.

A large number of people are necessary to organize a successful concert of this type. Teams of SMCers are stationed at all the entrances to the area with buckets for contributions. Others circulate through the crowd with buckets for a collection. Another team is stationed near the platform to protect the band's equipment.

Refreshments can be sold at all types of concerts for an additional profit. The SMC usually purchases sandwiches and soft drinks in large quantities at cut prices and sells them at a substantial profit.

All the rock concerts are used to get out information on the antiwar movement. Announcements are made about SMC meetings, and local actions or national demonstrations. The SMC's spring concerts should provide an excellent opportunity to publicize April 22.

BUCKY KAHN Austin YSA