

TEAMS OF PERSUASION SPECIALISTS

The unique aspect of the Advocates is the training of persuasion specialists.

Each "black-belt libertarian" is supported by a local Advocate team of 8-15 members, who use a systematic approach to get opinion leaders to encounter and accept the ideas of self-government. This system is divided into 10 tasks so each person can do the job that is fun for him or her.

Also, the teams meet weekly September through May for training sessions to learn new communication skills.

The 18 foundation teams are geographically diversified: Angola, Indiana; Chicago, Illinois; Fresno, Los Angeles, Orange County, Placerville, San Diego and Stockton, California; Lansing, Michigan; Pittsburgh and State College, Pennsylvania; Raleigh, North Carolina; Richmond, Kentucky and Richmond, Virginia; Salt Lake City, Utah; San Antonio, Texas; Tranmere, South Australia and Tucson, Arizona.

UNDERLYING STRATEGY

This first season, 1985-86, our goal is confirm and document those activities that work best in discovering new libertarians.

Next season's goal is to refine the start-up techniques with new chapters, then be ready for rapid growth in 1987.

Together with other groups and Advocate spinoffs, we want to discover 5,000,000 libertarians by year 2,000. Many social scientists estimate that a new idea soon becomes widely popular once this "critical mass" of 2% of a population is reached.

Thomas Jefferson used the term "self-government" with esteem

- 1801: Sometimes it is said that man cannot be trusted with the government of himself. Can he, then, be trusted with the government of others?
- 1817: [It is a] happy truth that man is capable of self-government, and only rendered otherwise by the moral degradation designedly superinduced on him by the wicked acts of his tyrants.
- 1826: May it be to the world...to assume the blessings and security of self-government.

The 1826 quotation is special because it is from the last letter he wrote before the pen fell from his lifeless hand. This was on the 50th anniversary of the Declaration of Independence.

POLITICS

The Advocates for Self-Government does not engage in political action; it does not endorse candidates, initiatives or referenda. The Advocates has no connections with any political party, nor do we do lobbying.

FINANCES

The Advocates has one full time employee, Marshall Fritz. The first year budget is \$90,000, of which \$58,691 was received during the first eight months. The most frequent size of the 200 contributions is \$300; the largest to-date is \$4,000.

COMPARISON TO OTHER GROUPS

The Advocates have borrowed ideas from other successful organizations, including:

... from Toastmasters, the approach of unpaid volunteers meeting weekly in friendly and supportive local chapters, to help each other gain new skills.

... from the Dale Carnegie Institute, the idea of improving a wide range of communication and influencing skills. (Note: our material is adapted from "Communication Skills for Professionals," by Dr. Philip Mitchell, Lafayette, California.)

... from Weightwatchers, the idea of measuring so participants see their progress.

... from missionaries, a zeal to share ideas with others.

... from industrial innovators like Henry Ford, the division of complex tasks into simpler tasks, then organizing people.