

STARTING A BRANCH OF THE UNITED STATES PACIFIST PARTY Suggestion memo #1 6/5/83

Two main objectives need to be kept in mind when starting a branch of the USPP. One is growth. You want to reach all of the people who agree with the Party's platform. The second is convincing people that the Party's platform is the best. If you succeed in these objectives, winning elections is just a matter of time.

At the beginning, the Party is you. Your problem is to make your views "visible." There are many ways of doing this:

- Wear an Apocalypse Equation or USPP button;
- Have USPP literature on hand, the "Invitation to join", and the "Outline..." to give to people who are curious. Also, have the Apocalypse Equation literature, if they want to know more about the reasoning that shows why deterrence is unstable, and makes the probability of nuclear war approach certainty;
- Place ads and stories about the Party in publications. Many "movement" publications probably will carry stories free. Inexpensive ads can be placed in many magazines, neighborhood newspapers, and college and university student papers;
- Distribute leaflets at movement events and other places where you believe people receptive to the Party will be.

A crucial focus for any political party is a candidate. Call a news conference (describe it as a "news" rather than a "press" conference to show that it's open to radio and TV as well as press representatives), and announce your candidacy for a political office. The Constitution gives every citizen the right to do this. As the branch grows, you may find others who want to be candidates for the same office. Fine. That increases interest in the Party, and provides occasion for a convention. Since the Party's platform concerns itself primarily with international relations, it's best to be a candidate for some national office.

When your list of members is sufficiently large, publish a branch newsletter.

When the branch is large enough to include a number of volunteers, work to get on the ballot. Usually, this involves collecting enough signatures on a petition. Consult your state's election laws to find out exactly what's involved.

At different levels of the campaign you'll need promotional materials like buttons, bumper stickers, leaflets, etc., an organizing center or office, office equipment, perhaps a paid staff, etc. Every level or organizational size has its most efficient organizing structure. Remember that you can organize at any level, and that all enterprises, however large, have had small beginnings.

Be careful with the Party's funds. Use them efficiently. Keep careful records of income and expenses. Find out what the local laws are regarding political finances. Borrow as little as possible. Pay back all loans as quickly as possible. It's very helpful to have several people who will make loans to the campaign. These people will remain loyal and helpful if they are promptly repaid.

Include fund appeals on all literature coupons.

Keep the tone of printed materials reasonable. Avoid invective. Keep the literature's appearance neat. Expensive printing isn't necessary. It is important