

- (2) Along with your coupons, return your signed "BOYCOTT PLEDGE". It's at the bottom of your reply memo.
- (3) Put your "BOYCOTT PRODUCT CARD" in your billfold or purse, or where you keep your coupons. Take it with you when you shop.
- (4) Sign and mail your postcards to S.C. Johnson (Johnson Wax) and Pfizer.
- (5) From now through July 1992, **don't buy any S.C. Johnson (Johnson Wax) or Pfizer products.**

And one final action –

...please send a contribution to help our American Family Association carry out this boycott.

Some projects your contribution will help fund are:

- ++ Contact 1,000,000 Christians with "BOYCOTT CARDS" like the one I sent you today.
- ++ Produce and mail "BOYCOTT PACKETS" to 170,000 churches all across the country, recruiting other Christians to participate.
- ++ Produce and distribute special radio and television programs and ads (the air time is being donated) to air on Christian stations encouraging listeners to join us.
- ++ Produce and distribute bulletin inserts for churches and special ads for Christian newspapers and magazines.

In all these ways we hope to unite Christian consumers to join the boycott.

Please, help with a contribution for whatever amount you can send; whether it's for \$15 or \$1,500. All our projects are paid for through the generosity and sacrifice of individuals like you.

In fact, I was able to send you this letter and recruit your help because someone gave me the money to do so. Won't you help us reach more Christians with a contribution today?

And for your tax-deductible gift of \$15 or more, I will mail you a one-year subscription to our 24-page monthly *AFA Journal*, currently read by nearly 1,000,000 people. Through your *Journal*, you can follow the progress of the boycott while getting valuable information about many moral issues facing Christians and families.

This boycott is our best hope to stop TV's attacks on our faith and our families. Please take a stand so our children can have a decent society in which to live. God bless you for your help.

Sincerely,



Donald E. Wildmon, Executive Director
AMERICAN FAMILY ASSOCIATION

P.S. Your help in this boycott is needed now more than ever. Recently People for the American Way, a leftwing ACLU-type group founded by TV producer Norman Lear, began a national campaign to counteract the boycott by getting people to buy products from S.C. Johnson (Johnson Wax) and Pfizer. They were joined by the Gay and Lesbian Alliance Against Defamation because the companies helped sponsor programs with "positive...lesbian and gay images." Please get involved in helping promote traditional family values by joining the boycott.