waste nor lose individual strength by attacking "everything in general and nothing in particular". Ten organized members striving towards one goal will accomplish far more than one hundred inspired but disorganized.

By "timing" we mean that organizational efforts need to be expressed within a definite time frame. Timing is extremely important in being able to exert one's influence to the greatest degree. The strongest of men will accomplish nothing by throwing a punch after his opponent has retreated. A million well organized people opposing a piece of legislation, will accomplish virtually nothing if they wait until after the legislation is approved before expressing their opposition. Organizational influence provides a tremendous economy of time in mobilizing a group for action. If telephones were chosen for the means of communication, an entire organization could be informed on a course of action within minutes, and could take action. By being well-informed and disciplined, its power can be timed and exerted just at those prime moments when the greatest influence can be exerted, and the greatest hope of victory enjoyed.

In the third place, organization provides for tremendous clout and influence. In an organization that is well integrated and harmonious, the leaders can speak confidently of representing the views of dozens, hundreds or thousands of members. The individual or office being addressed knows that the speaker is relaying the express views of all the members, as though they were there in person.

In summary, every consideration compels us to conclude that a person can hope to accomplish far more with his own personal views and influence if these are expressed as a part of an organized like-minded group.

CHAPTER 2: RECRUITMENT AND FUND RAISING

Where do you find prospective members?

1. *Churches.* Locate all local churches in your area. This may be done by:

* Listings in the yellow pages.
* Visiting local mission or conference offices of the various denominations.

*Chapters may send AFA the zip codes of your areas and request a print out of churches receiving the *AFA Journal.*

2. *Other organizations.* Visit other organizations and ask for an opportunity to express your concerns. Examples: Christian Business Men's Association, Civitan Club, Women's groups, Kiwanis Club, the Ministerial Association, etc.

3. *AFA Journal.* Request the *AFA Journal* printout for your area/areas by sending AFA the applicable zip codes. Although mentioned above, the printout includes individual names in addition to churches.

4. *Advertising.* Purchase advertisement in the local newspaper and on area radio stations concerning meetings and special events.

5. *Publicity.* Inform media that carry community announcement formats of events.

6. *Recruit.* Visit prominent business people and community leaders.

7. *Promote.* Visit the city/county officials such as mayor, council members, police chief, etc.

8. *Educate.* Visit physicians and other medical/psychological field personnel that may have opportunity to be exposed to sex abuse victims.

How do you recruit?

1. *Inform prospects.* When visiting the prospects, it is helpful to offer brief informative materials. If time allows, you may show one of the videos available through AFA. However you present the material, keep in mind the following precepts:

a. Share the problem.
b. Use accurate, current information.
c. Share your vision of the solution.
d. Explain how they can become involved.
e. Make your request (what you want them to do).
f. Follow with an appropriate letter.

2. *Establish mailing list.* Use a few volunteers to begin and when possible computerize a list of prospects/members as your chapter grows.

3. *Publish newsletter.* Include items of interest and applicability to your community, national interest items, any victories, needs, and future concerns. Make sure the newsletter is neat in appearance.

4. *Develop brochure.* Print an attractive brochure for distribution concerning aspects of your local chapter. Keep it simple and current. Include chapter address and phone.

5. *Establish professional image.* Print chapter stationery and envelopes.

6. *Advertise.* As funds allow, consider purchasing billboard space or doing other promotional efforts.

7. *Schedule rallies.* Hold a major meeting yearly using it to push for new members. Schedule speakers that will be informed and draw crowds.

FUND RAISING FOR LOCAL CHAPTERS

By Mark Weaver, Director, AFA of Texas

Every battle fought must have a war chest to fund the battle, or you won't fight long. The elements that make for a successful campaign include many things such as integrity, persistence, professionalism, creativity, and finances. These are important items which should not be overlooked, but for our purposes here we will look primarily at how to raise money so we can be those other things months, and even years, down the road.

1. *Define needs.* Whether you are fighting full-time with a staff and office space, or just giving your free time after work and weekends, you must determine some kind of a regular monthly budget to cover expenses such as educational materials, newsletters, promotions, phone bills, office supplies, etc. It doesn't take much to run up a small bill, and that expense should be shared with as many in the community as will benefit from your activities. You would be surprised at the number of people who would help if they only knew the need. "You have not because you ask not," says James 4:2.

Once you have defined your monthly need, then you have a goal to aim for. For instance, you may determine your need is going to be about $2,500 a month.

Example:	Monthly newsletter	$ 250.00
	Postage	150.00
	Phone bill	100.00
	Office space	450.00
	Etc.	XXX.XX
	TOTAL	$2500.00

To reach your goal of $2,500 we need:
One person who will give $2,500 a month or
25 persons who will give $100 a month or
50 persons who will give $50 per month or
100 persons who will give $25 per month or
250 persons who will give $10 per month
Breaking it down makes your goal more reachable.

You may not have one donor who will foot the whole bill, but finding 250 people who will pledge $10 a month is reachable. This is where persistence pays off. People will support you as long as they see you working, and feel that they are putting their money to good use.

2. *Set goals.* Finding those people who will support your effort is the next task ahead of you. I wish I could say this was the easy part, but it's not. Keep in mind, if this battle were easy, then many others would have already done what you are attempting to do. As you set out to reach your goal of finding financial resources to support your effort, I want to suggest three resources that are available in your community and, if properly approached, will become regular contributors to your effort.

3. *Churches.* Contact the local pastors in your area and schedule a 20-minute meeting with them to share your concern. Make sure, though, that you are thoroughly prepared to meet with them. Have a prepared packet to leave with them that details your organizational goals, board of directors, etc. Also include some free reading materials such as *The Case Against Pornography* to educate them on the issue. When meeting with the pastor or some member of his staff, make sure you are clear on what you are asking them to get involved with. I usually ask the church to consider three steps and to get involved with any or all:

a. To allow your organization to hold an educational workshop in their church and to take a love offering for the work at the end of service. Make sure that you have a form to pass out at all your meetings to get names and addresses of all those who attend. This is how you build a newsletter list.

b. Ask the church to select a mature couple or individual who is well grounded in his walk with the Lord to be a liaison for his church. This person, then, is responsible for attending monthly meetings to get information, and to encourage his church to get involved in different activities that may arise. This individual also encourages the formation of picket teams when needed.

c. Ask the pastor to support your organization with a monthly contribution to help establish your budget. Make sure that you furnish the church with a financial report from time to time.

Getting your local churches involved is an important step and it takes time to develop good relationships. Don't be pushy, but realize different denominations operate in different ways. Your patience and understanding may be what makes the difference.

4. *Local Christian Business People.* Start by contacting a business person you already know, and set up a 20 to 30-minute meeting. Make a clear presentation, leaving much of the same material you presented to the pastors (organizational goals, etc.). It may be that some of these people will also one day be on your Board of Directors, or some leadership committee. When you finish your presentation, ask for a response to two challenges:

a. Will he/she or his business support your program on a monthly or annual basis?

b. Present a contact sheet in which he/she can list at least five other people he thinks you ought to talk with. Then ask him/her to please contact those individuals by letter and to prepare them for your meeting.

Many of these business people will be willing to help, but most will want to see organization and good leadership. It's up to you to present a quality organization that will be a good steward of their investment.

5. *Special Events.* As an organization, it's important to reach the entire community with your message. One of the best ways to do that is by hosting a special event for the citizens of your community. First, determine the event. Two good suggestions are:

a. Celebrate by having an annual event on your anniversary as an established organization. Invite your mayor, police, city and county officials, school board, pastors, business people, etc. to participate. Invite a noted professional in the battle against pornography to be your special guest speaker, and promote it through the local media, churches, etc. Again, make sure you have a form for each individual who attends to fill out. These names and addresses are what build your organization. As you close your exciting event, appeal to the citizens to give donations of support. Make sure you are positive in your approach and don't beg. You are doing for your community what few others would dare to do.

b. Pornography Awareness Week held each year beginning the last Sunday in October and ending the first Sunday in November is an honored event throughout the nation, and is another opportunity to make your community aware of the harms associated with pornography. There are many resources that are available, including the James Dobson new film release entitled, *The Winnable War.* The AFA has many available resources available to local groups.

CHAPTER 3: CONVENIENCE/VIDEO STORES

In a kind manner ask the manager or owner to discontinue the sale of pornographic material. Approach the subject using facts and statistics to enforce your arguments concerning harm of pornography. Should you use a moral basis to approach the subject, media will accuse you of "forcing your morals on others." More will be said concerning dealing with the media in Chapter 13. Many are surprised that it often takes just one nice request to get a store to remove their pornography.

One effective tool is the **DEAR MANAGER CARD**. You may want to print up some of these pocket sized cards for your members to leave with the manager or clerk when asking that the pornography be removed.

Print on one side of an index card or other small card:

Dear Manager

I noticed that you sell (rent) pornographic magazines (videos). I believe that pornography is harmful to our community and does not belong in the family marketplace. I respectfully request that you stop offering these materials. Should you continue to sell these materials I cannot in good conscience patronize your store, and must encourage my friends, acquaintances, fellow church members and others not to shop here. Should you decide to remove the pornographic material, please call me at the number listed below. I will at that time resume shopping in your store and will encourage my friends to do the same.

Signed _____

Phone Number _____

On the other side of the cards you could print some general information or statistics concerning the harmful effects of pornography For example:

DID YOU KNOW...

* A study of habitual sex-offenders at a penitentiary noted that 38% of the rapists used "soft-core" porn to arouse and incite themselves before the rape while another 19% used "hard-core" porn immediately prior to committing the offense...

* A study by the Michigan state police department showed that 41% of the 38,000 sexual assault cases on file involved some use of porn immediately prior to or during the act...

* One in four females and will be sexually molested in her lifetime...

Use these steps to best utilize the DEAR MANAGER CARD:

1. *Contact manager.* Leave the DEAR MANAGER CARD with the manager of a family store that sells pornography in your community. Tell him or her of your concern about the effects of pornography. You may also get your church and others involved in distributing the cards at stores that sell porn materials in their communities.

2. *Write letters.* Follow up your complaint with a letter to the owner of the business. Refer to Chapter 11 for effective letter writing.

3. *Check laws.* Approach your city officials concerning any ordinances that may apply to the material in question. Ask your city/county prosecuting attorney to investigate and enforce your local or state obscenity law. Please refer to Chapter 10 for further information on procedures.

4. *Encourage officials.* Simultaneously, approach your local officials such as mayor, councilmen, supervisors at a public meeting. Ask them to support the enforcement of these codes. Ask that the proper officers be instructed to investigate and enforce the existing