

# The John Birch Society



## APPLICATION

### NEW LOCAL CHAPTER OF THE JOHN BIRCH SOCIETY

*To bring about less government, more responsibility, and — with God's help — a better world by providing leadership, education, and organized volunteer action in accordance with moral and Constitutional principles.*

#### NEW CHAPTER INFORMATION

Meeting Location:	
Chapter Leader:	Meeting Schedule:
Assistant CL: optional	Member:
Secretary/Treasurer: optional	Member:
Member:	Member:
Member:	Member:
Member:	Member:
Member:	Member:
Member:	Member:

#### TERMS & CONDITIONS

*This application, to form a new local chapter of The John Birch Society, should be returned to your section leader or coordinator for approval; they will send it up the chain-of-command.*

- *If any members are being transferred into the new chapter from existing chapters, the existing chapters may not be left with less than eight members.*
- *Members that fail to report to their chapter are transferred to the Home chapter (see Performance Boosters below); chapters that fail to file monthly activity reports are disbanded.*
- *No one is authorized to operate in the name of The John Birch Society on any projects that are not part of our Agenda (see The*

- John Birch Society Agenda plus updates in the monthly Bulletin).*
- *The John Birch Society is nonpartisan and nondenominational. It is inappropriate to use JBS membership to promote other agendas, organizations, media, etc.*
- *Membership may be rescinded at any time by a duly appointed officer of the Society, without the reason being stated, on refund of the pro rata part of dues paid in advance.*

## HOW TO DEVELOP & RECRUIT MEMBERS

#### READING LIST

Americanism 101 booklet set
Shadows of Power: The Council on Foreign Relations
The John Birch Society Agenda
Tangents
Volunteer Leaders Accelerated Performance Series
The Law: The Classic Blueprint for a Free Society
The Life of John Birch
The Blue Book of The John Birch Society
To the Victor Go the Myths & Monuments
International Merger by Foreign Entanglements

#### WORKSHOPS

**The Constitution is the Solution** is a six-part workshop designed to get about a dozen people on the same page, understanding the problems and the solutions and motivated to take effective action.

**The JBS Training Video Series** is the follow-up three-part workshop (each part combines two short videos for a total of three one-hour sessions):

1. Who Are the Enemies of Liberty? & Restoring our Constitutional Republic
2. Introduction to Activism & Healthy Chapters by Design
3. The Power of 500 & New Member Orientation

*All material is available from field staff, ShopJBS.org or the member archives section of JBS.org. It won't all be completed before starting/joining a chapter, but each member should aspire to complete it all.*

# THREE LEVELS OF PERFORMANCE

*Expounded in the 3-part Volunteer Leaders Accelerated Performance Series*

## 1) Basic Performance (Get up and running!)

- Chapter business meeting location (homes preferred)
- Chapter business meeting schedule (e.g. 2nd Tuesday of each month at 7pm)
- Chapter leader coordinates *Bulletin* action items so every member gets an assignment each month; communicates with section leader or coordinator regularly, relaying any relevant info to members
- Secretary gets a report from every member each month and files monthly activity report
- Assistant chapter leader helps in whatever way necessary to make sure everything gets done
- 8-15 members report the results of their completed assignments and volunteer for a new assignment each month whether or not they come to the meeting (doing this at the business meeting provides recognition, builds camaraderie and saves everyone time)

## 2) Successful Performance (Concerted action!)

- Frequent community outreach, influence and recruiting through JBS DVD screenings\*; speakers bureau; literature tables at public events, fairs and festivals; canvass neighborhoods; *ad hoc* committees; town hall meetings with elected officials; public relations with local media; present to civic groups; etc.
- Recruit enough members to start additional chapters, multiplying influence and forming a section

## 3) Top Performance (Organized influence!)

- 2 - 12 local chapters are coordinated by a volunteer section leader, boosting their performance
- Committees of one or two members representing each chapter organize bigger outreach activities
- Outreach activities funnel prospects into JBS events and chapters

*\* ShopJBS.org has enough educational DVDs that you could show a different one every week for over a year. Consult your section leader or coordinator for best practices such as posting events on the JBS.org calendar.*

If a chapter didn't do any more than Basic Performance, members would still have a bigger impact on their community over the course of a year than just about any other form of exercising civic responsibility. But Successful Performance and Top Performance actually change the culture. It is simple, efficient and effective if you stay on track, so don't over-complicate it. Once you master the basics, take it to the next level.

Divide up responsibilities so every member has a role in the chapter. The chapter leader, assistant chapter leader, and secretary/treasurer each have a number of responsibilities that can be delegated to other members along with things such as providing snacks, running the bookstore, organizing outreach, etc.

Chapters are deliberately small to keep them manageable for volunteer leaders; members can be held accountable so things actually get done. The ideal size is around a dozen members. But since each chapter member influences about 100 voters (directly or indirectly), there is a high priority on recruiting new members. As we grow in size, we grow in influence. So each chapter has the goal of outgrowing itself and starting additional chapters, thereby multiplying its influence. Just remember: Quality is more important than quantity; don't recruit people dedicated to tangents who will undermine your influence.

Recruiting influential people, running efficient meetings and following time-tested practices will ensure you don't become another discussion group or debating society wasting everyone's time. We've seen thousands of organizations, silver bullet solutions, media personalities and politicians come and go. *Tangents* exposes the most common unproductive and counter-productive tangents that render patriots ineffective.

JBS members are kept on the same page with *The New American* magazine twice a month - the best tool to inform yourself and share with others - and the monthly *Bulletin* - our national, concerted action program. Our strength comes from working in concert, community-by-community all across the country.

# Chapter Business Meetings (CBM)

The purpose of a chapter is not to have meetings, it is to carry out the national, concerted action *Agenda*. CBMs are the most effective way to coordinate who's going to do what. They are only for members and prospects who are prepared to join. (Bring new prospects to separate educational meetings, such as JBS DVD screenings, that have been organized for that purpose.)

Every member should become very familiar with *The John Birch Society Agenda*, a comprehensive ten-point game plan to stop the New World Order and restore our Constitutional Republic. It is a field manual for members, explaining how to carry out the *Agenda*.

Each *Bulletin* provides updates and focuses on the highest priority *Agenda* items for the month and has about a dozen suggested action items. Members are expected to come to the CBM - having already read *The New American* and *Bulletin* - prepared to volunteer for at least one action item from the "Agenda for the Month." By coordinating who is going to do what, chapters accomplish more, improve their effectiveness and increase their influence exponentially. The one-hour CBM is divided into the following four 15-minute segments (which can be rearranged) with social time before and/or afterward:

- After the opening prayer and pledge, give each member one minute or less to report on their volunteer assignment from the month before. With a dozen members this takes 12 minutes and provides important recognition and accountability.
- Have one member give a review of a current *Agenda* tool such as a new book or DVD (5-10 min). Have a couple of members give an elevator speech (one minute each) about current *Agenda* items. Identify who will step up next month (2 min).
- Have each member volunteer for one or more assignments from the *Bulletin's* "Agenda for the Month" to carry out over the next month (15 min).
- Organize community outreach projects (15 min). New chapters may use this segment during the first couple of meetings getting members trained in *Basic Performance*.

## Monthly Activity Report

The secretary has each member sign in on the chapter report form and check off which of the ten *Agenda* items they worked on over the last month, which typically includes more than their main assignment. The secretary records each member's new assignment during the meeting. After the meeting, the secretary emails the form BCC to the entire chapter and the section leader or coordinator who then forwards it up the chain-of-command so everyone knows who is doing what (most cellphone cameras are sufficient to snap a picture of the form and send it to the secretary's email, but other transmission methods can be used). Chapter leadership uses this information to follow up and check on assignment progress to make sure everyone will have a successful report at the next meeting. Success breeds more success!

## Performance Boosters

- Face-to-face visits go a long way towards getting members on board, helping them catch the vision, getting them comfortable working with you and answering any questions or concerns.
- Meeting reminders: Email one week before the CBM and call/text within 24/48 hours of the CBM. In the email, ask that if they are unable to attend the CBM, they call or email to:
  1. Report which *Agenda* items they worked on over the last month so their activity can be included in the chapter report.
  2. Volunteer for a new assignment from the new *Bulletin's* "Agenda for the Month."
- Follow-up: Call or visit any members who didn't report. Remind them that their contribution to the mission is needed and their participation at CBMs is important. Ask them if they would like:
  1. An assignment to report on at the next CBM or
  2. To be transferred out of your chapter to the Home chapter.
- Social gatherings at other times builds relationships between chapter members.