

The John Birch Society

AGENDA

THE JBS BULLETIN • JANUARY 2012





CARRYING AMERICA FORWARD

SINCE 1958. GET INVOLVED TODAY.

The John Birch Society

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“Less government, more responsibility, and — with God’s help — a better world.”

The John Birch Society



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INTRODUCTION

The John Birch Society is an activist/educational organization whose members employ truth as their only weapon. We believe that when a sufficient number of citizens are made aware of what is happening throughout the world, and who is making it happen, our nation will adopt a better course — both at the ballot box and in reversing the steady plunge toward socialism and total government.

While bringing solid information to fellow Americans is paramount, we also understand the need to be involved simultaneously in stopping dangerous initiatives that are undermining our way of life and ignoring a variety of constitutional restraints. In fact, it is the action programs of The John Birch Society that serve as a springboard for our educational efforts. More often than not, what the Insiders of the Master Conspiracy have in mind can be prevented by focusing on the principle involved, the danger of not adhering to it, and a careful but accurate exposure of the people who are promoting programs leading to socialist tyranny.

Those who promote a destructive agenda don't like exposure; they run from it. At the same time, they create great noises claiming there is no organization behind what they are doing — that everything occurring is merely the haphazard result of people trying to do their best. They use every means at their disposal to convince others that they have no real agenda and, at the same time, smear anyone who exposes what they are doing and who they are.

The agenda of The John Birch Society reflects the principles of our country's Founders, the philosophical foundation in the Declaration of Independence, the practical and highly praised governmental system in the U.S. Constitution, and a belief in God who endows each person with rights. We draw a circle of Faith into which people may step and participate with other concerned citizens without violating their own religious beliefs. We welcome people of all walks of life and of whatever race and ethnic background. In other words, we are Americans.

We do not operate in secrecy. All of our

positions, beliefs, and practices are an open book. All one has to do is to go online at JBS.org to see what we stand for and how we operate.

We are a monolithic organization because Founder Robert Welch knew that other groups had been destroyed by infiltrators and provocateurs who created feuding factions. The Conspiracy we seek to expose and rout would love nothing better than to see us battling each other. Its leaders would happily send their agents into our ranks to create splits and to have our members engaged in endless debates. Being monolithic avoids such destructiveness. While we continue to operate with our original structure, members are free to work on the recommended agenda items they agree with, and to skip those with which they might be in disagreement.

Our agenda will always address the issues and programs we believe to be the most important if we are to preserve the American system. Some will be supported and others will be opposed. There will always be problems to solve and initiatives to support. What follows in these pages are those causes we believe must be included in our agenda for the long run — not only for today but also for tomorrow.

We urge all to read thoroughly this entire presentation of our agenda, and to keep it handy for future reference.

As Founder Robert Welch stated in the first similarly extensive *Bulletin* he issued in September 1963:

This *Bulletin* has been prepared even more for repeated reference than for a single reading.

It is intended to help to answer, and to help our members to answer, in part and however inadequately, the often-encountered questions: Just what is The John Birch Society? And what does it do?

The answer is by examples more than by exposition. This sample, except for its much greater size in order to make it more comprehensive, is a reasonably normal and average *Bulletin*. And to those non-members who have sufficient interest to listen in here on our thinking and be observers of our actions, we say simply that our doors are always and all ways open to people of good character, religious ideals, and humane consciences who may wish to come in and help us. ■



The "Agenda for the Month" outline on pages 5-35 should be considered the blueprint for a Chapter to employ in setting general ongoing goals, deciding on focus, and implementing *Bulletin* requests.

This *Bulletin* is a special edition detailing our organization's entire agenda in one publication for the benefit of our members across the country. It is also our hope that it will be read by many other curious Americans who have heard something about our Society and would like to know more. This type of *Bulletin* has not been issued for many years. It is time to do so again.

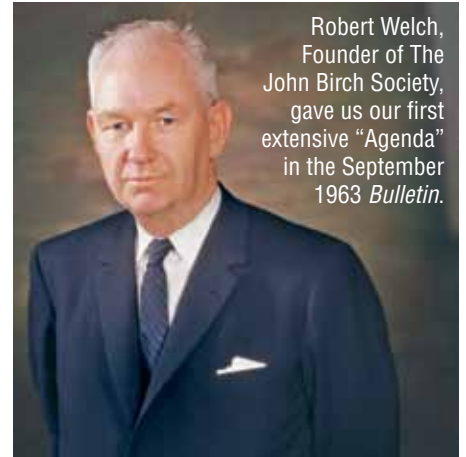
As you will see in the pages that follow, ours is an ambitious agenda. But we must be serious, and we must mean business every step of the way if we plan to win the battle against entrenched evil and preserve freedom. From time to time in future *Bulletins*, we will mention issues and causes not appearing in these immediate pages to help other large membership organizations who are already ably "carrying the ball" regarding a specific topic. However, we will encourage our members to augment the work

of these allies when the issue is timely.

Our agenda includes the outline Robert Welch gave us in 1974. It still holds true today because the situation has not changed except that it has become progressively worse. While we have been successful in stopping many of the Insiders' initiatives, complete victory has eluded us because we are still not yet strong enough in membership and influence.

As you will see, we list every major agenda item that we will be focusing on in the foreseeable future. The Roman numeral listings appear in the order of importance we place on the particular item. For instance, "Recruiting" is always at the top of the list. "Stop the New World Order" comes next with its heavy emphasis on "Get US out! of the United Nations." Because all success hinges on our ability to increase our membership, we must grow numerically and with greater

influence. Since the aim of the Insiders is to rule everyone through a one-world government, and the United Nations appears to be the seat of their planned tyranny, removal of our nation from its clutches has to be included near the top. ■



Robert Welch, Founder of The John Birch Society, gave us our first extensive "Agenda" in the September 1963 *Bulletin*.

AGENDA FOR THE MONTH

The word agenda means "things to be done." In today's political atmosphere, ours will include a great number of items. However, an agenda implies action, not simply the desire to promote a philosophy or to pass along information. There is an end, a goal, associated with each agenda item. With this in mind, we formulate our action program.

Since the beginning of our Society, most of the agenda items have included suggested actions that help build our organization. It is true that important issues were made the subject of campaigns, but a great deal of importance has always been placed on the organizational aspects of our work.

It is the work done in carrying out our programs that will, in the long run, build the organization. In other words, by effec-

tive effort in carrying out our programs, our membership will increase and we will ultimately become strong enough to defeat the Insiders.

There will often be times when, because of the urgency of the moment, we place what was considered a less important item temporarily up front. Over time, we will change, add to, and refine the agenda as deemed necessary, particularly as we see success in eliminating problems we are trying to solve, or as we suggest the adoption of new tactics for our organization.

This agenda outline should be considered the blueprint for a Chapter to employ in setting general ongoing goals, deciding on focus, and implementing *Bulletin* requests. However, we will frequently need to call upon our membership to act on items that will be of an immediate importance.

Members and chapters should work on agenda items on a sustained basis whether or not we include commentary about them in every *Bulletin*. All are ongoing projects, and plans to address them should be made accordingly.

Every task should be carried out with the associated goal of growing our membership.

While we have more issues posted online at our website www.JBS.org than those we list here, the main items on our agenda are given below. Some of these online issues overlap within other agenda items. Our website deals with the interests of the general public and helps lead interested people toward membership; whereas, our *Bulletin* contains the action agenda for members.

While we list some suggestions for ac-

AGENDA CONTINUED

tion and the materials to be used for each agenda item, when deciding as a chapter or an individual member about the best approach, or the need for materials and tools to carry out suggested agenda participation, go to the “Action Projects” pages on our website. At the bottom of each project page appears “Learn More,” “Tell Others,” and “Take Action.” Our website is a work in progress, so not all of the issues and action projects are completely fleshed out. These topics will be addressed more completely over time to give you an idea about how you can engage in community activity.

In the future, as our plans with the website are developed further, members and volunteer leaders will be able to access specifics regarding the agenda by logging in with pass codes. This will include detailed suggestions for local action on any subject.

Again, we list more issues on the website than appear as agenda items for members. We cannot address all concerns all the time or our efforts won't be concentrated enough to generate the necessary effort to win on any issue. A case can be made that we are already trying to accomplish too much. However, as noted above, we do

not expect every member to participate in every portion of the agenda each month.

There will be times when we recommend a tool in the *Bulletin* that will not be listed on our website. This may be for a special project confined only to our members or because it is of a short-term nature.

Unless we ask all members to work on a specific item, we recommend that your chapters confine your work to the few agenda items that fit your chapter's personality. Do not set too many goals. The more you focus on a few; the better will be your results. We do ask that Recruiting always be Number 1 on your mind, just as it is Number 1 in our agenda.

Always remember that we are an outreach organization. Ways should be sought to educate and then activate new people in your community. We do not want to be like many other activists who confine their efforts to preaching only to the “choir.” If we are not adding new people who have grasped the needed level of understanding about what is happening to America, and then showing them solutions, we are spinning wheels and even failing. The best way to measure whether your efforts are succeeding is whether you are adding new members to your chapter.

Your community focus should be on the opinion molders. Aiming efforts at the “movers and shakers” in an area can be uncomfortable for some until they grow accustomed to the idea. Of course, any JBS member who already holds a leadership position in the community will be accustomed to working with other opinion molders.

One opinion molder may likely influence hundreds of people. It is worth the time and effort to gain the trust of such persons.


At the end of each agenda item, we list a number of materials for your use in building understanding about a particular issue. Special materials will be published for action projects as the need arises. The prices and stock on hand vary, so it is best to call JBS Headquarters or go online to ShopJBS.org for further information.

We recommend that each Chapter Leader send for the Product Catalog created for ShopJBS.org. Although all products aren't always listed, those that are essential are there.

With some of our agenda items, there will be associated PDFs that can be downloaded from our website and taken to printers for speedy and less costly production (no shipping charges) at the local level.

We also have the text for radio ads that can be placed on local stations. These offer free DVDs (*Dollars & Sense*, *ObamaCare 101*, and *Overview of America*) to the radio audience. These ads should be placed on the air frequently over a short period of time to give maximum effect to the effort. Airing our messages can help you locate prospects and build a larger organization in your area. JBS Headquarters will forward any leads generated by this activity either directly to local volunteer leaders or to the members of our field staff.

Questions regarding any agenda item or its implementation should be directed to your Coordinator through your volunteer leaders. Home Chapter members should contact their Coordinator directly. ■

A photograph of Robert Brown, JBS Regional Field Director, speaking at a podium. He is wearing a dark suit, white shirt, and red tie. A microphone is positioned in front of him. The background is a red curtain.

We strongly recommend that you view *The Power of 500* video presentation by JBS Regional Field Director Robert Brown (available only as part of the *JBS Training Video Series*) to learn in more detail how recruiting is so important in our overall plan.

Robert Brown
JBS Regional Field Director

I. RECRUITING

Recognizing that if you aren't growing, you're dying, RECRUITING has always been at the top of our Society's agenda. But the process that leads to successful recruiting has benefits beyond the important goal of adding others to the fold.

In order to win the epic struggle that binds us, we must bring more people into our ranks. But when you are recruiting, you will be sharing needed information with others and supplying them with solutions to problems. Even if your prospect doesn't join, you have helped to impart knowledge and understanding. And you will have introduced solutions to problems. Solutions are far more important than problems. People want solutions. If all you are doing is sharing information about problems, those you try to recruit will lock the door and pull the shades down when they see you coming. They don't want to hear more about more problems; it's depressing.

The long-range positive solution is to activate people into effective programs even before they have reached the level of understanding possessed by a seasoned member and joined our ranks. Once they get involved in something positive, many will decide there is nothing more positive that can possibly be done than to become a member and to lock arms with you in The John Birch Society.

It is best to include solutions early in your recruitment effort so that you have at your fingertips the reason why we produce all of our materials. First of all, we do not create DVDs, videos, flyers, pamphlets, booklets, etc. only for you and other members. These items are produced for the new person, the unaware person. Nor do we put speakers out on tour addressed only to you so you can learn something. We do it so that you can bring new people to the speaking engagements and DVD showings, so that they will be introduced to something they haven't heard previously. It then becomes your responsibility to move them toward joining the JBS as a means to support what they have learned, and to continue their study just as you did.

Here is the short version of the benefits derived from active recruiting: Every active member of The John Birch Society influences 100 voters on average. He does this by educating ten who, in like manner, influence ten others. Ten times ten equals 100. Some members can barely discuss things with their own spouse but have other avenues of influence. Others have influence with hundreds, even thousands. We know that when we have 500 members in an average congressional district, the voting pattern changes and becomes supportive of a constitutional candidate. Liberal-dominated areas might need to have more than the 500. Other areas might need fewer. But never will more than 1,000 be necessary to effect change.

Once these numbers are reached, a short "seasoning time" is needed before the desired changes will occur. After success is achieved at the ballot box, however, too many think that the job has been completed. If our membership totals deteriorate because the job locally has been presumed accomplished, the voting patterns of the area Congressmen will likewise revert to previously unacceptable levels. Inputs that

make people think like socialists are being drummed into the public every day. We must counteract these inputs with our message. Also, newer additions to the voting rolls have to be influenced. We have to stay in place and continue our campaigns or the people will succumb to the adverse influences of the schools, media, and professional groups under Council on Foreign Relations (CFR) influence, etc.

We also must be cautious once we attain large membership in any area because there may well be an ambitious politician who will join our Society just to get the backing of our members. History shows that some seeming allies have joined our ranks in the past, won election, and then become an embarrassment when they begin to promote a different agenda. We know of no individual who fits this description among our current members holding office, but there have been some in years gone by. Even more than we like to remember.

We strongly recommend that you view the video presentation given by our Regional Field Director Robert Brown. Entitled *The Power of 500* (available only as



Restoring Our Constitutional Republic, a video presentation by JBS Coordinator Keith Dunn, (available only as part of the *JBS Training Video Series*) is recommended for Group Recruiting Presentations.



This is a key explanatory graphic from our widely heralded video presentation, *Overview of America*. We recommend using this video to lead off your educational/recruiting video series.

part of the *JBS Training Video Series*), it will explain in more detail how recruiting is so important in our overall plan. When possible, show this program to prospects.

The John Birch Society provides solutions and is structured for success. Victory in the epic struggle to maintain freedom can be ours primarily because of the way we are organized, but also because we adhere to the Constitution as the test of legitimacy for all government programs and proposals. Recognition that the enemy is a conspiratorial force, not the product of stupidity or ignorance, also sets us apart.

When Founder Robert Welch prepared to launch our Society, he studied scores of organizations to learn why most had failed and only a few had achieved limited success. Based on that study, he organized the JBS.

No one else had undertaken the effort to organize down to the neighborhood level on a national scale. We do exactly that. No one else had undertaken the effort and sacrifice to hire a fulltime staff across the country to recruit, train, monitor, and mentor local volunteer leaders and members. We do that also. *Without a fulltime field staff at work all over the country, no organization can effectively oppose the Insiders.*

Most members are aware of the neutralizing forces that seek to gain influence

over the conservative/constitutionalist movement. At the local level, individuals constantly aim to impress our Society's members. In the beginning, many appear to be supportive and helpful but some become a serious problem.

From experience, we have discovered that many of these neutralizers have national and even international backing. Their purpose amounts to steering our members into either ineffective or dangerous activity. Only a staff member or very seasoned member can detect these false friends.

Our work is so important and our potential so threatening to the Insiders that they will never allow us a comfort zone as we work to stop them. The stakes are too high. The Insiders will always place any kind of impediment in our way so as to dilute our effectiveness.

Our Society's uniqueness is something no other organization in human history has possessed. We bring together people to fight the evil of collectivism on a permanent basis. Many other groups appear to be the real answer until they are measured against our program, our services, and the type of organization we have built. None compare, especially in organization. That is not to say that others aren't helpful or important. It is just to say that they do not have the structure, experience, or overall

plan designed to provide the leadership necessary to achieve victory.

As an example, many leaders of other organizations will do all they can to sit at the same table with obvious liberals and internationalists in order to appear to have become "acceptable," even cozying up to members of the CFR. This is virtually standard practice among conservative Republican individuals and groups whose self-styled or media-christened leaders actually provide increased respectability for the CFR types. As a result, the general public is led to put their trust in people and groups who should not be trusted.

One of the key differences separating JBS from others is that we recognize the enemy and will not appear on the same platform with any of its personnel once we recognize them for what they truly are.

Unless you believe that the program of The John Birch Society is the best route to success, you will have difficulty recruiting.

Most recruiting is done individually. But the Chapter structure greatly enhances any effort to grow the organization. Chapters can host and implement programs that serve as platforms for "throwing the net" more widely. Speaker programs, video/DVD showings, training seminars, etc., aid greatly in the recruiting process.

Chapters should regularly schedule recruiting presentations conducted by qualified volunteer leaders or the area Coordinator. A variety of tools are available to lead a recruit into attending a presentation where membership is offered. The best method a Chapter can use to recruit is a series of programs presented during a structured number of weeks. Various Society-produced videos/DVDs should be shown, and each should be accompanied by an invitation for all attendees to get involved. Even if the recruit does not join, he or she will have received solid understanding about an important topic. Each series should lead to a formal recruitment presentation.

The best venue for a video series is the home. There are a number of reasons we recommend the home for a series of programs:

There is no cost involved.

Scheduling meetings in a home is easier than holding them in a public hall.

Small groups look successful when they fill a living room. A public setting held in

a large room with only a few in attendance makes the effort look like a failure.

Disturbances are less frequent and easier to control.

You can select who attends. Public venues sometimes have rules that anyone must have access to your meeting. This is true in many libraries, for instance.

People draw closer in a home atmosphere than they would in a public setting. Chapters function at a higher level when they become almost like family and, therefore, we recommend that Chapter meetings be held in the home as well.

While the variety of our audio-visual programs is such that you may wish to use any number of them, we recommend *Overview of America* for the first DVD you use. Millions have seen this production, and it has been widely heralded. It sets the mood and provides the basis for anything you might use afterward. Opinion molders are especially taken with this presentation.

The video series can vary from three weeks to eight weeks. Both it and every contact you might have with a prospect in between scheduled programs can lead to success. Some members have shown two DVDs per session but, while this is certainly acceptable, the two should be related in subject matter or have strong overlap in their themes. Mixing apples and oranges can be counterproductive. Sometimes showing old

videos on the same subject presented along with a new video can demonstrate that we have been saying the same thing for quite some time and that we can be depended upon not to stray from the truth.

A problem with showing two videos is that it lengthens the meetings, leaving less time for discussion or simple repartee among all in attendance.

We strongly recommend that you do not use DVDs or videos from any other group unless they are marketed by ShopJBS.org.

Materials, such as copies of the video/DVD just shown, and books and reprints dealing with the same subject, should be offered for sale. We strongly recommend that you do not give away material you expect prospects to read. Free material will be considered only as valuable as its cost — not very valuable. The chance that material will be read is much greater when it is purchased.

Using materials from other groups can be confusing to new persons since they will start to think that every other group is just as effective as the JBS. Also, if another group puts out a good product but later goes astray, new people get confused regarding whom to follow: them or us.

An example of potential confusion would be when a group we previously favored starts promoting a Constitutional Convention. Because we have used its materials in the past and given it the benefit

of our endorsement, we have to explain a little more than we would like to about the issue without “slamming” the other group. In many cases, these organizations have enough value to warrant such an explanation. More importantly, we are not in the business of splitting the conservative/constitutional movement. We will only point to problems in other organizations when we are convinced that their error is the product of deliberate subversion.

When we host an event, it is highly recommended that we not allow other organizations to disseminate their literature. Too often in the past, we have had well-meaning new members allow this to occur without realizing the background of the organizations they are essentially promoting. This has brought us considerable grief. Many other groups dispense literature designed to draw people into a future agenda we cannot endorse.

As an extreme example, several years ago there was a large brochure circulated that had all the appearance of a piece of campaign material for a very popular presidential candidate. But the last page revealed that it was actually a KKK recruiting piece. The person seeking to circulate this item had attended an event we had sponsored and tried to pass these brochures out. Luckily, what he was doing was spotted soon enough and the damage it could have done to us was prevented. In fact, its distribution was stopped because at first we thought it was campaign literature which we do not allow at our meetings. An announcement was made that it was not our material; we did not endorse it; and in fact we considered it to be offensive. If we had ignored our rule simply to keep someone from being embarrassed, we would have been forever rendered ineffective in that community.

This may be an extreme example, but by no means is it too far removed from what happens all over the country as disreputable organizations and individuals attempt to besmirch our character.

There is an even more important reason to use only JBS materials. There are very good materials from other organizations about the problems we face, but they rarely provide sound information about a solution. Demonstrations of the problem may be worth the cost of the literature, but the



Become a better & more effective activist with these new training videos!

The JBS Training Video Series includes 6 DVDs: 1. *Restoring our Constitutional Republic*, 39 min.; 2. *The Power of 500*, 39 min.; 3. *New Member Orientation*, 21 min.; 4. *Introduction to Activism*, 29 min.; 5. *Healthy Chapters by Design*, 24 min.; and 6. *Who Are the Enemies of Liberty?*, 38 min.

solution others offer may be something we cannot endorse. Also, other groups are not organized as we are and their recommendations for action are frequently soft, even meaningless. In fact, some groups offer no recommended action at all. These other materials will entice people either to do something that is both very easy and essentially non-productive, or do nothing at all. What is really needed is the work we know will have a successful, long-range benefit. However, almost all other groups have very little outreach and accomplish little besides talking mostly to their own choir and discussing only some aspect of politics.

The bottom line is that most organizations are not real organizations in the same sense as is The John Birch Society. They will try to use our members to implement their agenda rather than building and *organizing* their own membership. There's too much work in that.

Once you have recruited new members, they should be given a new member orientation using the set of the DVDs entitled, *JBS Training Video Series*. This is very important. The Chapter Leader and the person who recruited the new individuals must stay close to them until they become seasoned members. There may be attempts made to get them to leave JBS. Others will feel they are doing the person a favor by telling them they would be more effective doing something else.

The more new members learn about The John Birch Society, the more they will be pleased with their decision to join us, and the more they will realize that there is no more effective use of their time, energy, and resources.

No matter what method you use to recruit, individually or as part of a group effort, setting goals will help you to achieve overall success. Goals are important. If you do not know what you want to achieve, how do you get there?

An individual method used for many years is called the 100/10/6 Program. With this program, a member reaches out to 100 others on a regular basis with JBS literature. Ten is the number of opinion molders you wish to influence. And the six are those you have identified as excellent prospects for recruitment into the JBS.

When approaching the 100, we suggest

using reprints from *The New American* on the issues of the day, or on the basic principles, constitutional lessons, or the "Freedom Index." Many recipients will be especially interested in the "Freedom Index," which shows the voting record of all members of Congress. Also, pamphlets and flyers explaining a specific campaign, such as opposition to ObamaCare or the North American Union, are excellent tools to get recipients thinking in terms of action — doing something about a problem. The idea is to reach out to a number of people on a regular basis, carrying out as much of this activity as you are comfortable doing within your available time and financial situation. Hopefully, reaching out to the 100 is done on a monthly basis.

The number targeted can be 50, 100, or 150, whatever number you can reasonably follow up with over an extended period of time. Done correctly, a distribution to 100 people can ultimately provide the basis for an entirely new chapter of The John Birch Society. If you "doorbell" the homes in your neighborhood, this means you will be able to invite those you meet to your home for a DVD/video series. Many Chapters have been formed in neighborhoods by doorbelling and distributing information over an extended period of time. Face-to-face interaction is effective in identifying kindred spirits.

Another important goal is to reach opinion molders. These are the elected officials, business and professional people, community leaders, clergy, etc. Chose 10 to start with — but, like anything else, the number depends on your ability to follow up. The advice we give is to never mix apples and oranges when calling on opinion molders. Stick to one subject at a time. Never argue. Start by giving them information that will be helpful to them in their work whenever possible.

Name dropping is also a good tactic. Use the name and reputation of someone else when making a point. Often a quote from an expert is contained in the written material you will be using. Simply point this out when giving it to them. This will enhance their desire to read the material.

When you name drop, it is not as much your opinion as it is the opinion of someone who is an expert. This gives your position credibility.

With the 100/10/6 Program, a member organizes to educate regularly 100 others, influence 10 opinion molders, and recruit 6 prospects. The 100/10/6 form can be downloaded at JBS.org in the "Member Downloads" area by dues-paying members. Login at JBS.org, then click on this graphic to download the 100/10/6 form directly.

Be friendly. Show those you approach that you want to help them understand more of the background about an issue and, over time, they will trust you and your opinion. This can even reach a level where they start to call you to ask what you think about an issue. At some point, they too become candidates for recruitment.

Members should always work with opinion molders whom they know as well as those they are not acquainted with. If more than one member knows a particular opinion molder, it is wise not to work as a team. You do not necessarily have to coordinate your efforts as long as the job gets done. If the approach to such a person is done separately over time, you will have created the appearance to the opinion molder of a widespread concern, not the coordinated effort of a very few.

Team recruiting has been used, but if a few members know one opinion molder, it is best that all visit him at their own pace. Again, it then appears that the community is concerned. The exception would be if an issue is at hand that an elected official or another opinion molder will be voting on or in a position to wield great influence about. This would be a time for many to

call on him or her at the same time.

At your chapter meetings, you can relate to each other your experiences and this will help others plan for future encounters with the opinion molders.

Lastly, we suggest the following for the six people you are trying to recruit. These people should be given special treatment, including inviting them to speeches and events sponsored by your Chapter. Always offer a ride and take your prospect to the event if reasonable and, on the way home, stop for a piece of pie at a local restaurant. Better yet, invite them to your home for dinner and then take them to the event. The pie can be waiting when you get home. This affords you the opportunity to get to know someone better and to discuss the issue presented at the event.

There are those who are more comfortable working as a team. If so, we offer the following to consider. A team would be two people, perhaps a husband and wife, particularly when trying to recruit another couple.

Team recruiting can work to reinforce the efforts of members and can be helpful for the prospective recruit to see that there is more than one person involved locally. Individual initiative is best, however. The effort involved in organizing team ef-

forts should not delay the opportunity for a member to ask someone to join who is ready to do so. In other words, if a person is ready to join and just needs to be asked, why wait a week for two members to get together to make the offer for membership when one member can do it today?

Team recruiting works best on those that the members do not know who have contacted the Society through the Internet, or through discussion at booths manned by members at public events. In contrast, it is best for an individual member to recruit those he knows without relying on a team approach that could actually slow down the process because of the need to find a time convenient for all the parties to meet.

Our JBS.org website and its linked affiliates should be used in any way you can think of in order to bring people along in the process of becoming members. Encourage people to log onto our sites, even making one of them their own “home page.” Remind them that our sites are mostly educational, and that our articles often include an appropriate action.

Many members use copies of *The New American* (TNA) magazine when recruiting. A gift subscription to TNA can be an excellent method of cultivating people and activating them — provided you follow up regularly. Just reading about the problem can be depressing unless there are positive solutions offered.

Never allow too much time to go by between when your prospects start receiving the magazine and when you begin the process of getting them to understand that the solution is involvement. Let them understand that the magazine is mostly reporting only on the problems; for the solutions, the JBS is needed.

Use ShopJBS.org first to seek out which materials you will need for your recruiting efforts. Then place orders online or call 1-800-342-6491. Some materials can be downloaded directly from our websites and printed locally. Particularly with the six people you will be recruiting, check the website for materials/articles that each contact would be personally interested in and rifle these materials to them quickly rather than using the shotgun approach.

If what you want is not listed at ShopJBS, call our headquarters. There are

times when not all stock items are listed online or in the catalog.

To review, the solution to all our problems lies in the ability to enlist others into our organization. You should not only raise constitutional understanding in your area to influence the electorate toward choosing a constitutional candidate, you should also organize them into effective opposition to the machinations of the Insiders.

Use *Bulletins* such as this one to demonstrate that we are an educational *army*, not simply a single-issue group with no permanent agenda. ■

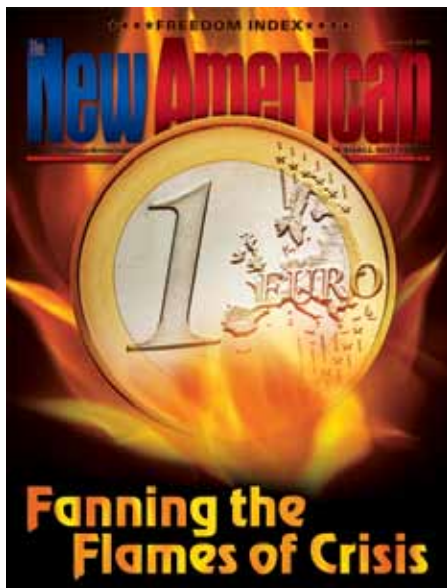
Materials:

The recruiting process will involve using many materials covering a wide variety of subjects on a person’s march toward getting involved. However, to develop the idea of membership, the following will be helpful to your efforts.

DVDs: *Overview of America*; *The Robert Welch Presentations*; *JBS Training Video Series*; *Who Is John Birch?: A Secret War Story*.

Books: *The Life of John Birch*; *The Blue Book*.

Booklets: “The John Birch Society: Reality vs. Myth”; “The John Birch Resolutions.”



Many members use copies of *The New American* to recruit. A gift subscription can be an excellent method of cultivating people and activating them.



II. STOP THE NEW WORLD ORDER

Since the period known as the Enlightenment, one of whose chief promoters was Voltaire, the goal of a Conspiracy to rule over mankind has been uniting the world under a Universal or World Parliament, all in the name of peace and the prevention of war. Yet, the worst wars and the most continuous period of wars in modern history have been waged while the League of Nations and the United Nations have been in existence. All during this period, numerous leaders in several nations have been insisting that more power must be given to a one-world government.

The slogan of these leaders that identifies their objective is “New World Order.”

A. Get US out! of the United Nations

This campaign has been a key part of the JBS agenda since the earliest days of our organization. The JBS has been responsible for keeping the threat posed by the UN to our independence before the public eye, and over the years we have been directly responsible for lessening the support for the UN among the American people. An indication of the growing preference of the American people to *Get US out!* has been the increasing number of U.S. Representatives who have voted for bills to drop our membership in the UN. For instance, in February 2011, a total of 177 members of the House voted to stop paying dues to the world body, a step considered by UN

officials and partisans as essentially withdrawing our nation from membership.

Since it is the goal of the Insiders to entangle the governments of the United States in a New World Order through membership in and regulation by the United Nations, anyone who wants to preserve U.S. independence ought to back a proposal to have our country withdraw from this organization. Note our use of the plural “governments” in the previous sentence. We include state and local government as the targets of the one worlders, as well as the federal government.

The withdrawal of the U.S. from the UN would certainly kill any possibility that the world body would rule the American people. Even its very existence would be in jeopardy if our nation withdrew the support we give the UN with money, dignity, legitimacy, manpower, and military muscle.

Our magazine, *The New American*, continually produces articles about the UN’s treachery and deficiencies. In addition, a series of articles on the subject have been posted at our website and can be downloaded for your use.

We will, from time to time, create action projects associated with this subject. But we urge all to be continually alerting fellow citizens about the United Nations, how it is related to other domestic problems, and the danger it presents to American independence and liberty. Every member should have on hand a supply of books and other materials readily available

for dissemination to friends, family, and peers about this organization.

Booths can be set up at county fairs, street fairs, and other venues to publicize the need to *Get US out!* Opinion molders should be informed about the problems associated with UN membership, and local campaigns designed to educate the public should be created as part of your Chapter activities. ■

Materials:

DVDs: *The United Nations Deception*.

Books: *The Shadows of Power*; *The United Nations Exposed*; *Freedom on the Altar: The UN’s Crusade Against God and Family*; *Changing Commands: The Betrayal of America’s Military*.

Booklets: “Freedom From War: The U.S. Program For General and Complete Disarmament in a Peaceful World.”



1. Understanding Terrorism

There is virtually no “war” our country has waged that has not resulted in worsening the problem for which the war was started in the first place.

The War on Poverty has actually led to an increased number of poor. The War on Drugs has resulted in an increase in the flow of drugs and has served as a means to eliminate non-communist competition in the drug trade. The War on Terror has in-

creased terrorism especially in those areas occupied by U.S. armed forces. An important byproduct of the War on Terror is the increase in control over the lives of the average American, especially at airports.

These “wars” parallel the counterproductive effect of various government bureaucracies such as the federal Department of Energy. It was launched with the slogan that it was the “moral equivalent

of war.” Our nation’s reliance on foreign oil instead of domestically produced energy has steadily grown larger since the cabinet-level bureau was begun.

The American people have been buffaloed into believing that terrorism emanates from something other than its real source. The fact is that all terrorism is state-sponsored. This was proven over and over again by the late Congressman Law-

rence P. McDonald and the Western Goals organization he formed in the 1970s. The situation has not changed in the last 30 years, and it is clear that leaders in Moscow remain the head of the terrorist snake. Communism did not die; it only shed its skin so that the American people would marvel at its new skin and not realize that it still contains a snake. The snake is not contained; it is coiling.

The War on Terror has been designed to fulfill the tactic outlined in George Orwell's book *1984*. Its purpose is to have perpetual war to bring the peoples of the world under central government control in the name of supporting the troops, winning the war, and patriotism. The war in Afghanistan, for instance, has lasted more than ten years, longer than any war our nation has waged in the past.

Prolonged war fatigues the people and

encourages a desire for peace. This desire is then steered by the Insiders in ways that move the country more under the umbrella of the United Nations.

Until opinion molders understand what is behind terrorism and demand understanding about its use by members of Congress, the War on Terror will be used to manipulate the American people into seeking more levels of "security" that will lead to their own enslavement.

We must always remember that the government officials who want socialism are the same individuals who direct our foreign policy. And foreign policy cannot be divorced from domestic policy when both are led and managed by the same people. ■

B. Agenda 21

Agenda 21 is an insidious UN program created to have local governments become dominated by UN programs under the banner of sustainable development and protecting the environment. Over 500 city and county governments across America have accepted "help" from the International Council for Local Environmental Initiatives (ICLEI), an organization promoting the UN's Agenda 21. In addition, major universities and larger units of government are not only cooperating with this program, they also serve as agents for Agenda 21.

To learn about this program, go to www.JBS.org, and under "Act Now" click "Action Projects" and access Agenda 21. The danger of this UN program to your family, home, property, and business is shown.

There is a compelling need to inform elected local officials about this program and get them to reject calls for their local government to participate.

More often than not, local citizens will have no idea that this stealth UN operation has taken root in their community. If it has, then *organize people* into a local ad hoc committee to inform the community and generate support to have the local government, city council, or county commission withdraw. Doing so has met with increas-

ing success when local citizens realize that participation in this UN program has effectively led to losing control over their own local representatives.

In some communities, it will become obvious that the local elected officials don't realize they have submitted to ICLEI — the wool has been pulled over their eyes by bu-



Graphic for our "Choose Freedom — STOP AGENDA 21" action project on JBS.org. Clicking on this graphic takes you to a page with tools organized under "Learn More," "Tell Others," and "Take Action."

Materials:

DVDs: *Exposing Terrorism*; *American Tyranny Step by Step*; *9/11 Press for Truth*.

Books: *Triple Cross*; *1984*.

Booklet: "Exposing Terrorism: Inside the Terror Triangle."

Reprints: "Terrorist Targeting of Police."



reaucrats financed by grants from HUD and elsewhere working within the local system.

To find out if your community has become ensnared in Agenda 21, go online and use your Web browser to find www.iclei.org. Click on "Members" on the top bar menu. In the left-hand column, click on "Global Members." Scroll down to the United States of America, and you will see if your community is a member.

While you are accessing this website, you can look up the origins of ICLEI and its partners. It is a complete UN operation.

The second step is to find out if there are any "sustainable development" initiatives of any sort working within your community or local government. If there are, then work to have them canceled. The links to the UN will be more subtle, but will still exist. ■

Materials:

DVDs: *Agenda 21*; *Great Global Warming Swindle*; *Carbon Dioxide and the "Climate Crisis."*

Booklet: "Agenda 21 and You."

Reprints: "Your Hometown and the United Nations Agenda 21"; "Whatever Happened to Global Warming?"

C. North American Union

While the efforts of our Society drastically set back the timetable to create the North American Union (NAU), its promoters aren't giving up. We have to continue working to block this regional initiative of the UN.

Our first effort at stopping the merger of the U.S., Mexico, and Canada was successful partly because they gave us such a visible target online with an official government website (www.spp.gov). The goal appeared as well in publications, in meetings hosted by the Council on Foreign Relations or its affiliates, and due to the high profile given the initiative by the heads of the governments involved: Bush of the United States, Fox of Mexico, and Martin of Canada.

Subsequently, the website for the official entity, the Security and Prosperity Partnership, has disappeared and President Obama has not done much to give the subversion notoriety. But the CFR continues to promote the planned three-country merger.

Even with the amount of attention given the initiative, the general public had no clue that our own leaders were planning to abolish the United States as an independent nation. Due to our massive outreach program, other organizations joined the effort and we reached literally millions of opinion molders including every member

of the House of Representatives and all state legislators. Our members organized to meet with and convince these leaders that the NAU was a direct threat to our country. As a result, many legislators sponsored bills and resolutions against the NAU and several were passed.

The original date set for the merger was 2010. They missed it. Now the date appears to be sometime in the 2020s, being implemented via a salami-like strategy that will be out of the sight of many through "agreements" that they claim do not need congressional approval.

As you get to know your candidates for state and national office, you will need to educate them about this issue. If they are unaware of it, it will seem so bizarre to them at first that they will probably be unwilling to believe it. However, we must convince them, and to do so you need to be informed about the subject yourself and be in position to tell them where they can go to get the verification.

The JBS launched an action project in 2006 to convince state legislators to pass resolutions to block the formation of the NAU. Anti-NAU resolutions were introduced in nearly half the states in 2007, and at least five states passed such a resolution in one or both houses of their legislatures. If doubt remains in the minds of any opin-

ion molders as you inform them on this issue, remind them that if the danger was not real, why would so many state legislators have been involved in introducing and passing resolutions against something that was unfounded? ■

Materials:

DVDs: *A Case for Blocking the NAU*; *Building a North American Union: Fact or Fiction*; *The Nation's Deathbed*; *The Real Face of the EU: Preview of a North American Union*.

PDF: "Merger in the Making: North American Union" Edition of *The New American* (download under "Action Tools" at www.JBS.org)

Miscellaneous: Pamphlets about the NAU campaign.



1. Immigration

The illegal immigration problem is actually part of the movement to merge the United States into a North American Union. At first glance, this would not seem to be the case, but a broader look at the totality of the situation demonstrates that it is part and parcel of the design to create the conditions for a comfortable merger with Mexico and Canada.

As with past civilizations, massive immigration is being used to alter the nature of our constitutional Republic, and it is happening on a scale unimaginable before 1980. We could have placed immigration as a sub-heading under "V. Rebuild America's Cultural Base," but decided that this particular goal of the Insiders fits more here.

We do not oppose immigration per se.

What we oppose is massive uncontrolled immigration, both legal and illegal.

We are witnessing our own government's policies promoting, organizing, and even financing various kinds of immigration. Yet the American people don't see this side of it even though many are confused as to why the borders are not secured.

If for no other reason, the borders are not being secured because our leaders have a plan to eliminate borders — the North American Union. This plan is supported by the establishment-oriented leadership of both political parties.

But there is even a more infuriating part of this problem. Every day, our federal government is bringing in refugees from

around the world and subsidizing their presence here. The only requirement is that they work in community activist programs such as ACORN.

People from Burma, Southeast Asia, Laos, Somalia, Iraq, Afghanistan, Bhutan, Sudan, Rwanda, Cuba, etc., are brought to America under this plan. In some instances, our government is actually bringing in criminals and terrorists while it claims it is fighting the War on Terror. This is certainly the case with some of the refugees from Somalia who are now being arrested for all sorts of crimes including running establishments catering to pedophiles.

These problems with immigration will at some point impact all Americans. We



Graphic for our “Choose Freedom — STOP ILLEGAL IMMIGRATION” action project on JBS.org. Clicking on this graphic takes you to a page with tools organized under “Learn More,” “Tell Others,” and “Take Action.”

will be creating a new DVD to address these problems in the near future.

You may go to www.JBS.org and click on to the Action Project “Choose Freedom — STOP Illegal Immigration” for further details. ■

More than others, Agenda 21 and the NAU are problems facing our nation that demonstrate the existence of a conspiracy seeking to rule America through international bodies. *Once new people recognize that something more than ignorance is at work among the leaders of our government, they will be ready for information dealing with the topic of a Master Conspiracy itself. A good beginning is Shadows of Power followed up by Proofs of a Conspiracy or Memoirs Illustrating the History of Jacobinism, volumes that detail the early years of the Illuminati. In them, people will recognize that the drive to build a tyrannical world government has not changed in 230 years*

Materials:

DVDs: *Constitution St! Amnesty No!*

Reprints: “Heading for Home or... Amnesty.”



D. End the Fed

There are many reasons for ending the Federal Reserve and why it is listed under this major heading.

One, it has institutionalized paper as money without any real value attached to it other than the faith of those who use it.

Two, it is a means to control the economy by the few and was recognized as such by Karl Marx who called for what the Federal Reserve is in Plank #5 of *The Communist Manifesto*. He wanted: “Centralization of credit in the hands of the State, by means of a national bank with State capital and an exclusive monopoly.”

The only difference between what Marx advocated and what the Fed actually is consists in the Fed being in private hands while Marx called for such power to be in the hands of the state. The private ownership of the Fed, however, does not mean that it isn’t in league with and protected by government. Its ownership by non-government individuals does not make it any less a problem for all Americans, and does mean even greater problems because of the absence of government oversight.

Three, the people have no means to

find out who owns the Fed and profits from its operations. Regardless of whether or not it is a privately held company, no entity that has its kind of control over the economy, in league with the government, should remain secret in its dealings.

Four, the credit of the American people has been used to bring about war and aggrandize a few to wealth beyond imagination.

Five, history has demonstrated that money power has been used to sway the Congress beyond the influence of the people.

Six, there is no question that the Fed, through its extension of credit to the government, is the engine of mass inflation. It has stolen the wealth of the people by diluting the value of the dollar. One significant reason why the Fed’s policies have not led to a complete collapse of our nation’s economic life is the resiliency of the American businessman to keep the economy afloat. Another is the fact that some level of freedom within our economy still exists, even against all odds, to make up for the ongoing destruction of the dollar.

If the Fed is not eliminated (not over-

night because that would invite economic chaos), all economic activity will come crashing down.

Seven, and most important, the Fed is simply a giant step in the direction of instituting world government. The Fed is one manifestation of this Insider goal. Anyone who thinks the only problem presented by the Fed is its unconstitutional issuance of money misses a very important point. It is only one of the Marxian planks designed to build a world government.

American history should be a chronicle of the war against our Constitution and our Judeo-Christian heritage. Yet real history is not taught in our schools. If it were, every school boy would understand this last statement. The Civil War period started a *prolonged* march of our financial institutions away from the Constitution and into the building of, first a national as opposed to federal system, to be followed by a regional and finally a world system. The same step-by-step plan exists for our economy.

First came paper money called the Greenback and the National Banking

Act. This evolved into the Federal Reserve, a truly national controlling mechanism over our economy that has always included international partnerships. The next major step was a World Bank that actually exists although it has not gained control over the United States. Finally, there's the consolidation process, giving more and more power to the international aspects of economic "planning."

While this is simply an outline, there can be little doubt that the Fed is nothing more than one aspect of the Insiders' goal for a New World Order. Elimination of the Fed will go a long way toward the elimination of the structure needed for converting America into a totalitarian branch of a world government.

Recall that one of the main goals of the NAU

was the integration of banking regulations.

Once a powerful few control the economy, they then control the government, or vice versa. And they certainly control the people within that economy. It is not so much about money and the supposed general happiness and prosperity of the people as much as it is about setting the stage for world dominance.

In advocating the elimination of the Fed, we cannot be drawn into using some of the rhetoric and writings of those who are biased toward a particular race or religion. Our opposition to the Fed is not about that, and basing it on such an attitude will diminish the effectiveness of our members and take their eyes off the real problem of a universal conspiracy that includes peoples of all races.

Support for our goal regarding the Fed has come in the form of Representative Ron Paul's bills for auditing the Federal Reserve and abolishing the legal tender law that establishes a monopoly for Fed-issued currency. Bills of this nature must be proposed and cosponsored by other congressmen in the future. They will only do so if they are influenced by constituents who have themselves become aware. It is the voters back home who will then pressure their Representative.

The process will be accelerated by the number of opinion molders who will agree that the Fed needs to be fully audited as a first step, and then abolished.

Articles on the subject of this agenda will appear from time to time in *TNA*. These should be disseminated widely ■

Materials:

DVDs: *Dollars & Sense*; *Take Your Money Back*.

Books: *The Communist Manifesto*; *The Creature From Jekyll Island*; *End the Fed*.

Booklets: "Dollars & Sense."

Reprints: "How the Monetary Mayhem Began"; "Creating Wealth"; "Lessons of the Weimar Republic."



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1. Restore Constitutional Money

A fairly famous slogan used by many when it comes to politics states: "It's the economy, stupid!"

And it is true; people are concerned for their lives, families, and businesses. They want security, and their economic viability is something they are vitally interested in even though they may not want to "study" economics. What they really want to know is whether the economy is going to sustain them in the future. Due to their lack of awareness of economics and economic history, they fall for the wiles of politicians who lie through their teeth when it comes to taxes, regulations, and controls, and the effects this type of government action has on their life.

Economics is a relatively simple subject that has been made complicated and boring in the schools. The same has been done with history. If the student has no grounding in economics or history, he will rather easily become a vassal of the state.

Basic DVDs, books, and booklets on the subject can be viewed and read with interest by the average person. If enough

people understand what is being done to slow down and destroy the nation's economy, the politicians will be hard pressed to get away with what they are doing and what they are allowing to occur.

Part of the problem here again is the lack of understanding of the American people about not only the problem but also the solution once they recognize the problem.

Individuals cannot be truly free if they do not have the ability to keep the fruits of their labor. They will be able to do so with less government and a sound monetary system. The Constitution tells us what money should be: gold and silver. Private entities may use any system deemed fit for their purposes. But the public well-being will prosper with the minting of gold and silver as the basis of our economic life. There should be free exchange of coinage among the people without regulating or taxing it. If some unscrupulous individuals produce coinage that is not pure, or is labeled as something other than what it truly is, recourse in the face of such fraud is available through the courts.

We will have action projects under this banner, but the main task to be accomplished is education of people about basic economic facts. The entire topic is very simple if proper definitions and logic are presented. ■

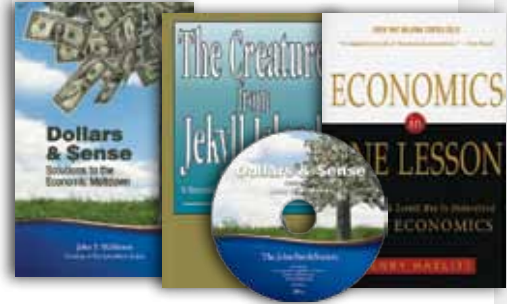
Materials:

DVDs: *Dollars and Sense*; *Take Your Money Back*.

Books: *The Creature From Jekyll Island*; *Economics in One Lesson*.

Booklets: "Dollars and Sense."

PDF at JBS.org: "What Is Money?"



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III. THE CONSTITUTION

The solution to most of our problems is adherence to the Constitution by our elected officials. From the beginning of our country, subtle changes and ideas have been promoted that have subverted what the Founders gave us. These alterations and faulty interpretations would never have occurred if our citizens had been better informed on the subject and not been so trusting of the individuals (politicians, journalists, bankers, et al.) who had other plans for America. Our problems with politicians did not start with Democrats and Republicans. They started with the original Republicans and Federalists.

While early Americans had a good knowledge of the Constitution, there were forces abroad in the land that obfuscated the document's original intent and dumbed down the population with the help of the schools and elsewhere. This decline accelerated during the 20th Century.

Most of the problems stemming from abuse of the oath to the Constitution would disappear if the average citizen understood the original intent of the "Supreme Law of the Land." Voting patterns would change because citizens would apply pressure on their representatives to adhere to the document's limitations on power.

If the Constitution were enforced, a

number of issues facing the nation would be eliminated. There should be a positive educational program about the Constitution itself. Such a program is needed because poor public understanding has allowed venal political leaders to ignore their oath of office, build power for themselves and the government, and take our nation down the path to tyranny.

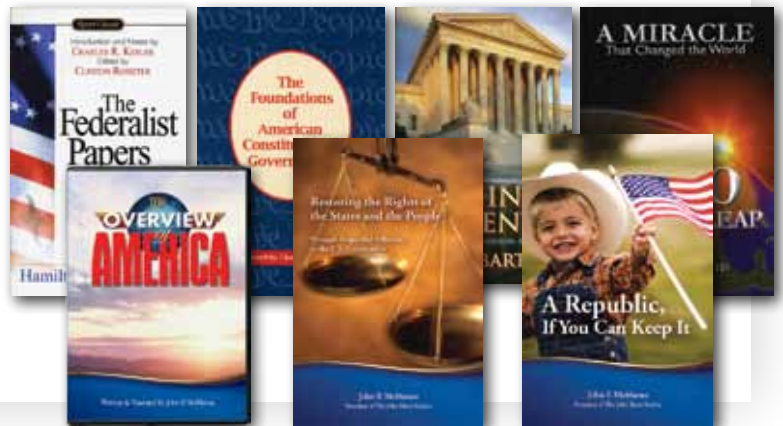
Educating people on basic principles and the Constitution will save us a lot of trouble in the long run. If the people understand what the document contains, we wouldn't have to explain various issues to them. They would already understand what is right and what is wrong. ■

Materials:

DVDs: Those produced by American Opinion Foundation online; *Overview of America*; *Man, Freedom, and Government*; *American Tyranny: Step by Step*.

Books: *The Federalist Papers*; *The Anti-Federalist Papers*; *The Law*; *We Hold These Truths*; *The Foundations of the American Constitution and Government*; *Original Intent*; *American Political Writings*; *The 5000 Year Leap* (also available on CD).

Booklets: "The Declaration of Independence and the Constitution"; "Restoring the Rights of the States and the People"; "A Republic, If You Can Keep It."



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A. Stop the Con-Con

This is a temporary agenda item that has turned into something more permanent because elected officials and citizens are being manipulated into advocating a Constitutional Convention (Con-Con) as a solution to all of our nation's problems.

A Con-Con declares that our Constitution is defective and needs to be changed by adding amendments. In some instances, the amendments would fundamentally change the goal of restricting government to a new process where restricting the people has become the goal. Such amendments, far from solving problems, would make each problem worse.

The simple solution to most problems is to enforce the existing Supreme Law of the Land, the Constitution.

In recent years, one of the most popular proposed amendments is the balanced budget proposal. We already have a way to balance the budget; it's in the powers given to Congress by the Constitution. If the Constitution were adhered to, the budget would already be balanced.

One consideration that makes the motivation of some adherents for a Con-Con suspicious is this: Instead of putting so much energy into calling for a Con-Con, why don't they put the same amount of energy into educating people about the Constitution and demanding that all branches of the federal government live

up to it? If the people remain ignorant about the Law, after their favored amendment is added, won't the entire document still continue to be ignored — including the new amendments?

If the "powers that be" ignore the Law now, what will make them obey it later? Only an informed electorate can solve the problems that everyone knows exist. And, we are back to square one.

Our Society has been very successful in stopping resolutions for a Constitutional Convention. We have also helped several state legislatures to get Con-Con resolutions rescinded. This has been done through Chapters organizing educational campaigns aimed primarily at state legislators. The ready acceptance of our materials on this subject has been most gratifying.

The reason we have to continue this process stems from the fact that every few years a new crop of legislators takes office. Like so many Americans, they are unfamiliar with the dangers of calling a Con-Con. Those who do want to endanger the entire Constitution via a Con-Con are not going away; they will seek to influence the newly elected officials.

In addition, the movement for a Con-Con is almost always presented as a conservative solution to a liberal problem. Rarely are the calls for a Con-Con based on anything other than matters that are a concern of various conservative organizations. But the solutions suggested by these calls will not solve the root problem. While important issues are used as an excuse for a Con-Con, those concerns are not as critically important as the fact that a new Constitutional Convention, called for whatever reason, would open up the possibility for a complete overhaul of what wise leaders gave us in the late 1700s.

Recent developments indicate the creation of an alliance between the Left and some elements of the Tea Party movement to promote the calling of a Con-Con. There is an attempt to steer the Tea Parties as a whole into neoconservative shoals and to try to portray the alliance of Left and Right as a majority of the American people. This is completely wrong.

While it is necessary to educate all conservative activists about the danger of a Con-Con, the best way to achieve success

in this area is to reach candidates for your state legislatures or assemblies early in their campaigns. The same tactic applies for incumbents up for re-election. You can be sure that the other side that wants a Con-Con will be expending similar efforts. The sooner you get to the candidates, the easier it will be to influence them. It is ten times harder to change a person's mind than it is to get them to take a stand in the first place.

There will be flurries of activity regarding a call for a Con-Con every two years *before* the legislatures are preparing to meet. However, work must progress on this issue since many legislatures have multiple calls for a Con-Con already on the books. Chapters in these states should organize to get existing Con-Con resolutions rescinded. ■

Materials:

DVDs: *Beware of Article V; Beware of Con-Cons — State Legislators Warn Against a Constitutional Convention.*

Reprints: "States Should Enforce, Not Revise, the Constitution"; "Dangers of a Constitutional Convention."



Graphic for our "Choose Freedom — STOP A CON-CON" action project on JBS.org. Clicking on this graphic takes you to a page with tools organized under "Learn More," "Tell Others," and "Take Action."

B. Abolish Unconstitutional Government

When the Constitution is restored to its full force and effect, the federal government will be approximately 80 percent smaller in size and cost. Many of the bureaus and agencies existing today are completely unconstitutional and should be abolished. Generally speaking, those most recently established need to be rolled back in the reverse order they were created. However, we will also place a priority on eliminating those bureaus and agencies most destructive of liberty.

We will never advocate placing our members in harm's way by suggesting that

they refuse to obey any law. We recognize that some edicts are unconstitutional; however, the price one pays by standing alone in defiance of any of these impositions is too high. It not only costs the individual, it costs the well-being of his family. In addition, if enough fellow citizens don't understand why some well-meaning individual defies a portion of the federal bureaucracy, the media will make the person who does take such a stand appear to be extreme along with the few who agree with him. The government will make an example of the "miscreant" to the point where no one

else will even listen to arguments against the unconstitutional act. They would not be punished for listening — but would not listen because of the demonization.

If enough people do understand why an individual would stand up to the federal government, the pressure brought to bear on the government by these already aware would have already solved the problem. The solution to onerous government is to build understanding and the organization to oppose excessive government, not become its target. ■

1. ObamaCare



Graphic for our "Choose Freedom — STOP ObamaCare" action project on JBS.org. Clicking on this graphic takes you to a page with tools organized under "Learn More," "Tell Others," and "Take Action."

We list this item under "The Constitution" because practically all aspects of ObamaCare are unconstitutional. If it had been brought before the Supreme Court during the first 50 to 100 years of our nation's existence, it would have certainly been found in violation of the Constitution — and probably unanimously.

Until this danger to our freedom is eradicated we must work to repeal it. The difference between our Society and most of the opposition calling for ObamaCare's

repeal has been spelled out in the articles we have published and the DVD *ObamaCare 101*. Simply put, there are grave dangers to the American people and their liberty, even their lives, in this measure. It is inexplicable why certain aspects of ObamaCare have not been pointed out by most other opponents. The medical and insurance portions of the law that others do focus on are not the worst problems with ObamaCare.

The two most onerous aspects of this law are its Section 1553 that discusses abortion, euthanasia, mercy killing, etc., and the mandate in Section 2951 and what follows it that empower government to come into homes to improve child rearing and education, and to eliminate stress in the home and at the work place. This is to take place first in the areas where poverty and crime rates are highest, then to serve as the basis for repeating the process in all homes across America.

Even though the medical aspects of the law are far less worrisome than the above, they are nonetheless a serious problem themselves.

Attempting to nullify ObamaCare in the courts will likely prove to be an exercise in futility — a waste of time, effort, and money. Meanwhile, the law will become codified and implemented increasingly to the point where people get so used to it they will not oppose it, and thereby allow the federal government to fund state initiatives that are part of socialized medicine.

There is also a lot of pressure to establish health insurance exchanges in the states. These are financed by the federal government, and the proponents claim they will help set the mood of the people for healthcare reform, meaning ObamaCare. In reality, these state exchanges will become federally controlled gatekeepers to eliminate any healthcare insurance plans that don't conform to ObamaCare law and subsequent regulations. Members should contact their state officials to abolish the exchanges or to refuse to take the money to set up the exchanges in the first place.

If we rely on the courts to get rid of ObamaCare, the result may well be that certain provisions will be found unconstitutional but not the entire law. The remainder will be left in place. Public officials must be brought to understand this and be willing to go ahead with the means at their disposal to get the law repealed and not to rely on the courts.

The main thrust of our efforts must be to educate our elected officials and our peers to join with us in putting pressure on Congress to repeal the law completely.

Members and Chapters should educate citizens and local organizations, and then ask them to write or email their Representative and Senators in Congress.

Work to get organizations you may have joined to send a resolution to Congress asking them to work for repeal of ObamaCare.

Approach members of the medical pro-

fession and enhance their understanding of the dangers of ObamaCare that they may not be aware of. They can become important sponsors and supporters of your activities while you further your efforts to inform the public through such means as doorbelling, booths at public events, floats in parades, etc.

Turn all of your activity related to this agenda item toward reaching out to get people to apply pressure on their elected representatives to repeal the law in its entirety. ■

Materials:

DVDs: *ObamaCare 101*; *Choose Freedom: Stop ObamaCare Tool Box* (lists and displays all the tools necessary for a campaign in your area).

Reprints: “The New World of ObamaCare.”

JBS.org: Numerous tools available under the “Choose Freedom — STOP ObamaCare” action project.



IV. SUPPORT YOUR LOCAL POLICE

and keep them independent!

During the 1960s and 1970s, our Society conducted a very successful campaign that kept local police from becoming nationalized. It was a key victory that prevented the Insiders from achieving total success in the 20th century. Under the current circumstances, this program must again be a vital portion of our agenda.

Robert Welch knew that the front-line defense against local communist agitation and certain violence would be the local police. He also knew that the United States was one of the last countries to have independent police departments beholden only to the local citizens who hired them and paid their salaries. These police were not controlled by the state legislatures or the federal government.

The United States is indeed one of the last countries, if not the last country, to retain local police instead of having a national system. It is an important layer of strength for maintaining liberty. No country can become totalitarian as long as the local citizens maintain direct responsibility for and control over local police departments.

In the past, communists and their allies

launched a comprehensive program to nationalize our local police. They received help toward their goal with the creation of the federal Law Enforcement Assistance Administration (LEAA) and the creation of local civilian review boards. This was a form of pressure from above and pressure from below.

Nationally, our members were successful in having Congress abolish the LEAA and, in most cases, block the creation or continuance of civilian review boards at the local level. In some cases, local battles drew huge media coverage. Our members won the most significant campaigns *despite the fact* that, too often, the media endorsed the communist-favored position. The controversy helped expose the need for maintaining local control over police even while the media was attempting to paint JBS as a villain.

Our members established Support Your Local Police (SYLP) Committees all across the nation. Local communities recognized the Society’s involvement and support was high, particularly among opinion molders.

The committees were successful in stopping the communist plans and in the

process educated people about the domestic communist danger and the need for retaining local police as part of the American system.

Over the years, the situation has changed but not the danger. In fact, the danger of a



Graphic for our “Support Your Local Police and Keep Them Independent!” action project on JBS.org. Clicking on this graphic takes you to a page with tools organized under “Learn More,” “Tell Others,” and “Take Action.”

national police is more acute now than it was in the 1960s when our SYLP program was launched.

Today's attack on the very concept of local police is more subtle. It is more behind the scenes with federal involvement imposed on the states and local governments through such agencies as the Office of Justice Programs. In addition, there are now initiatives by the federal government to build a national police force by enlarging the U.S. Marshals Service into a "stability police." That term itself is ominous.

During his campaign for election, President Obama advocated a national civilian security force equal in size and scope to our armed forces. The purpose of our armed forces is to battle our enemies; a national security force would seek to control our people.

Also, there is the problem that the natural allies of our local police are made to appear as if they are a danger to the local police. Police have been subjected to seminars and publications that point out potential terrorist activity within our borders. But it includes ordinary citizens and some of the information *dispensed orally* has even pointed to JBS as a group to watch for potential terrorism.

We have to reestablish our relationship with local police and let them know that we are on their side. At the same time, however, we must let them know that we will work against any program that places federal strings on them. This means that we will oppose grants and other supposed "help" for local departments because, like all federal aid, it will include federal control.

There is nothing more beneficial when seeking to influence people than to be their friend. This will be one of the most important relationships a local committee can build. Establish contact, tell them your purpose, and make friends. At least make the police understand that we are not their problem. Also, we need to educate them regarding the dangers of accepting federal help and what that would mean to them in the long run.

Articles will appear from time to time that you will want to pass on to your local police. These address what is really behind terrorism, gangs, and the drug problem. The working policemen see all of this criminal activity from a particular perspec-

tive, but they do not see the bigger, international picture and what is the root cause of the problems they face — problems that place their lives in danger.

Sadly, you will run into men on local police forces who are on the other side. Operatives have been working for some time to infiltrate police departments in order to carry out their destructiveness from the inside. Enemies of freedom have found that their subversive programs didn't succeed very well if they didn't have allies within the police force. Some infiltrators have moved to the top of the police departments after being appointed by leftist city politicians. The same holds true for leftist governors who have appointed the leaders of state police agencies (the state troopers).

While approaching our local police, we have to educate our fellow citizens about the need for local independent police departments. Today, many activists in the conservative movement have developed an anti-police attitude because of changes that have occurred over the years in police training, as well as the procedures that police have adopted, the laws they operate under, and a general dislike for anything "government."

There cannot be a line of separation, a "them vs. us" attitude, between the decent citizen and the local police. The police will need the help of all good citizens to do their jobs. A belligerent attitude will only confirm the harmful training they may have received in seminars where constitutionalists and even veterans are pointed to as possible terrorists.

The dance between supporting local police and working to make sure that they remain local will not always be easy. The way back to a truly local police department, with all that it means, will take time, effort, and goodwill.

Place a SYLP bumper sticker on your car. The lower left hand side of your rear window is a good place. It can be seen by all, doesn't interfere with your vision, and will not mar your auto's paint job.

The more we educate the American people, the more we will eliminate these problems because more people will be exerting pressure on their politicians to make the correct decisions.

When forming a SYLP Committee,

work through your Section Leader and/or Coordinator, then go online for the SYLP "Startup Manual" that outlines the structure, procedures, and tools you will need.

To help start your introduction to your local chiefs of police and patrolmen, we suggest the reprint "Terrorist Targeting of Police" to establish that you are concerned for the police and want them to understand more about terrorism and how it may affect them.

Most policemen today will not have a recollection or be aware of the problems of the 1960s and 1970s. They were not involved at the time. You will need to educate them and prepare them for similar times ahead. ■

Materials:

There are several new materials under construction such as DVDs and a booklet. Go to JBS.org and ShopJBS.org for information.

Reprints: "Terrorist Targeting of Police" (only available as a download at JBS.org); "To Protect and Serve — SYLP."



V. REBUILD AMERICA'S CULTURAL BASE

The deterioration of our nation's culture has been steadily moving toward multiculturalism and away from the Judeo-Christian heritage that helped to prompt the founding of our country. Its erosion among the people, but especially within our schools, government, and institutions, will inevitably lead to a loss of the Republic and Constitution.

While we respect the beliefs and lifestyles of other peoples, the world's greatest experiment in liberty erected here in America was based on the Judeo-Christian belief system. Destroy that system and you destroy the experiment *and* the liberty that flows from it.

America is not great only because of its people. It is not great because of its soil and mineral wealth. America is great because our Founders established a system of government that *enables* our people to be great and provides the entrepreneur the freedom to flourish. Our people come from all areas of the world. The rest of the world has vast wealth in minerals and huge tracts of arable land. Why have they not flourished at the level that made the United States the only superpower and the envy of the world? It was because of a lack of freedom brought about by too much government.

We have seen our nation's greatness diminish in direct proportion to the deterioration of our system and the recent ill-advised belief that so-called "trade" with countries like communist China will benefit its people and provide us temporarily with lower prices at our stores. The very word trade implies an exchange of equal value — we will leave it to you to think that one through.

The most blatant aspect of this orchestrated deterioration is the elimination of God from public life followed by eliminating Him from private life as well. As we all know, our rights come from God. The refusal even to acknowledge God in our schools and much of our public life will ultimately change the acknowledgement of rights given by God to rights established by government that can be altered

and changed at the will of the government.

For too many years, America's clergy have been cowed into believing that they can't speak out against civic immorality because they might lose tax-exempt status. The resulting lack of public indignation has not done the country any good. If it continues, by the time religious leaders finally wake up to the fact that they must speak up, they may well experience what happened in Nazi Germany and Austria when the clergy didn't speak out until it was too late and many of them ended up in the concentration camps, never to speak again.

We must inculcate into our clergymen in all faiths a desire to take a leadership role in demanding that God remain in the schools and every aspect of public life.

Likewise, morality has changed. The problems in the schools, families, and communities result directly from changes in what constitutes morality. Too many husbands and wives trade in the old model for a new model at will. In today's society, children born out of wedlock are no longer rare. All segments of society have been increasingly affected by Insider-controlled education, media, and entertainment. It is interesting that the more sex education we have in the schools the more sexual immorality we have in general. One compounds the other. One crisis is invoked to create a "moral" solution that actually further compounds the problem.

What used to be looked upon with horror, and what was formerly being taught in Sunday school about Sodom and Gomorrah, is no longer politically correct. Now government says that sodomy is normal and children must be taught and influenced by people who would have fit in very well where this moral aberration had become prevalent.

Where are the indignant fathers in all of this? You do not see them because most feel they are alone and that there is nothing they can do about declining morality.

For this reason and many others, let us show them that there are many millions who do not like what is going on and mean to change it. ■

Materials:

DVDs: *America's Godly Heritage*.

Books: *None Dare Call It Education*; *Making Character First*; *Lives of the Signers of the Declaration of Independence*; *Freedom On the Altar: The Crusade Against God and Family*.

Booklet: "The John Birch Resolutions."



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A. MOTOREDE

MOTOREDE stands for the MOvement TO REstore DEcency. And isn't that needed? It was needed when Robert Welch started this ad hoc effort back in the 1960s and it has become ever more needed over the years.

In the 1960s and into the 1970s, MOTOREDE took a leading role in fighting *organized* programs promoting pornography, abortion, and the poisoning of our children from K-12 with what is called sex education. These initiatives didn't result from any natural decaying of our civilization. All was well-planned and orchestrated by the Insiders using every finger of the hidden hand, including communists.

There was little question that communists were involved at the time the JBS began pointing out what the Sexuality Information and Education Council of the United States (SIECUS) was doing. As the primary organization behind sex education in the schools, and with its attitude that freedom must include promiscuity, SIECUS promoted the idea that even more information about sex was needed, especially by youngsters.

We assume that communists and other radical socialists are still fostering the decline of morality in our country, but we do not have the advantage we had in the 1960s when our government investigated domestic communist organizations and identified them and their key members. Without someone on the inside of such organizations, it is difficult at best to be able to name someone who is a member of the Communist Party unless he publicly admits such a connection or is identified as such in communist publications. But it isn't difficult to identify a promoter of moral degradation, communist or not.

We were able to put a stop the spread of more radical forms of sex education in the schools, and were able to stimulate the rise of pro-life organizations. Both campaigns seemed at the time to be meeting with sufficient widespread support to have us decide that our direct involvement was no longer necessary. However, regarding the harm done through the spread of pornography, it is so insidious that unless the Christian and Jewish communities take an active role in combating it, there will be no reversal of it and its harmful consequences.

There is a general misunderstanding within America that the First Amendment protects all speech and all media. But what the amendment is supposed to protect is one's ability to criticize our government. Not being able to commit slander, libel, yell fire in a crowded theater when there is no fire, or be involved in degrading the public morals was to be handled at the state level. Several groups including the ACLU, the misnamed champion of the Bill of Rights, have altered the public perception of what the Bill of Rights was created to protect.

As to all of the above, Robert Welch frequently quoted the statement of James Anthony Froude who said: "Morality, when vigorously alive, sees farther than intellect." Being smart in the ways of this world is not as important as being good.

Consider: Pornographers are said to have First Amendment protection. No one asks, "Then why did we not have an open pornography trade in 1776, 1865, or 1940 if dispensing it has First Amendment protection?" The answer rests in the fact that public morality throughout our nation was strong. Recall the summary statement of John Adams (an attitude shared by our country's Founders): "Our Constitution was made only for a moral and religious people. It is wholly inadequate to the government of any other."

Intellect would say, "It's the First Amendment." Morality would say, "Pornography will destroy the very foundations of the moral base of the Constitution thereby destroying the liberties of the people — including the First Amendment."

The attack on morality, in addition to an attack on every person, is also an attack on the Constitution.

Morality must be taken into account when it comes to liberty. Too many of the young, along with recently awakening people who have become involved in Tea Parties, or have become supporters of Glenn Beck and Ron Paul, do not take this into account.

Some fuzzy thinker will always ask the question, "Whose morality?" The answer must always be the morality of the Judeo-Christian God. That is our American society's foundation. That is our strength. Lose it and we lose not only the Consti-

tution; we lose everything including the liberty that has made our nation the envy of mankind.

Taking all of the above into account, we conclude that once the moral base of a country deteriorates, the door is opened for government to control the people as the supposed remedy for the chaos that ensues. Even the natural enemies of oppression, the people who still possess a moral base, start to look to government to cure problems.

The communists who infiltrated the arts in Germany created such a deterioration in public decency that ordinary people called for someone to "do something." The documentaries seen on television today where Hitler is shown visiting art exhibits tells us that the Nazi idea of art was controlling and too stifling of free expression. This was a result of a backlash among the people against what the communists had done to German arts. Hitler used this, as well as other aspects of the breakdown of the public weal, to establish his dictatorship.

There is also the example given in George Orwell's book *1984*. In it, he expresses the ultimate aim of the Insiders to control even the sex lives of the people through the Anti-Sex League. Since population control is a major feature of the satanic desires of the Insiders, this fictional treatise is not far removed from reality. Communist China is fast approaching this end with its one-child-per-family policy — one child, that is, for the approved couple. This policy has now entered the thinking of those who are pushing for sustainable development as a form of population control in the United States.

Without going into it any further than we have, pornography starts as a stimulus and ends up as a debilitation. In this, it does not differ much from the use of heroin or other drugs that in the beginning give one a high that can never be repeated. The person hooked continues to look for that initial rush by going deeper and deeper into his habit. He ends up destroying his life and, customarily, the once-normal life of those around him.

We tried to warn people about the consequences of sex education and pornography — that it would produce homosexuals as was forecast by many clinical

psychologists. This has happened in unprecedented numbers.

Gay-rights organizations are hard to distinguish from socialist organizations. You will find a fiscally conservative homosexual on occasion, but only rarely. The socialist parties are linked to the gay agenda.

When it comes to the issue of life, the topic now goes well beyond only abortion, the main concern of the movement in the 1960s. Major inroads have been made in the American psyche claiming that the elderly are a burden to themselves and to the public. This wrong thinking stems from the prevalence of the idea that an unwanted pregnancy should be terminated.

More people now believe that suicide is a proper alternative. And the ideas pro-

moted in Nazi Germany about eugenics have crept into the thinking of those who gave us ObamaCare. One can see this type of thinking in the law's Section 1553.

The right to life must either be respected from start to natural finish or respect for life at any age will disappear. Communists and Nazis are prime examples of individuals who didn't respect the life of either the young or old. They eventually ended up killing millions in the middle of life for their own perverted purposes.

There will be several action programs associated with MOTOREDE. While the action agenda may vary from the early years, we will always be cognizant of the need for decency, and we will, from time to time, ask our members to work on programs that will promote public morality. ■

B. Promote the American Opinion Foundation

In the 1960s and 1970s, The John Birch Society influenced many Americans. So great was our success that the Conspiracy stepped back, pretended to go away, and waited for the next generation to come along so its promoters could once again attempt to bring down the American Republic. The communist portion of the conspiracy was relegated to a kind of hibernation when the media and government propaganda mills told the world that communism was dead.

The Insiders and their lapdog media have kept American eyes on the supposed death of Russian communism while helping build up communist China. As a result, China has been able to make major inroads into the United States, Canada, and the rest of the West while Latin America has now become a sea of communist states.

The greatest tool the Insiders have been using to both surround the United States and bring communism into American society has been the schools of America. Over time, these institutions have not only dumbed down the students, they have done likewise to the educators who, in turn, further dumbed down the students. Other than the sciences, which are poorly taught, the type of classical liberal arts education, on which the Constitution is based, has virtual-

ly disappeared from the American schools. Even much of science has become pseudoscience based on environmental studies and an emphasis on evolution.

Something must be done to overcome this situation, or we will never win with the schools turning out more and more students each year who think they have been equipped with the knowledge to not only make a living, but also to make an educated decision at the ballot box. Private schooling must be promoted.

AOF's mission is "To empower Americans to understand, enjoy and preserve the freedom and moral responsibility embodied in America's founding principles."

The work of AOF and its Freedom Project educational program will have an impact on the students in America. How much our membership engages in promoting this new initiative will certainly determine the size of its impact.

An important task of AOF is providing educational materials about the Constitution and the underlying principles on which it was established. As part of this program, the very large AOF enterprise known as Freedom Project serves to take these principles and insert them into a full-scale education program for home schooling and private education.

Materials:

DVDs: *Maafa 21*; *The Kinsey Syndrome*; *180*.



The programs AOF has already produced for young students deal with the Constitution, the Presidents, and the signers of the Declaration of Independence. These are free online, or can be ordered as packaged DVDs. AOF will continue to produce programs illustrating various aspects of the American system, both as biographies of important Americans and as historical events.

We are happily surprised to learn that the programs being produced for students are being used by adults as well. This is certainly fine with us but, in the future, AOF will be producing adult educational materials as well.

AOF's Freedom Project provides a robust educational series that spans the entire spectrum of education leading to graduation from high school. Its programs are available online. Over 130 professors are associated with AOF, the majority holding PhDs. The use of the Internet to teach will not simply have the student sitting at the computer. The use of the latest technology affords the opportunity for a great deal of interaction between teachers and students, including live, visual interchanges online.

The difference between AOF and other private education programs is very simple but at first glance hard to perceive. We knew



The FreedomProject Education website (www.fpeusa.org) features the K-12 classical online school developed by AOF.

that other systems are deficient in teaching the Constitution, not because of what they contain, but because of the results we see in their students. They become very partisan, allowing their feelings to subordinate the Constitution to preference for a political party. Attendance at home-school conferences has dramatically affirmed this opinion. Parents have universally stated that AOF provides an education about government, American principles, and the Constitution as no other curriculum does.

While AOF supplies education in the classical liberal arts, and in math and science, it separates itself from the rest of the field in three ways:

One, there is no compromise with the Constitution. Students are shown that if any part of the Constitution is ignored, abrogated, or dropped temporarily for an emergency, the Constitution itself will be destroyed. The Constitution is like a body; invade it with cancer in any of its parts and watch the body deteriorate and eventually die. And it not partisan. No political party has possession of the document and, sad to relate, both major political parties ignore it when it is convenient for them to do so.

Two, there is a need for moral responsibility. Many courses teach individual morality but seldom civic responsibility — at least among the constitutionally minded. Socialists engage in civic causes all the time, but over the past many decades, con-

servatively oriented religious and political leaders have abrogated their responsibility for teaching and encouraging their people to be involved in civic responsibility. As a result, the field has largely been left to the socialists. AOF teaches that all citizens have inherited a wonderful system from their forefathers, and they have an obligation to pass it on. Not simply to *advocate* the worthiness of Americanism, but to *engage* in activity designed to preserve it as part of being a responsible citizen.

Three, awareness is taught about men being behind everything that happens. A quote attributed to Franklin Delano Roosevelt hits the nail on the head even if he never really said it exactly as follows. It states, “Nothing happens in politics unless it was planned that way.” Students will be encouraged to understand that it is not the issues that men fight; it is those who come up with the issues, organize them and finance them. Righteous men have always won the debate whenever issues alone were discussed. But winning a debate isn’t enough. The problem is that individualists have never organized as the collectivists have done. Individualists lose because they do not recognize the need for organization and the fact that they fight “organized crime” — in other words, a conspiracy.

Freedom Project will not feature a course about conspiracy *per se*. But it will set the stage for understanding our nation’s real enemy. And knowledge about one’s enemy is essential along with awareness about issues.

AOF offers a full K-12 curriculum, and future goals include student leadership, and teacher training to instruct public school teachers how to use teaching moments and materials to instruct students about the Constitution. There will also be other programs where the schools can be used to promote Americanism.

As a tax deductible entity, AOF won’t engage in political action such as promoting candidates, backing legislation, and lobbying.

Members should use the programs produced by AOF to educate their fellow citizens in either a group setting or by passing along the DVDs for their viewing. In the future, AOF will be producing a constitutional study series for adults as well as several others designed to increase awareness

about the wonders of Americanism.

Finally, down the road, Robert Welch’s dream of a university will become a functional reality. The current AOF program will help build the recruiting base for students who will want to attend such a university.

As members of the JBS, all should not only consider using AOF materials for teaching fellow citizens about the Constitution but also recommending them for home schoolers. If you are part of an established private school, you will want to examine some of the AOF curricula for possible use in your institution.

Access www.FreedomProject.com to see the resources available. In the future, a wide range of student and adult classes will be available. These will include instruction in the classical liberal arts and the foundation of Americanism. Some of the programs will be for academic credit and some for self-improvement at the adult level. ■



C. Youth Use Truth

The youth of our country holds the future in its hands. Young Americans are needed who will have an understanding of Americanism and our nation's culture, and why both need to be preserved. Once they are imbued with these principles, young people become a mighty force. Robert Welch often stated that truth in the hands of youth is a doubly powerful weapon.

The responsibility to raise our children with knowledge about Americanism begins at home, and all family members should act on this task.

Years ago, the JBS sponsored summer camps as an adjunct of a youth program. We lost the staff leadership of our then-existing program in the 1970s and it wasn't replaced. But the summer camps continued without any direction given to campers after they had attended one of the week-long sessions. In other words, camp had originally been designed only to be part of a much broader program that had ceased to exist.

Sending a student to camp once or twice, even every year, produced only a marginal effect on them. There are outstanding exceptions; however, influences they receive from public schools, colleges, television, video games, peer pressure, etc., have always had greater effect since it has been ongoing all year round.

But there was something more important that we had not focused on heavily enough: responsibility. It is not the responsibility of the JBS to teach children about Americanism. It is a parent's responsibility. Educating your own children at home about our country and our Founders has the added benefit of creating a bond between parent and child. The education the youngsters receive is ongoing and becomes part of them.

A case can be made, if we really mean business, that we should do all we can to reach out to other students who are friends of our own children. This helps alleviate the peer pressure of friends on our children while adding to the number who have a solid understanding about important topics. In addition, it will afford an opportunity to likewise educate their parents.

All of this is the purpose for American Opinion Foundation.

If you think that the powers that be are not afraid of the home school movement

and private education, then you have not seen the ads placed throughout the Internet for public schooling online. These cater to the worries of parents who don't want to send their children into the hostile environment the schools have become. But what they receive in these advertised programs is the same socialist and dumbed-down education they would receive if they attended the public school physically. And, yes, it is free!

In addition, attempts are made and too often accomplished successfully, to supply federal funding directly or indirectly for private education. Along with the funds comes the start of controls over the private institution. The carrot has already been offered to AOF and it was responded to with a big "No thank you!" from us.

AOF supplies the materials needed to educate young people, and at the same time the effort is being made to expand this educational program to hundreds of thousands of students. AOF has all the materials needed to instruct your children at home, giving them the same information they would have received in camp — and much more. We are not necessarily talking about a complete home-schooling curriculum in this case, just the tools needed to teach the worth and importance of the Constitution and Americanism.

The programs produced by AOF will teach your children Americanism in a very short period of time. We encourage parents to view these together with their children. Get your children to start asking questions. This means you will have to know the answers.

College can be a time when all the work you or anyone else has done to instill the right thinking into your children is possibly destroyed. We know of no college that exists that will not do this to some degree. There are a few better institutions, and when compared to the very bad institutions, many people think they are wonderful. We have talked to too many young Birchers who have attended these "better" institutions and they have reported that if their parents had really seen what is taught by certain professors, they would never have sent them there.

In a word, a neoconservative institution will do as much harm to the thinking of a student as Harvard or Yale when it comes

to considering the original intent of the Constitution. The best situation, for a college-bound student, is to have the student attending a local college while residing at home. Then, at least, parents can give their child moral support, and be witness to and on top of any problems with the instruction.

Students on campuses should be encouraged to form chapters of the Campus Liberty Alliance at their schools. This organization is designed to educate and mobilize future young leaders in Americanism.

Requirements to establish such an entity will vary from college to college. In some instances, there will be no other recourse than to form off-campus units that are not officially part of the college itself. This may limit what can be achieved on campus such as setting up tables at campus events, obtaining funding from the institution, and so forth. However, even off-campus groups can serve as a focal point to work with other groups in a coordinated manner. Information on the Alliance can be found at www.CampusLibertyAlliance.com. ■

Materials:

There are a variety of materials to promote Campus Liberty Alliance. Call JBS headquarters for information or visit www.CampusLibertyAlliance.com.



VI. THE NEW AMERICAN

The *New American* magazine is easily one of the best tools to use to introduce others to the problems and solutions facing all of us.

A. Magazine

The nice feature of a magazine is that you can pass it along to someone. Our twice-a-month publication should be used to show others that a perspective about important issues differing from what is dispensed elsewhere really does exist and is available. You should, of course, seek to get others to subscribe. With a regular subscription to the magazine, readers receive education twice a month about the issues and problems of the day. But the magazine only informs; it is not designed to involve the reader. The activation process must come from you.

Because of videos, DVDs, cellphones, and especially because of the Internet, scores of newspapers and magazines have been forced to go online exclusively or cease publication entirely. *TNA* has been able to hold its own but has been hurt to a small extent by this growing trend. The difference that we have in our favor is member promotion of *TNA*, which has kept our subscribers at a relatively stable plateau even while our own Internet presence has soared.

Another nice feature of a hardcopy magazine is that it can go with you and be “accessed” immediately. You don’t need to see if you have wireless reception and spend the effort to boot up your computer.

We have example after example where reading *TNA* has been a life-changing experience for a growing number. We are dealing with people who have never been educated to understand that there are alternatives to what they have been taught or what they have been exposed to on a daily basis. In *TNA* they get these alternatives.

A subscription initiated by you, to get someone to subscribe or by providing a gift subscription, can mean the difference in their getting involved or continuing to do nothing. It can be the most inexpensive means available to inform someone, or to keep them informed, such as your children who have left home.

People do not like bad news. They don’t like to learn about problems unless there is something they can do to deal with them. Follow-up to their subscription should be initiated by you within a very short period after a new subscriber starts receiving the magazine. Without it, the new *TNA* reader may be so overcome with the problems that he or she will stick

their head in the sand and do nothing.

In some cases, they will want to do something about what they have read right away and will search for an outlet for this activity. If you are not there to offer membership in the JBS in time, they might seek out other organizations that are less effective.

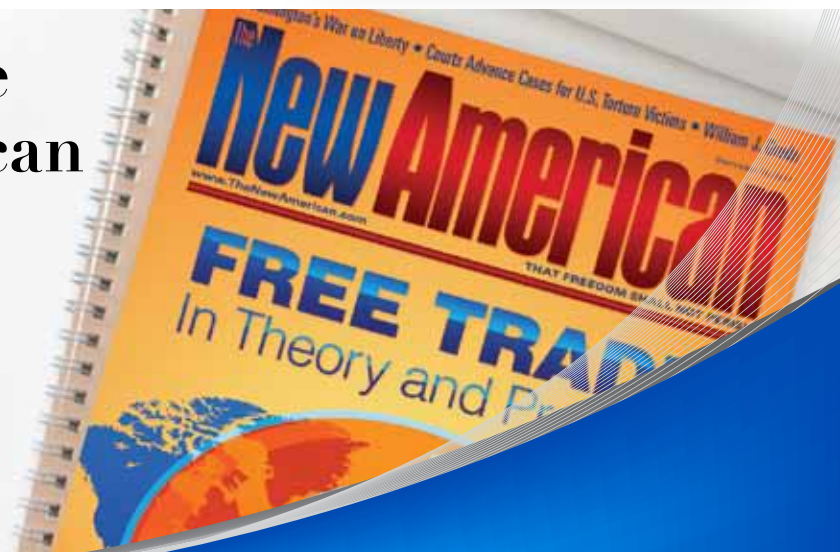
From time to time, there will be reprints of articles from the magazine dealing with vital issues of the day and tools for readers to use in our national campaigns. Some of these campaigns will be ongoing; others will be of short duration. Even with ongoing campaigns, we will have to update reprints over time. In some cases, we will have entire issues of the magazine devoted to a specific campaign.

The bottom line is that getting many more subscribers is vitally important. This is a first step toward building understanding in others and, hopefully, gaining their involvement. ■

Materials:

There are marketing materials available to use in public venues. The best means to promote *TNA* is any issue of the magazine you receive.

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E. TNA Online

The website www.TheNewAmerican.com reaches a sizable number of individuals every day. These viewers constitute a huge extension of the influence of JBS — well beyond our traditional reach. Because of the many downloads and embeds of our articles by others, we cannot be sure of the exact number we do reach but it is certainly over a half million each month. And this number continues to grow.

The website posts from 70 to 100 unique articles every week. These are generated by our pool of many dozens of writers, and these articles are not merely links to the websites of others as is the practice with so many other online news sources. Nonetheless we do provide links inside the articles to expand each reader's knowledge and to document what the author has written.

Anyone who accesses the *TNA* website will immediately know that they have



This is the homepage of www.TheNewAmerican.com. By posting 70-100 unique articles per week, this website has grown steadily in traffic and recently surpassed the milestone of a half million unique visitors per month.

F. Freedom Index

For many years, our members disseminated the voting records of members of the House of Representatives via the program called TRIM — Tax Reform Immediately. It was popular and in some instances worked for the purpose for which it was intended. That was simply to inform the public about their member of the House of Representatives and how he or she voted so that praise could be given or pressure to change the pattern of voting could be supplied. Always, the test was the Constitution and the hope that each congressman would vote for less taxes and less government.

One of the key reasons Robert Welch adopted the TRIM program was to give an outlet for members to do something about the increasing taxation of the American people without becoming involved in the tax protest movements that were hampering the effectiveness of individuals and casting a shadow on the entire conservative movement. People were being caught up in schemes that saw them penalized with huge fines levied by the IRS. Some ended up in prison — far more than most realize. When these schemes were proposed

among opinion molders, the members proposing them became discredited. Tax protestors seemed so “off-the-wall” to others that the individual doing the protesting — and the organization to which he belonged — became completely ineffective for any other work with opinion molders.

The problem we had with TRIM centered around the use of the *TRIM Bulletins* for political purposes. This became very apparent when our headquarters started to print the *Bulletins* rather than the members printing them locally using “paste-ups” that they took to local print shops.

The TRIM program was designed to have a constant and consistent number of *Bulletins* distributed each quarter, not a political tool to be used only during election periods.

The *TRIM Bulletins* had such an effect on Congress that a local TRIM Committee was sued in the 1970s by the Federal Election Commission. The FEC wanted to put the TRIM effort out of business, and stifle the effectiveness of the JBS at the same time. At great cost for legal help, we won the case because 1) we could prove that the TRIM effort was non-partisan, 2) it re-

reached something remarkably different from other sites. Our writers consistently provide news and perspective others do not offer.

We live in a very mobile world compared to a past generation. Part of this change has developed because of the use of such inventions as the constantly upgrading cell phone. *TNA* is available on Kindle where it can be downloaded as an application for iPad, iPod, iPhone, Android, and other products.

Members should recommend the www.TheNewAmerican.com site to all, even recommending that they make it their homepage. ■

Materials:

Articles on the *TNA* website may be printed out for your use.



“The Freedom Index: A Congressional Scorecard Based on the U.S. Constitution” is published twice a year by *The New American* and has become a leading educational tool for the JBS. “Freedom Indexes” for 2006-present are available at JBS.org.

House and Senate), not simply the local Representative. In this way, a comparison of the voting record of all other members of Congress can be made. In this way, far more knowledge about any elected official becomes available.

And, better than what TRIM did, the “Freedom Index” reports on the U.S. Senators as well.

While we recommend the use of the “Freedom Index,” we will have no control over its use and therefore no liability. If it is used for political purposes (which we do not recommend), we will not be held responsible.

The John Birch Society is non-partisan and takes no part in political activity. Our members do take part within the party of their choice and for the candidate of their choice, but our organization does not.

The best use of the “Freedom Index” is distribution as an ongoing project with the same people over an extended period of time. It is compiled twice a year and can be used with the 100/10/6 recruiting program.

The political use of any publication such as the old *TRIM Bulletin* or the new “Freedom Index” is a misdirected use.

This is particularly true if the dissemination is small between elections and very heavy just before an election. To have the greatest effect on the voting pattern of any Representative, dissemination should be as heavy as possible and consistent in number with each distribution and on a regularly scheduled basis over time to educate the people in the district.

People tend to note facts about their Representatives during periods between elections rather than just during the heat of a campaign. At election time, they remain partisan and tend to dismiss ideas and positions they have not already accepted. For the most part, people change their attitude based on the information they learn between elections, not during elections. ■

Materials:

Go online to *TNA* for the latest edition of the “Freedom Index” and print locally; or

Click on the “Voting Index” tab on JBS.org to access “Freedom Indexes” for 2006-present.

Reprints: “Freedom Index.”

VII. JBS.ORG

Arguably the greatest innovation of the 20th century having a direct impact on virtually everyone is the Internet. We doubt that practically every home in America would have a computer if it weren’t for the Internet and how it brings the world into the home as well as providing instant communication with loved ones.

It is rare that a business does not have its own website with content from a single page to several layers of information about their business.

The JBS is no different except that we have several sites linked together from the JBS.org site. It is a very robust system, expanding and supplying more information all the time.

Our intent is to supply the curious, the

member, the volunteer leader, and the field staff with a website that fits their needs.

On the surface, members should use our site to introduce our organization to others, tell what we stand for, and supply information on the issues from an activist standpoint. *TNA* supplies information about the news; JBS.org supplies a more activist slant on major issues.

People can log on to JBS.org and join our organization. The names are then sent to the field for approval and placement of the new members into chapters. This procedure will never be a substitute for one-on-one recruitment, but it does give people the chance to get involved, many of whom we might never have reached in any other way.

Volunteer leaders and members will

have the ability in the near future to go more deeply into the site with passwords enabling our members to see suggestions, outlines for campaigns, and other organizational assistance.

Besides offering a convenient way to learn about and join the JBS online, our JBS.org website provides several features of interest to both new and repeat visitors:

Twenty-four Issues pages providing a short video on each issue regarding the JBS position on that issue along with related articles, related videos, and recommended products;

Action Project pages, such as “Choose Freedom — STOP ObamaCare,” and “Support Your Local Police,” each with a short video explaining the project and with



The JBS website features news regarding the JBS Agenda, frequently updated Issues pages, “Freedom Indexes” (2006-present), join and donate pages, and a weekly video news update.

further online resources under the headings, “Learn More,” “Tell Others,” and “Take Action”;

Freedom Indexes (“Congressional Scorecards Based on the U.S. Constitution”) for 2006 to present;

Federal and State Legislative Action Alerts for sending messages to congressional and state legislators on key legislation, as well as Legislative Email Alerts that provide instant notification of all new legislative alerts posted; and

A weekly 10-minute video news update posted on the homepage.

The best means to get others logging on to our sites is to let them know either in-person or via email that they could see a particular news story on *The New American* site, a video posted on the JBS Liberty News Network site, or a specific action project (or specific legislative action alert) on the JBS.org site. This means that you, too, will have to log on to see what is happening and being reported by The-

NewAmerican.com and JBS.org to know what you are talking about. Point out the differences between the slant of the news given by our websites and what is given by the national media. In some cases, you will be able to show that solid information and perspective about a variety of subjects can be found only on our sites because the national and local media will not tell them.

You will be able to introduce them to 70-100 unique articles each week on *TheNewAmerican.com* as well as several news videos posted on Liberty News Network each week, all generated by our staff and volunteers.

Keep JBS.org in mind when engaged in conversation and activism, steering people to our site. ■

Materials:

Pass along cards are available to promote JBS.org.

A. Liberty News Network (LNN)

LNN is a relatively new program for the JBS. It is designed to offer video presentations about current events and the timely issues of the day. Video is a medium that interests many people far more than does print. YouTube and other websites are indicative of this with some videos getting millions of views within a very short period of time (as has occurred with our *Overview of America* program.)

LNN reports from the field on a wide variety of subjects. It has already played a role in providing information that no other site or national news program has aired, helping force the issue to the front page of many newspapers. In one case, the problems along the border and the delivery of guns into Mexico under the aegis of our own government were exposed for months by LNN before it became a national story. What we provided through LNN caused a flurry of concern among the Border Patrol and other responsible agencies that finally led to widespread coverage of this incredible story.

Members should encourage others to link to LNN for the latest videos dealing with current affairs. The staff of LNN is still small, but they do a great job with the personnel they have. Almost all of our reporters are volunteers, and members should be encouraged to join the LNN reporting staff if doing so meets with their schedule and finances. If you are interested, contact our Headquarters.

While we never encourage our members to go into harm’s way to get a story, if you create a video of some event that fits into our agenda, we would be happy to consider making it available through LNN. We are aware that many of our members witness what the Left is doing here and there, and a video of these activities can be very useful for us and educational for viewers.

Likewise, we would welcome good news as well. Any video that shows Americans in support of what is decent and right will also be considered for posting. Keep in mind that we may not be able to use or return

what is sent physically. If it is sent via the Internet, there will be no need to be concerned about returning it. ■



The Liberty News Network website is designed to offer video presentations about current events and the timely issues of the day.

VIII. BUILD YOUR OWN EDUCATION

If we seek to build a community's understanding to a desired level, we must first educate ourselves. When we have done so, we will be forearmed with the ability to pass on to others the benefit of our knowledge, in conversation with family, friends, and peers, and in public meetings, hearings, etc.

Under this portion of our agenda, we will recommend books and other items for your reading, viewing, and hearing. These will enhance your knowledge of the problems we face, the solutions we

advocate, and the Americanism we seek to reestablish.

Having said what we have about video, there is no substitute for in-depth knowledge. Books give an in-depth look at subjects since the author has the opportunity to expand far more on a subject in a book than on a video/DVD or in a speech. With a CD or a DVD, one is limited by the length of presentation that can be placed on the disc. Also, some retain information they read far more than when they view or listen to something.

We will not limit our recommendations to reading, however. In some cases, when a video/DVD will do a good job of educating on a subject, it will be recommended. There are times when a picture is worth a thousand words. A video full of such pictures should never be ignored.

Likewise, if a CD has the same value, we will also recommend it, especially if it is the only item available on an important subject. ■

IX. PENDING LEGISLATION

In this section, we will be passing on recommendations regarding legislation that will need action, either as individuals or organizationally. We will recommend levels of action relative to each piece of legislation that should be addressed.

For the most up-to-date and comprehensive listing of "Pending Legislation" with easy-to-use prewritten, editable email messages, click on the "Act Now" tab on JBS.org. ■

X. TEMPORARY AGENDA

In this category, we will from time to time place information and recommendations that need temporary attention. For example, we have not included the Right to Bear Arms as a permanent agenda item above; however, if we do create a temporary action project regarding the Second Amendment, it would appear here under agenda item X. ■

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GENERAL AND MISCELLANEOUS COMMENTS

Individual members and chapters should look for opportunities to educate the citizens in their communities and even meet them in person, especially their neighbors. Local community events such as county fairs, street fairs, conventions, and parades provide good opportunities to set up booths and build floats where our materials can be handed out *en masse* in a responsible manner.

Doorbelling is also a good method to reach out. Doorbelling must be repeated, not just a one-shot performance. The more you doorbell the same neighborhood, the more people you will meet, and you will discover individuals who will become prospects for a local chapter.

As a chapter, the best method of doorbelling is to do so in an area where a local member has agreed to host a video series. This makes it easy for neighbors to consider attending and it facilitates the formation of a future chapter.

A more outgoing member will be able to handle the situation by himself. Or another member can “tag along” to learn the proper techniques to use before venturing out alone.

When engaged in systematic doorbelling, have maps or lists showing the homes you have visited, especially those where you want to make sure that you see the residents again because of an earlier pleasant encounter. There will be some homes where you will not want to visit again. These should be deleted from your list.

Whether it is doorbelling or participation in local events, the aim is to grow your organization and add willing hands to your efforts.

Place all of those you visit on a mailing list for speaking engagements, video showings, etc.

When it comes to trying to get people to attend events you will be hosting, there is no substitute for personal invitations and asking them to go with you. Camaraderie during the trip to and from the event will help to build a lasting relationship and set the stage for membership in the JBS.

Social Networking

Social networking has become an important side benefit in the use of cell phones and the Internet. Members should use this tool as much as possible to interact with and educate others. It can also be used as an excellent means of communications with kindred spirits to keep them informed of meetings, late developments, and such.

However, social networking can never take the place of face-to-face organizing and outreach. Structured organizations, such as our Chapters, will remain the skeleton of our JBS body.

There are those who believe that people do not want to do it the old-fashioned way. We would agree, with the caveat that people never have wanted to — that has always been the problem all through history.

The reason the collectivists have been winning is because they have had a two hundred year head start on us and they do organize the old-fashioned way. Most people look at the “glitz” generated by the Left and assume this is the reason for their success. It is not. It is because they organize into small units and have a monolithic structure. The rest is show business controlled by this structure.

We have not yet won because we got a late start in 1958, are playing catch-up, and because we have not grown our structure to a sufficient size to defeat them.

Social networking should be used to enhance this structure.

One-On-One Recruiting

When trying to get a contact to view a video/DVD, ask if you can drop by to show it on their television or computer. If that does not work, lend a DVD to them, setting a date for coming back to retrieve it. In any case, you will have an opportunity to discuss the subject of the video.

As much as possible, try to get your contact to view a video/DVD that you know they will agree with. This establishes a common bond with them. Trying to get people to *change* their minds as a result of the first encounter rarely works.

Try to add to what they already believe. This will build your reputation with them as someone who knows the subject — and probably more than they know.

Never be dragged into a multifaceted discussion with new people. If you do this, at some point the two of you will disagree. Realize that the last topic you talk about, the very end of the discussion, is the last thing remembered by the other person — not a good situation for any future contact if there is disagreement.

If you discover that a person has an incorrect view of a subject, remain silent if you are inexperienced as a successful debater. The next time you see them, give them material on the subject, asking them to read or view it since they seem to know so much about “X” and you would like their opinion. This is a non-threatening and non-confrontational approach, and it will more likely win friends while influencing people.

Others will hopefully be swayed without your encounter developing into a confrontation which is never a good way to influence anyone. There will be times you will marvel at their mistakes, even their igno-



The ShopJBS website is the official store of the JBS. It can be easily found by clicking on the “Shop” tab at JBS.org.

rance, but you should smile and find the opportunity later to help them understand.

Respect Others

In all of our efforts, we will be more effective if we respect others, their property, and their ideas. Think of how you would react to a situation if the shoe were on the other foot. Never pass out literature at a conservative event when doing so would irritate the organizers. They won't be happy about others using their work to our advantage. Ask first.

Demonstrations

Our job is to educate, not demonstrate. Demonstrations rarely do more than make people feel good in the company of others of a like mind. Often demonstrations project an image contrary to that desired by the demonstrators.

Demonstrations tend to polarize people rather than serve to educate people.

Also, while an observer may agree with the purpose of the demonstration, he or she will feel uncomfortable about what looks like extremist activity. This is especially true *if any* of the demonstrators has crude signs, very unusual dress, or bizarre behavior. Demonstrations are the tactic of

the Left. They regularly turn off the average conservative.

Finally, since the media are not on the side of constitutionalists, they will rarely, if ever, report a good image of the event. Instead, they will use their coverage to subtly project a negative image, even show some truly extreme individual on the news. Then media opposition is given the opportunity not to be subtle.

When a movement starts to get traction, Leftists will invariably show up to negate it by disguising themselves as people in agreement with the cause, but who are so extreme that they serve to neutralize decent people who show up. Their performances are usually so tasteless that the decent people who might have been attracted to the event don't want to be part of such extremism again, or don't want to be identified with the "show business" being presented on local news outlets. Our members have often dealt with such activity.

From time to time, our members do attend rallies and carefully planned demonstrations to seek out people who may fit the caliber we desire for membership. These can be located by passing out literature and engaging some in conversation.

New people are prone to advocate demonstrations, rallies, and such because they have seen the Left use such tactics with success. What they do not realize is the connection between the street activists and those in higher echelon positions who use these tactics as part of the pressure from above and pressure from below strategy. They use a demonstration they have organized to convince others in positions of responsibility to make changes in the law or government procedures.

In some cases, government officials need an excuse or a crisis to do what they wanted to accomplish in the first place. Demonstrations along with favorable media coverage make it appear that they (the government) are simply following the will of the people. Also, leftist demonstrations are used to neutralize opposition since the decent people witnessing the "public outpouring" are fooled into believing the desire for the change is so overwhelming that it is useless to oppose it.

In other words, without the full cooperation of those in government and the media, demonstrations do not become close to being beneficial and without educating the electorate are only a short-term solution to any problem at best.

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Demonstrations are sometimes used by the Left to intimidate others. This should never be our purpose.

There is a better way.

Building organization counts. It is the hard work that few are willing to do. Let's end this particular discussion by telling a story involving the former Chairman of The John Birch Society, Congressman Lawrence P. McDonald.

There was a large anti-forced-busing demonstration in Washington, D.C. A number of the participants tried to see their Representative who, conveniently wasn't available. Feeling rebuffed, they decided to call on Rep. McDonald since they knew he shared their opposition to the busing scheme.

After a brief visit, he admonished them. He pointed out that each of them had spent a considerable amount of money over the three days coming and going to the nation's capital, plus two nights in hotel rooms, and several meals, only to be rejected by their Representative and to receive little mention in the media.

Dr. McDonald told them that, if they had taken the same amount of time and money and used it to doorbell their neighborhoods and build understanding among

their fellow citizens, they would have accomplished far more, even set the stage for electing a better Representative in a future election. And they would have met new people who would help to grow their organization and help further their efforts.

If they had done this and continued the process of spreading understanding on the "hot" issue and many others, a subsequent visit to Washington would find them unable to see their current Representative because he wouldn't be there. He would have been voted out!

Public Perception

Remember an important point about the way people think when they see a bumper sticker: One bumper sticker denotes a concerned citizen whose message will make its point. Two of them indicates an activist. Three or more means the owner of the vehicle is an extremist whose stickers and their displayer will be shunned, not considered worthy.

There is another problem with too many stickers. You are bound to turn everyone off since there will be something that they will disagree with when you are trying to sell not just apples and oranges but an entire

fruit basket. When placing a bumper sticker on your car, use the one that means the most to you, the one you can articulate about capably if someone asks you about it.

Dress is another part of how people perceive you. Dressing up to look like something you are not, or dressing in any manner that sets one apart, usually is a turn-off for those who don't know you.

When trying to win friends and influence people, dress like them — even better. It is rare that people are overdressed. An exception would be that a tuxedo is not appropriate for doorbelling.

Approach people you are trying to recruit based on their concerns. If a person supports an issue you agree with, you might think that another subject might be better to discuss, because after all, our task is to educate. But it is best to reinforce a person's position at first unless you are approaching an opinion molder specifically to educate him or her on a particular issue.

With people you are trying to recruit, reinforcing what they already know establishes mutual regard, makes you an expert on a subject they may not know as well as you do, and sets the stage for you to create understanding on other subjects. ■



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