

Volume

1.0

BLOCK CAPTAIN UNIVERSITY

Starting the Revolution: Your Guide to Being a Block Captain

Edited by John Burns, Jim Durbin, and Bill Hennessy
of the St. Louis Tea Party

**WIN the Revolution in
ONE DAY!**

BLOCK CAPTAIN UNIVERSITY

Starting the Revolution: Your Guide to Being a Block Captain

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Winning the Revolution in One Day

No, We're not Being Disingenuous. The Day the War is Won is the Day YOU Commit to Fighting Until the Dawn of Ultimate Victory.

There is magic in commitment. When you commit to an endeavor – really, honestly commit – the earth moves and the heavens thunder. The American Revolution wasn't won at Yorktown, 6 years after Lexington and Concord. The war was won when patriots DECIDED to COMMIT to victory. The minutemen who fought at Lexington and Concord committed themselves by leaving the sidelines and entering the game: they committed to fight until the war was absolutely won.

But make no mistake, the war was won in one day. The war was won a thousand times over before the final victory was achieved. The war was won every time a patriot

“Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness concerning all acts of initiative and creation. There is one elementary truth, the ignorance of which kills countless ideas and splendid plans; that the moment one definitely commits oneself, then providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision raising in one's favor all manner of unforeseen events, meetings and material assistance which no one could have dreamed would have come their way. I have learned a deep respect for one of Goethe's couplets: “Whatever you can do or dream you can, begin it. Boldness has genius, power and magic in it.”

-W.H. Murray

stepped forward to answer Freedom's call.

Today, we are in war for the heart and soul of America. The next few short years will determine the fate of American for perhaps 100 years, or much longer. Should America's patriots falter, the horror and evil of Socialism will march all over America. And without America to stop Socialism's advance, the entire planet will fall before its menace.

It is important to understand the stakes in this war. Should we win, we stand to gain back our nation. Should we fail, we stand to lose freedom, entirely; for ourselves and our children, and our grandchildren.

Declare victory TODAY! Commit to being a lifelong soldier and patriot. Commit to being a lover of freedom and a steward of liberty. Commit to answering freedom's call and to fighting forever until the war is Unconditionally Won. Start and WIN the Revolution! Commit!

Tea Party 2.0 : The Block Captain Revolution

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By John Burns

There's been much ado recently about the decline of the Tea Party Movement. Pundits opine that we're losing momentum, losing support, losing steam; "they just peaked too soon."

Not True. Not by a long shot.

Years from now, historians will look back at the Tea Party Movement and divide it into two primary eras. Tea Party 1.0 was about the birth of the first massive, spontaneous grassroots movement in a generation. It was about rallying the troops and waking up America to realize that the inmates are running the asylum; that the first Manchurian Candidate became the first Manchurian President; that government programs and government spending were poised to destroy our children's future. Tea Party 1.0 was the start of what I believe will prove to be the 4th Great Awakening in America. Tragically, we learned that rallies alone could not stop the powerful river of socialism from surging through our nation and our communities.

We recognized that a new focus was needed. Whereas before we would protest and rally, now we will activate, organize, and build.

This is not the beginning of the end for the Tea Party Movement, but merely the End of the Beginning.

Tea Party 2.0, is characterized by the swift march of Tea Party Patriots into political activism on a permanent basis. Tea Party 2.0 is an unstoppable freight train. Patriots will be just as active on November 3rd as they were on November 2nd. Because, win or lose, we're fighting to WIN...permanently. Sure, this will take a number of years. But the election of Barack Obama and the hegemony of socialists in our government were not suddenly achieved overnight. After the protests and turmoil of the '60s, liberals marched into institutions of higher learning and bureaucracy, and they are now running them. Today, we are living in the world they built. Tomorrow, they shall live in ours.

In St. Louis we've just started organizing Block Captain Teams, which are similar to precinct captains, except that the teams don't rely on a party for their strength, energy, or legitimacy. The teams are decentralized and don't rely on a pecking order. Anyone can be a leader. And whereas precinct captains are only active during the campaign season, Block Captain Teams are in the field year-round. Anyone can become a Block Captain overnight, and anyone can start a Block Captain Team and start making a difference immediately. The Teams have many projects, including voter registration, Liberty Evangelism, activist trainings, candidate trainings, petition drive projects, volunteering with various candidate campaigns, and on and on.

BUT THIS IS THE KEY: Whereas in the past we were content to win a given election (a mere battle), now we're focused on winning the war. The war doesn't end on November 2nd, and neither will our volunteerism. Win or lose November 2nd, we're still fighting come November 3rd, December 3rd...until we restore the US Constitution, kick every socialist out of office across the nation, and restore the culture of liberty that our nation was founded upon.

The mistake of the '94 revolution was thinking that after we had taken the "beaches" of Congress we had won the war. But Eisenhower didn't stop at Normandy, nor shall we at Scott Brown, Chris Christy, or Rand Paul.

We've recognized that no one is coming to save us. Many would-be leaders are overly concerned about preserving small fiefdoms of power or rearranging deck chairs on the titanic. So, we must rise up and save ourselves. We didn't ask for this war, and we didn't start it. We will, however, finish it. And that may mean time sacrifices and fewer vacations and hard work. But the salvation of our nation and the restoration of US Constitutional government (unabridged and without disclaimers) is worth the sacrifice. There are millions of noble servicemen and women who understand this all too well. Patriotism demands service and this is our duty: to fight until we win.

So, maybe the pundits are right. So far as it constitutes the first incarnation of this massive social movement, maybe the Tea Party is in decline or dying. Maybe the Tea Party 1.0 is over. But the social movement, the 4th Great Awakening has not and will not die. Tea Party 2.0 and the era of the Block Captain, has begun.

The Values

Take back the St. Louis Region through a permanent grassroots movement that focuses on local community building through one-on-one interaction and team work, and small team political activism.

The St. Louis Tea Party Block Captain Alliance has several core, non-negotiable values:

- 1) Limited Government, low taxes, and the swift de-escalation of government intrusion into everyday life
- 2) Non-Governmental solutions to problems
- 3) A commitment to community improvement and charity
- 4) Patriotism and a belief in American Exceptionalism
- 5) Discomforting the political class/elites with citizen watchdog groups. Americans have no masters or nobility. We aim to keep it that way
- 6) Standing up to government bullying at every level. An attack against one is an attack against all
- 7) Rejection of the Welfare State
- 8) Border Protection and National Security
- 9) Free Markets
- 10) Local control of schools
- 11) Respect and Adherence to the Constitution and zero-tolerance of politicians who do not respect it
- 12) Federalism: that the federal government has few constitutional powers, and must limit its activities to those explicitly stated by the constitution. All other powers not explicitly granted to the federal government are to be reserved by the states and the people
- 13) The protection of individual liberty must be preserved – including the liberties associated with the freedom of voluntary contracts. State imposed monopolies and unions are a clear and present danger to the American people and economy
- 14) Eminent Domain abuses must be put to a stop
- 15) True patriots, stewards of liberty, must come to dominate all levels of government and all educational institutions. Socialism represents a clear and present danger to the American people and economy, and must be destroyed
- 16) The government exists only to do that which we citizens absolutely cannot do for ourselves or through private association

The Mission

To Build and Train teams of Block Captains who can take the message of freedom and our values into their communities and neighborhoods, deliver copies of the Constitution to the entire region, educate people about the Constitution, and then to make a serious and lasting impact in electoral politics.

We will do this through voter identification and registration, petition signature gathering, voter turnout, and building strong, friendly, and cooperative local ten person teams which may then also assist their team members in running for local offices. Long term, America's Block Captains will take control of every governmental entity at every level and aspect of American government, every judgeship and judicial/prosecutorial authority, and dominate the faculties and leadership of every university and school in the United States.

We will expose and defeat the evil of Socialism, ensuring its removal to the dustbin of history, along with the rest of Humanity's most damnable and heinous projects.

What is a Block Captain & Why is it Revolutionary?

An overview of the program.

A Block Captain or a Block Captain Team is a shift in mindset. Heretofore on the conservative side of things we've just been concerned with winning one particular election cycle. Think about that for a minute. If you were going to fight a war, would you only focus on one battle and ignore the rest, or would you take a more strategic view and look at the big picture and develop a plan to win the war?

Imagine if, after breaking onto the beaches of Normandy, Eisenhower had said, "Well, we've won the beaches today, let's go pack up and go home." That's insanity, right? Just because you win one battle doesn't mean anything at all. Just because you lose one battle doesn't mean anything, either.

To win this war, we must make a mental shift away from winning battles and focus on winning the war. We have to learn how to make politics part of our weekly routine and a regular habit.

The American Left has been focused on victory for the past 50 years. They have fought hard in every election, but they have exerted consistent, year-round pressure on all possible fronts and opponents. Their war machine doesn't just pack up and go home after a battle. They've built hundreds of organizations that are in nearly every city in the country. Unquestionably, they are the masters at grassroots organizing, and they fight to win.

So, what is the mental shift we need to make?

- 1.) We must recognize that this war for freedom is going to be with us for the rest of our lives. There are always going to be tyrannical forces out there who will seek to grow the size of government and seize freedoms
- 2.) We must build a permanent grassroots organization to fight for freedom in our communities
- 3.) We keep our army in the field. We cannot pack up and go home. There's nowhere to retreat to. We need to fight year-round
- 4.) We must join the fight and commit to winning. This isn't going to be over soon. We need to recognize that and make organizing a part of our lives, not just a fad or a passing involvement.

The Block Captain Structure and Individual Responsibilities

Block Captain: A community leader who wants to secure freedom in America for his community and family. A Block Captain:

- 1.) Needs to set aside time in weekly schedule for team-related activities
- 2.) Don't abandon your team. Teams function because everyone is pulling their weight and contributing toward making the team successful and FUN!!
- 3.) Need to have a commitment to having a good time. Teams won't be successful unless everyone is dedicated to not only making a difference and accomplishing team goals, but also being dedicated to having a good time! Fun is a critical element of success.
- 4.) Optimism and Consistency. Rome wasn't built in a day, and even Moses had to pray for 3 days before the Red Sea parted. Good money says there were a lot of naysayers on the shore asking what that old fool was doing praying while destruction marched towards them. You have to be upbeat and recognize that small steps in building a team yield short and long term value, even if larger events are discouraging. You can control only your actions and your reactions to events, but as a leader, you'll need to show both optimism and consistency, and encourage others when they need it most.
- 5.) Attend **Block Captain Training School (BCTS)** - we're working hard to make the kits self-explanatory, but as we move forward, the best training will be from those in the field, and BCTS is led by those who have done it before.

Block Captain Team: A team of 10 Block Captains. Each team's membership should live generally in the same 'neck of the woods.' Teams are self-organizing. What this means is the teams will be mentored by trainers, but the team will be responsible for managing itself.

Teams will:

- 1.) Build their teams and RECRUIT
- 2.) Mentor fledgling teams and bring them to self-sufficiency
- 3.) Coordinate and communicate internally in order to achieve activity and outreach goals
- 4.) Achieve activism and outreach project goals
- 5.) Participate in fun activities together

Block Captain Team Coordinator (TC): Block Captain Team member elected by his team to coordinate communication amongst team members and who disseminates information to the team from the team's assigned trainer. Being a Team Coordinator is an important responsibility and requires consistency and diligence.

Trainer: Block Captain who has sufficiently mastered primary levels of training and has demonstrated capacity to train other Block Captain Teams. Trainers received certified trainer training. Eventually, everyone will be capable of being a trainer in some capacity. Each team will collectively mentor new teams they found and help grow to self-sufficiency. Newly founded "starter teams" that a full 10 person team founds and helps to get off the ground need to understand the basics so they can take off on their own.

Block Captain Personal Goals

- 1.) Can-Do attitude. Understands the significance of "Team Work!": Together Everyone Achieves More
- 2.) No room for EGO. Humility is a must. Must be willing to learn
- 3.) Commitment and consistency. "In it to win it."
- 4.) Loving attitude towards everyone – ESPECIALLY those who disagree with us. We're not going to win over every heart. Put your time, your energy, and your focus where it does the most good.
- 5.) Dedication to Team. Being a Block Captain takes effort and a time commitment. We must all pledge to be there for our team members and encouraging.

- 6) Possess 4 qualities:
- a) Hard Working
 - b) Readiness to Make a Difference
 - c) Honesty
 - d) Teachability – Possessing a willingness to learn
 - e) Iron WillNever Give Up

Block Captain Team Goals:

- 1.) Recruitment and Team Building
- 2.) Mentoring fledgling teams and bringing them to self-sufficiency
- 3.) Team Activity Coordination – Team and organization-wide meetings where team activity planning, training and socializing will take place.

Types of “Get Togethers”

- 1.) **Weekly** or twice-monthly team “get-togethers” and/or team activity – Having a weekly team get-together is important. The meeting is the time to determine what ground is going to be covered, project-wise, convey important additional training tips or other information. DO NOT let this become a dull “meeting.”
- 2.) **Monthly**, organization-wide fun get-togethers. Take care of business, but have fun doing it.

Note: All of the above should be used as recruiting opportunities, too. Should one want to invite someone to be a part of the team, these events are great opportunities for them to “see what you’re about.” Again, FUN, is mandatory.

Communication

Effective teams communicate often and successfully reach each team member. There are several ways to do this, and it works well if you utilize overlapping methods.

- 1.) Each team needs to setup phone trees
- 2.) Email lists (remember, emails are not as good as phone calls!)
- 3.) Team Coordinator is responsible for ensuring that information from the trainer is disseminated throughout the team o Also responsible for ensuring all team members are aware of times, places, events, activities, etc.

- 4.) This is best achieved through the creation of an online-accessible team log. See Section 3 for more details...

Team Activism and Outreach

- 1.) Fun Activities – If your team is not having fun, you're doing something wrong. There are two questions to be asked when considering a Team activity: 1) How will it help us accomplish our 5 goals, enhance our skillset, and build cohesion, and 2) How can we have a GREAT TIME DOING IT??!?!
- 2.) Block Captain Team Territories and Geographical Scope will USUALLY be the township/precinct/ward you live in, with rare exception
- 3.) Careful logs must be kept to keep track of what work has been completed or has yet to be completed (See Team Charter and Activity Log)

Tea Party 2.0 (Part II): What is a Block Captain Team and How Does it Work?

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By John Burns

The overall goal of the Block Captain Revolution is to ***recruit, train, and deploy patriotic Block Captains and Block Captain Teams to take over every governmental institution, every institution of higher learning, every court of law, and to restore US Constitutional government to America.*** We will not stop at anything short of total victory. The left plays for keeps, and so must we.

In order to achieve this goal, rather than mobilizing like an army with a set hierarchy, we're going to organize more like a peaceful, yet implacable insurgency: completely decentralized. Think of your Block Captain Team as your own McDonald's franchise – except instead of serving up Big Macs, you're serving up freedom.

A Block Captain Team (BCT) is a group of patriots who band together to bring freedom back to America. An individual BCT, while in association with other BCTs, is its own entity. Also, if you are going to work with a party, we

STRONGLY recommend that you keep your BCT membership as a separate entity. Too often politicians co-opt grassroots resources and run them into the ground. A word of the wise: work constructively with as many groups as possible, but maintain your independence. The Block Captain Revolution is about empowering as many patriots as possible, not assisting various politicians in gaining lifetime positions. Freedom is better preserved if a given politician must court a thousand small groups as opposed to 2 or 3 large ones. It's a way of keeping them honest.

An individual BCT sets its own goals and is alone responsible for achieving those goals. Other BC Teams may assist with mentoring other BCTs. And the most successful of BCTs and Block Captains should become trainers and hold regular training sessions so new Block Captains, after they are recruited, are given a solid tool-kit of best practices and tactics.

In St. Louis we've developed a training manual to help Block Captains get their teams off the ground. A Team is successfully operating when it has built up to 10 members, is recruiting members for additional teams, has determined short term, intermediate term and long term goals, is actively meeting with others in the community and handing out constitutions. Once the team has mastered these tasks, it's important that the team grow and regularly assist with candidate or issue campaigns of its own preference, voter registration, poll watching, election judging, and petition drives.

We've begun holding training workshops around the region in order to train Block Captains and help them along. Successful Block Captains are now becoming trainers themselves so they can help other teams get off the ground and mentor teams – not manage them. We believe it is extremely important that the teams sink or swim. Everyone must pull their own weight. Frankly, we don't have the time or resources to micromanage. In the Block Captain Revolution, there are limitless leadership opportunities: Block Captains Wanted.

It's important to note that there are many elements to the program that I just won't have space for on these pages. For the purposes of this article, however, I'll give you the Readers Digest version of how to build a team and offer you some suggestions for goals.

Block Captain Team Structure

A team starts as 1, grows to a core 4, and a full team is 10 members strong. Once a Block Captain Team (BCT) reaches 10 members – call it Team A – the Team continues to recruit 5 more members (the nucleus of Team B) who will upon reaching 5 members become their own standalone team. Team B is now born and responsible for building their team to 10 members...and then also consistently and perpetually recruiting new starter teams of 5. In this way, it's possible to increase your regional team count and membership in a big way. By limiting the teams to 10 people, we remove the organizational management difficulties

inherent in any enterprise. 10 people can coordinate with one-another much more easily than 20. Plus, it's an opportunity to spread the work and the leadership opportunities around. Volunteers have extremely high attrition rates because of two key reasons: 1) the volunteer feels under-utilized and neglected and 2) the volunteer is bored and not having fun. To be a Block Captain, however, is to be a social entrepreneur. In a way, you're "in-business" with each of your Block Captain Team members. The team is "your baby." But, it's important to note that there's no room for egos or micromanagement. We're all in this together, and every Block Captain is an important team member with a unique set of talents and interests. Effective teams find ways to leverage their comparative advantage in this area.

A word on having fun: Ideally, individual teams will consist of people who are close friends and/or neighbors. The strength of the team is in its team member's relationships.

Remember, this is a long term endeavor. Block Captains are not in it for the short term. We're in it to win it. So, it's important that every activity should have a social, fun element to it. If you're going to spend 2 hours handing out constitutions in your neighborhood or going to other neighborhoods, make sure you spend 1 hour at a restaurant, ice cream parlor, or sno-cone stand and enjoy one-another's company and have a good time. If your team isn't having fun, you're absolutely, positively doing something horribly wrong. Not all political activities are intrinsically fun, so you'll need to be creative about how you do it.

A Note on Recruitment

A Block Captain/BCT's single most important goal should be expansion. There's an important maxim that holds, "you can't beat somebody with nobody." Too often, political groups and teams get comfortable with a particular group of people and neglect recruitment and expansion. This is completely counterproductive and wrong. If you don't have an army, you can't fight a war. Your team should be focused first and foremost on expanding the number of Block Captains and Block Captain Teams, recruiting ever more patriots into your ranks and also **RETAINING** those recruits. To put all that effort into recruiting a teammate and then losing them is tragic and ridiculous.

Recruiting and retention is job one. All other goals are of secondary importance.

Training, Communication, Coordinating with Other Teams and Mentoring

As more and more BCTs form in your region, you'll want to start coordinating with those teams. You don't want to be replicating work that's already been done. In St. Louis, we've created an online social network of Block Captains which is organized by regional geography or borough. BCTs in the given geographic area

or borough can thereby communicate easily and quickly, sharing ideas and strategies, but also communicating in solidarity.

As you're recruiting more and more Block Captains and as more and more BCTs form, you'll want to start organizing regular BC training workshops. As I said, we've developed a manual that we can teach from. Successful Block Captains can and should become trainers. The more trainers you have, the more workshops you can organize. Trainers should be willing to help mentor teams for a while, too. The value of mentoring teams to success cannot be overstated. New Block Captains often have comfort zones that they have trouble breaking out of. If someone is learning a new skill, they can only truly learn it by doing it. Trainers should be willing to physically show people how to do the technique in the field.

Team Get-Togethers

BCTs don't have meetings. Meetings are dull, utilize Robert's Rules of Order, and an exceptional way to drive people away from your team. Instead, BCTs have a get-together every week or every two weeks. Teams need to setup times to hold these social events. They're opportunities to have fun and also discuss tactics.

Regular Team Activities

Teams also need to regularly plan group activities. These activities can be combined with "get-togethers," but the activities need to have goals (such as registering x amount of people, handing out x number of constitutions door-to-door, canvassing a particular number of houses in a given area, etc.). Again, be sure to have fun.

Region-wide, Monthly Activities

Once there are multiple BCTs in your region, you should organize regular, monthly fun activities. In St. Louis we've started regular social get-togethers at a really fun bar/grill/music venue. Again, we work hard, but we play hard, too. It's important to have a monthly region-wide event so people can meet other teams and share experiences, have fun, and learn.

Goals

Goal setting is important for any BCT. Goals are important because they tell you where you're headed as a team. As Seneca said, "If a man doesn't know to what port he is sailing, no wind is favorable." Goals should be understood and mutually agreed upon by the team members. Everyone should have a firm understanding of the goals and the goals should be effectively communicated to everyone.

One good way to think about goals is through the acronym, SMART. Smart goals are:

Specific
Measureable
Attainable
Realistic
Timely

Block Captain New Recruit “Life Cycle”

- 1) Attends House Party
- 2) Joins Block Captain Team, reviews new recruit materials
- 3) Attends Block Captain Training School
- 4) Attends weekly get-togethers
 - a. Socializes
 - b. Meets with Team
 - c. Participates in training
- 5) Works with Team on Team activities
 - a. recruiting
 - b. liberty evangelizing
 - c. voter registration
 - d. assists a particular campaign, etc.
- 6) Recruits friends and brings them to house parties



Recruiting Tactics: The Power of Personal Networks

Without question, recruiting is your most important task. The reasons for this have already been discussed. But, it's worth re-emphasizing that recruiting must become a consistent objective and activity. Goals must be set and met.

Each person has a natural ability to recruit dozens of people – right from the start. The average person knows 250 people on a first name basis, and roughly 600 people in some general level of detail. When forming your team, convince your best friends and family members first. They're most likely to agree with you, politically.

If you're starting out with 4 team-members, remember that each team member knows 600 people fairly well. That's 2,400 potential recruits to your team or to "starter" teams you might help found and mentor to maturity.

We know that in a general population, roughly 30% will be socialistic (liberal), 30% will be anti-tyranny, and the remaining 40% are centrists to varying degrees. So you can expect that of that pool of 2,400 potential recruits, an approximate minimum of 720 people are likely to be your ideological peers. However, since people generally tend to be friends with people who generally agree with them, don't be surprised if the numbers are closer to 1,400, rather than 720. Out of this pool alone you should be able to fill out your team.

Take everyone you know (and everyone your teammates know) and put their names into an electronic spreadsheet. Fill out their information as best as you can under the following headings:

- 1.) first name
- 2.) last name
- 3.) phone number(s)
- 4.) street address
- 5.) city
- 6.) state
- 7.) zip code
- 8.) email address(es)
- 9.) political ideology

For political ideology, be sure to list someone as:

- 1.) Dedicated Anti-Tyranny
- 2.) Soft Anti-Tyranny
- 3.) Moderate
- 4.) Soft Socialist
- 5.) Dedicated Socialist

Next, sort the list for the people you've listed as dedicated anti-tyranny and soft anti-tyranny. These are the people you should contact first.

Establishing Contact

Before calling, set a date with your team members for a House Party (see below). Set a goal of say, 10-40 people to show up to your house party. Systematically call your contact list and simply invite them to your BBQ, Picnic, or whatever you'd prefer to call the house party. Let them know it's a social event, ask that they bring drinks or snacks. BRIEFLY, let them know that you also have some ideas about making a difference against the tyrants in Washington, and locally. You can discuss it over burgers and sodas or beer.

Do NOT stop making calls until you've invite 20% more people to your House Party than your original goal. So, if your original goal was 10, don't stop calling until you've invited (and received commitments to attend from) 12 people. The reason for this is that invariably, people will cancel on you. Also, be sure to instruct those people who have committed to coming to invite similar-minded friends.

House Parties

House Parties are the single most effective recruitment tool in your arsenal. They're an opportunity for you and your team to connect with other people, explain the dire circumstance we find our country in, and encourage them to make a difference. Remember, the objective is recruiting, but the tactic involved is FUN. Don't turn this into a boring, dull event. THIS IS A PARTY. Be sure to have good food (yet, you don't have to overdo it and spend a fortune) – snacks, chips and dip, burgers and hot dogs, etc. Simple, yet good. Provide soda, tea, juice, etc. Be mindful of religious or personal observances in this regard (such as abstinence from caffeine or alcohol).

As people enter your home, greet them warmly and offer them a name tag so that new people can get to know one-another more easily. If the people you've invited have brought friends with them, be sure to have the tag-a-longs sign-in on a sign-in sheet, so you can have their contact information for later, should they want to get involved.

Halfway through the party, grab everyone's attention. Explain how happy you are

they could join you today for the party. Explain how worried you are about what’s happening in our country. How you fear for the future of your kids and grandkids, and how you’ve resolved to become an effective grassroots activist. You’ve taken the plunge to make a difference and fight against government waste, theft, and bullying. Explain how you and your team have formed a Block Captain Team, and how you’re going to do your part to take back your neck of the woods, and possibly even run for school board, county, or city council one day. If they are interested, they should talk to you about getting involved. You can help them get started. Again, explain to everyone how happy you are they could come, and return to crowd to having fun and partying. Look for people who might be interested. Mingle with them.

TIPS

- 1) Make sure that all of your team members attend the House Party.
- 2) Unless you’ve a religious or personal reason for abstaining, moderate alcohol consumption is recommended. Why? Because people tend to lose their defensiveness or awkwardness when they’ve had a beer. It’s a tremendously powerful “social lubricant,” that aids ice-breaking and relationship building. I cannot recommend it enough. Countless, lasting friendships are forged in minutes over a drink.
- 3) Do not invite politicians to these parties. The purpose of these events is to gain recruits to your team, not listen to windbags. There is a time and place for lengthy political speeches, just not now.
- 4) Limit your speaking time to the absolute minimum.

Following Up After the House Party

The best way to follow-up with a potential recruit after a House Party is to invite them out to one of the activities your team has scheduled. The opportunities to contribute are limitless, but a good easy Team activity is the Liberty Evangelism Project – wherein one pairs-up with another Block Captain team member and goes door to door and hand-deliver Constitutions to neighbors. Whenever you do an activity as a Team, you should get in the habit of having a certain ‘rhythm.’ See section 3 (The Little Things) for a suggested ‘Rhythm’ for your Team when doing an activity.

Block Captain Training School (BCTS)

Hopefully, in your area, there are regular Block Captain Training Schools. Once you’ve followed-up with your recruit and invited them to an activity or two, take them to a BCTS, where they can receive the full training. At a training, the new recruit has the opportunity to formally learn best practices, but also to learn from peers who have great nuggets of information gained through hard won experience.

The importance of holding regular Block Captain Training School workshops is important because it allows the entire network of Block Captains share experiences, while also providing a standard 'basic training' for new Block Captains. While we're constantly improving curriculum, what we're preaching in this guide isn't some completely untested idea, but the fruit of a number of different highly successful political organizing tactics. It's important that the training be standardized so that everyone is on the same page. At the same time, it's important to be able to adapt.

A BCTS is an opportunity for the Block Captains to formally introduce best practices to new recruits. And at the end of it, the recruit can be officially initiated and received by the Team, and receive a Certificate of Achievement. Becoming a Block Captain is something to be proud of. Very few people take it upon themselves to try and improve the world in which they live. Anyone who joins is a true patriot.

No Way, But the Hard Way

Unfortunately, there's no easy solution to recruiting. It doesn't just happen overnight. One woman told me once, "I don't have time to contact everyone I know and recruit them. I need volunteer help, NOW!" She didn't allow me the opportunity to explain to her that in volunteer recruiting, there "ain't no way, but the hard way." Volunteer recruitment takes tenacity, which is why so many people fail at it. People just expect people to understand the importance of a given endeavor. "This is crucial, why doesn't everyone see it?!"

Fact is, volunteers usually aren't paid. You can't just conscript them into your team. You must find them, explain the validity of your efforts to them, and ask them to join you.

There's a phenomenon called the 80/20 rule: 80% of the work is done by 20% of the people involved. Surprisingly, this figure is extremely accurate. Do not be discouraged if they are too lazy or unwilling to help out. Most people are lazy or unwilling to see the danger our nation faces. Don't let some rejection get you down. However, you'll come to understand why it's important to respect a team member's time and sacrifice. Team members are assets to your endeavor, like gold. Treat them well. Respect their time. Keep in solid, consistent contact with them, and ALWAYS have work broken down into tasks which are easy to understand and achieve.

Remember, volunteers quit for 2 primary reasons:

- 1) They feel like they aren't being utilized effectively

So:

- a. Have tasks ready to be accomplished
 - b. Where possible, offer suggestions about creative outlets. For example, if a team member is heavily interested in blogging, help them find resources to get a blog started – have them speak with people who are writing successful blogs. If Someone is interested in working a phone bank, try to work that into the game plan
- 2) They're bored or repulsed. People HATE meetings. They hate taking roll call. They hate taking minutes. People hate dry, dull, enterprises that don't excite them in some way, and don't offer them an opportunity to have FUN or be creative in some way. Mark this well: if you're not having fun, you're absolutely doing something wrong.

Tip: don't schedule get-togethers before 9am on a Saturday...certainly not before 8.

Little Things Add Up to Big Things

There are lots of little practices that can ultimately mean the difference between a successful, happy team and stagnation

This section could be its own book or series of books. We're going to focus on two items in particular.

Keeping a Log

There are several house-keeping items that need to be taken care of in order to keep track of your team's progress, member contact information, dates/times/places of future events, etc.

We recommend creating an online activity log that can be kept by the Team Coordinator, and updated regularly for the Team's Trainer. There are many easy ways to accomplish this. You can setup an online group-editable document through google documents. We highly recommend you get a gmail.com email address. Gmail is simply a superior email service, and the free software that attaches seamlessly with the email is helpful and comprehensive. You can use Gmail for team calendars, spreadsheets, word processing documents, and a lot more.

As more teams are created, you may want to create a charter of sorts to distinguish yourself from other teams.

Information contained within the Charter:

- 1.) Team Number
- 2.) Team General Operation Area Responsibilities – usually a specific neighborhood, precinct area within a township. (this may vary based on your location).
- 3.) List of Team Members with contact information and the date joined. Also list whether or not the team members have received Level One Training, and any other levels of training received.
- 4.) Team Trainer and contact information
- 5.) Team Get-togethers: A day of the week should be set by team vote to be the official team meeting time and place. It may work out best for the team to meet-up every 2 weeks. This is also OK, but don't meet-up less frequently than this, otherwise your team risks losing momentum and enthusiasm. This time and place should be listed on the Team Charter and the Team Log. Team Trainer needs to be present for first 4 meetings (as a rule of thumb), and also needs to attend recruiting house parties and team activities (Constitution Handouts, voter registrations, etc.). Team trainers can be present less or more, but the idea is that the trainer needs to be mentoring new teams as much as possible in the beginning to help show them the ropes.

Remember: area-wide Block Captain get-togethers should be once a month so that everyone has the opportunity to meet one-another, have fun, share ideas, and recognize the hard work of those who have been particularly successful in executing Block Captain projects, especially recruitment.

Keys to Team Activities

- 1) At weekly meeting, set rendezvous place, date, and time to meet to accomplish Team Activity
- 2) DAY OF:
 - a. Meet at rendezvous point at agree-upon time
 - b. Divvy-up tasks, take care of house-keeping tasks, give additional instructions. SET time to MEET-UP again at the rendezvous point after tasks are completed.
 - c. Go do activity: break-up into two-man teams and set out to accomplish tasks.
 - d. Regroup at rendezvous point at agreed-upon time:
 - e. Inform Team Coordinator of how things went, turn-in forms, clipboards, etc.
 - f. Make notes of how things went and how things might be improved in the future.
 - g. Go to nearest café, McDonald's, or other establishment and get a coffee, soda, beer TOGETHER as a TEAM.
 - i. This task is AS IMPORTANT IF NOT MORE IMPORTANT THAN ANY OTHER TASK.
 - ii. NEW RECRUITS need to see that we're about good work and good times!!!
 - iii. Activities undertaken that DO NOT have a social/fun element WILL FAIL OVER TIME....ALWAYS!!

Team Goals and Tactics

Set Goals in Order to Succeed

In the beginning, your goals are pretty straightforward: focus on building your team, holding regular house parties and get-togethers, learning basic skills and doing basic tasks (like handing-out Constitutions door-to-door, holding Block Captain Training Schools, voter registrations, etc.). Eventually, you'll master the basics and it will become increasingly important to set more intermediate-level and long range goals.

However, it's extremely crucial to set goals in the short-term and even as you're starting out. There are different types of goals though, and the function together as a system. Imagine a funnel. At the top of the funnel are Prime Goals, mid-way through are Strategic Goals, and at the narrow tip of the funnel are Tactical Goals.

It's important to understand what a Primary Goal is. A Prime Goal is a commitment toward a particular, general end. A Prime Goal, once set, is not negotiable or capable of being changed. Why? Because Primary Goals, by their nature are worthwhile and critical. Plus, Primary Goals – even SMART ones- can be difficult to achieve. If your Prime Goal is to achieve better health through losing weight, exercising regularly and moderating your caloric intake, it can take months and even a year or more to achieve this overarching goal. Half-way through, you might be tempted to alter the goal or give up. But the goal of better health through diet and exercise is a valid goal. You cannot give up. You cannot alter the goal. The goal exists and must be achieved. Now, you may set different strategic and tactical goals, but your Primary Goals are set in stone.

A Strategic Goal is not quite as permanent or immovable as a Prime Goal. If your Prime Goal is to improve your health through diet and exercise, your Strategic Goal might be to achieve the Prime Goal through better cardio-vascular health and endurance and through improved muscle toning, power, endurance, strength, or mass. Diet-wise, you might select a particular type of diet. Again, you might alter this Strategic Goal a bit to eliminate weight training initially and focus on cardio-vascular health, but ultimately you'll need to achieve both cardio and muscular health. So you see, Strategic

Goals, while not quite as uncompromising as Prime Goals, are nonetheless important. They narrow your focus a bit.

A Tactical Goal is much narrower and more flexible than either goal type above. For example, you may choose to achieve your Strategic Goal through running on a treadmill for 30 minutes per day and lifting weights that work specific muscle groups you wish to focus on (upper body or lower body or both, for example). Within a particular diet plan you'll have various specific meal options, and you may want to tailor it this way or that.

Tactical Goals help achieve Strategic Goals. Strategic Goals help achieve Primary Goals.

Your Goal Funnel must be written down. It's your team's roadmap to victory. You may have to change the Tactical Goals every now and then, but you need to write the Goal Funnel down! If you fail to plan, you plan to fail!

Below is an example of a Goal Funnel. As you see, the Primary Goals are easy...

GOAL FUNNEL

Primary Goals:

A, B, C...See "Mission" in section 1

Strategic Goals:

- A) (Corresponds to "A" in Primary Goal Section
 - a. Recruitment of Block Captain Teams
 - b. Training of Block Captain Teams
 - c. ...
 - d.
- B) Liberty Evangelism
- C) Voter Registration
- D) Etc., etc.

Tactical Goals:

A) Strategic Goal “A-a”: Recruitment of Block Captain Teams

- a. Start by finding 3 good friends or relatives whom you can recruit to your Team.
- b. Pool contacts into a shared electronic spreadsheet
- c. Invite anti-tyranny ideologues in a methodical manner to your Block Captain House Party
- d. Etc.

B) Strategic Goal “A-b”: Training of Block Captains and BC Teams

- a. Etc.
- b. Etc.

What is Liberty Evangelism?

Getting your feet wet with spreading the good news of Freedom

Liberty Evangelism is an excellent project to use to get your team's feet wet. For one thing, getting into contact with your neighbors is really critical to your long-term success. For another, going door-to-door and establishing contact with your neighborhood is foundational skillset for your team. Your team needs to be able to do this. Neighborhood canvassing, literature drops, and a litany of other tasks are rooted in your team's comfortability with this skillset. If your team can master this simple task, there's no limit to what you can accomplish. Often times, team members need to expand their comfort zone in order to effectively deal with people – particularly strangers who you want to have become friends and allies.

However, LE is much more than simply handing out Constitutions in the hopes that the neighbors will read the Constitution. You're also representing your Team to your community. You're going to also find people who believe in your mission and who are willing to help.

When you're handing out Constitutions, **you should have already printed out sticker labels that you can place on the front cover of the Constitution, with your BC Team's name, email, and phone contact information.** If you've built-up a website, put the URL on there as well. If people like you, they ought to be able to get in touch with you later on.

The purpose of the visit is not to “sell” anyone on liberty. The encounter with each household is to be no more than a minute or so. Your sole goal is to politely and kindly give them a Constitution with no strings attached. If they're interested in learning more, they'll know where to find you.

Don't get tied-up in lengthy conversations. If people are EXTREMELY happy that you've given them a Constitution, invite them to a house party. If just the opposite, thank them politely and move on to the next house. Regardless, you don't have time to get into lengthy conversations. Your mission is to hand out Constitutions. ☺

Where do I Get Constitutions?

Unfortunately, there's no magic stash of Constitutions. We're all a rag-tag band of rebels and, unlike unions or other federally funded Socialist groups, we're on our own.

NEVER FEAR! Luckily, Constitutions can be purchased in bulk at rock bottom pricing from www.heritage.org. It's best if you order by the thousand to ensure maximum discounting, but you can usually acquire them from between 20-50 cents apiece, plus shipping.

In order to raise money, utilize your contact list. Especially if your team is full at ten members, you should be able to have an initial contact list of between 2,500 to 6,000 names in your spreadsheet. Initially, your goal is to hand out constitutions in your own neighborhood(s), so your team will probably focus on 300-1,000 homes. At 20 cents per copy plus shipping and handling, you're looking at raising \$150-\$250. Go through your list of contacts and briefly explain who you're with and what you're trying to accomplish. Ask them for a \$25, \$15, or \$10 donation. If you know they're capable of donating a little more, perhaps ask for \$50 or \$100. Keep track of who you've asked, who refused, and who donated. It's easiest in this task if you make yourself a BRIEF script to keep your calls short in time.

There's no excuse for your team to not be able to come up with \$250 or so. With several hundred or several thousand contacts to ask for help, you've got more than enough resources at the ready. People usually want to help. If they not only want to donate, but want to start a team of their own or otherwise assist you, setup a coffee-meeting or invite them to a house party. Point is, meet-up with them later on and get them involved through an in-person meet-up. You need to be able to meet with someone face to face in order to fully recruit them. Keep the phone calls – even the good ones - brief. Remember, you're on a mission to raise money for Constitutions.

Yes, this all takes some work, but what patriotic, tough as nails American has ever been afraid of hard work? We're strong people, and we've come to kick A. You can't kick A without putting on your work boots and rolling up your sleeves.

If you have any trouble, please feel free to email us at john.burns@stlouisteaparty.com for help.

Initial Constitution Door-to-Door Visit Checklist

__ Canvassing List (spreadsheet of homes to visit)([sample](#)). You can also use neighborhood maps.

__ One [Voter Registration Form](#) (Go to your Secretary of State for a printable Voter Registration Form) for every 5 homes

__ One [copy of the script](#) – see below

__ One clipboard

__ Three pens

__ One (or more) cell phone

__ One partner (never go alone)

__ Bottled water (optional but recommended)

Pace: One home every two-three minutes.

Breaks: Every hour for five to ten minutes.

Remember:

- 1.) Smile.
- 2.) Talk like you know the person.
- 3.) Give 3 feet of space at all times.
- 4.) Pay attention to the person's mood and demeanor
- 5.) Don't get into debates, arguments, or long conversations
- 6.) Your escape script: "I could talk about this stuff all day, but I'm supposed to visit a lot of houses today. I hope you'll excuse me. If you'll email me at the address on the Constitution, we can get together for a longer conversation."
- 7.) You are an ambassador of the St. Louis Tea Party, the Tea Party movement, and conservatism.

Sample Script:

Hi. I'm [your name], and I'm with the St. Louis Tea Party Coalition.

This is the Declaration of Independence and the U.S. Constitution. Please read them. Read them and think about how they apply to what's going in Washington today. Then decide for yourself whether we're on the right track or the wrong track. If you'd like to get involved, my contact information is right there on the cover.

Is there anything else I can do for you?

Thank you. Please be sure to contact me at the email address on the Constitution.

Script Bank

What follows is a bank of scripts that you might find helpful in a variety of different contexts.

In-Person Scripts

Family

Is everyone registered in your household?

Is everyone in your extended family registered to vote? Call and ask, and ask if they would like you to help them if they are not.

Hi, _____. I just wanted to check in with you about something important. Are you registered to vote? Is everyone in your household registered to vote? I'm volunteering for a new program to boost educated voter turnout, and we figure we've got no business asking strangers until we've started with our own families.

If you're not registered, is there anything I can do to help? I can register you.

Did you vote in 2008? Are you planning to vote in 2010? Are you voting in the August primary? We're the first state to vote on the Healthcare Act, and that vote is in August.

Do you want or need any information on a topic?

Would you be interested in volunteering in some capacity?

Will you introduce me to folks in your neighborhood, apartment complex, living quarters?

Will you send out an email or Facebook message to your friends?

Will you call through your address book, talk to your knitting circle, speak to social club?

Neighbor

Is everyone registered in your household?

Is everyone in your extended family registered to vote?

Hi, _____. I just wanted to check in with you about something important. I'm not trying to be nosy, but I'm volunteering for a new program to boost educated voter turnout, and we figure we've got no business asking strangers until we've started with our own neighborhoods. I know this is an imposition, but it's important.

Can I ask you - Are you registered to vote? Is everyone in your household registered to vote? If you're not registered, is there anything I can do to help? I can register you.

Did you vote in 2008? Are you planning to vote in 2010? Are you voting in the August primary? We're the first state to vote on the Healthcare Act, and that vote is in August.

Do I have your permission to contact you in the future? I promise to respect your wishes, but it's time we all step up and pay attention to what's going on. I have to ask.

Do you want or need any information on a topic?
Would you be interested in volunteering in some capacity?
Will you introduce me to other neighbors on our street, apartment complex, living quarters?
Will you send out an email or Facebook message to your friends?
Will you call through your address book, talk to your knitting circle, speak to social club?

Friend

I need a favor. I need to ask you a list of questions about voting in the August primary and November elections. I'm not asking you to vote for someone, but I do need your help - and that means registering to vote and turning out in August. I'll help with information, and even drive you to the polls if necessary, but to do so, I need to know it's okay.

Do I have your permission to ask these questions?

Stranger

Excuse me, can I ask you a favor? I'm volunteering for voter registration to increase voter turnout in the August and November elections. We're passing out Constitutions and helping people register to vote. Can I ask you a few questions? I know this is an imposition, but it's important.

Can I ask you - Are you registered to vote? Is everyone in your household registered to vote? If you're not registered, is there anything I can do to help? I can register you.

Did you vote in 2008? Are you planning to vote in 2010? Are you voting in the August primary? We're the first state to vote on the Healthcare Act, and that vote is in August.

Do I have your permission to contact you in the future? I promise to respect your wishes, but it's time we all step up and pay attention to what's going on. I have to ask.

Do you want or need any information on a topic?

Would you like to be contacted by Tea Party volunteers in your neighborhood, or by phone or email or Facebook?

Would you be interested in volunteering in some capacity?

Please take this Constitution and read it. It has contact info for our Block Captain and the local organization to find someone in your area if you're interested in learning more or even in participating.

Answers To Who Are You?

I'm a volunteer with the St Louis Tea Party. We've turned from rallies to voter registration and education. We figured the only way to get past the media filter about who we really are is get out and meet people one-on-one.

What Do You Believe?

It's a big group with varying reasons for joining, but we do have a few core principles.

We believe the fiscal policies of the last several administrations, both Democratic and Republican, are leading us to ruin, and if we as the citizens don't educate ourselves and turn out to vote, the country won't survive as a free republic.

We're not endorsing candidates and we're not carrying on education today, but we do want to pass out these constitutions and the Declaration of Independence, and build a list of people who want to be registered and contacted when we vote in August and November.

Negative Response.

Thank you, have a great day

God Bless You.

I'm sorry to have bothered you.

To those who want to Argue or Debate

I really appreciate the opportunity to speak with you about this, but today we're focused on registering voters and boosting voter turnout. Why don't you come to one of our meetings and you can learn more about us, or we can carry on an extended conversation over email if you have several questions? The contact info is on the back of this Constitution.

Email Scripts:

Use Friend Script: Must Make It Personal.

"I need a favor. I need to ask you a list of questions about voting in the August primary and November elections. I'm not asking you to vote for someone, but I do need your help - and that means registering to vote and turning out in August. I'll help with information, and even drive you to the polls if necessary, but to do so, I need to know it's okay."

Facebook Scripts:

Describe what you are doing (picture, text, video) in updates.

We're heading out today to pass out pocket constitutions and register people in our neighborhood.

Set up page for your Block and Team.

Send notes to friends with friend in person-script. Every

"I need a favor. I need to ask you a list of questions about voting in the August primary and November elections. I'm not asking you to vote for someone, but I do need your help - and that means registering to vote and turning out in August. I'll help with information, and even drive you to the polls if necessary, but to do so, I need to know it's okay."

Afterword and Additional Resources

You're doing some incredible work. Getting our side activated is a huge task and a worthy one. This isn't going to happen in a day, but through consistent effort. You're a missionary for freedom, and the value of what you're doing cannot be overstated. America is the world's preserve of freedom, and should the light of liberty be snuffed out here, the prospect for enhanced barbarism and cruelty around the world is a certainty. We cannot tire or fail. We must press on for our children's sake. The world depends on the hearts that are won or kept on the side of freedom in America's neighborhoods. The world depends on you.

The St. Louis Tea Party and the Block Captain Alliance are committed to helping you achieve these goals. We're going to be publishing updates to the manual regularly to offer additional help and best practices. We welcome suggestions. You can check us out on the web at www.stlouisteaparty.com and www.blockcaptains.com

But, feel free to email us at john.burns@stlouisteaparty.com We offer trainings to help your team or group start out in its quest to organize your neck of the woods.

Another excellent group that can help you get a basic understanding of grassroots activism and even CANDIDATE TRAINING is American Majority (www.americanmajority.org). The organization can help you get a basic understanding of some complementary skills not touched on by this manual and also give you a splendid education if you are endeavoring to become a school board, county councilman, state rep, or state senator.

Need Help Recruiting? : Jogging Your Memory of “Who do I know?”

Who Do You Know?

Location:

- 1) Who lives in your house
- 2) Who lives in your building
- 3) Who lives on your block?
- 4) Who do you know at work?
- 5) Who do you work out with?
- 6) Who do you go to church with?
- 7) Who do you go to lunch with?
- 8) Who do you party with?
- 9) Who do you go to dinner with?
- 10) Who expressed interest in a Tea Party?

Personal and Social

- 1) Who are your five best friends?
- 2) Who owes you a favor?
- 3) Who just retired?
- 4) Who just lost their job?
- 5) Who needs some fresh air and exercise?
- 6) Who always sings the national anthem?
- 7) Who do you go to Pilates class with?
- 8) Who have you always wanted to invite to your Book Club?
- 9) Who do you want to go out on a date with?
- 10) Who has idle teens that could use some civic responsibility?

Online:

- 1) Who are your Facebook friends?
- 2) Who do you email on a regular basis?
- 3) Who is a really good organizer of parties?
- 4) Whose blog do you comment on? (non-political)
- 5) Where can you post notices about local events?

Events:

- 1) Does your community throw a parade or a festival?
- 2) Who goes to city council and school board meetings?
- 3) Do your children have sporting events where you talk to other parents?
- 4) Do you know anyone on a high school or college campus?
- 5) What other groups do you belong to that might be interested?

Appendix A: Reading List

In addition to the US Constitution...

The Law by Frederic Bastiat

- 8.) The perfect starter book. While the book is small and quick, it offers an excellent framework from which to understand liberty's major elements: politics, economics, history, and the basic nucleus of public choice theory. Added benefit: only costs about 3 bucks online.

Economics in One Lesson by Henry Hazlitt

- 9.) Fantastic, simple introduction to basic economics. Quick and easy.

How the Progressives Rewrote the Constitution by Richard Epstein.

- 10.) Easy read, short book. Yields a basic understanding about how progressives have hijacked the Constitution over the past century. Excellent introduction that provides a foundation for future study.

The Road to Serfdom by Frederick Hayek

- 11.) Essential reading. Hayek elegantly explains why Socialism is a clear and present danger to the free peoples of the world. Socialism leads to Totalitarianism...always. Some forms of Socialism put a people on a fast or slow pace, but the end is always the same.

The Power of Meeting New People by Debra Fine (published, Possibility Press)

- 12.) Very quick read, but superb book that will help you meet new people, start good conversations and develop friendships. The more people you meet, the more people you can recruit. This is an essential read for any Block Captain

The Five-Thousand (5,000) Year Leap by W. Cleon Skousen (published by the National Center for Constitutional Studies)

- 13.) Phenomenal work. The book outlines the major thinkers and ideas that influenced America's founders as they endeavored to create the Constitution. Critical read for any patriot. Excellent starting point for an understanding of the Constitution.

Betrayed by the Bench and None Dare Call it Treason – both by John A. Stormer

- 14.) Betrayed by the Bench is an excellent book about the overthrow of the U.S. Constitution by Socialist judges. Excellent, quick read.
- 15.) None Dare Call it Treason, written in the early 60's is a landmark book about how Socialists infiltrated our government, churches and other social groups in order to transform our nation. The book – along with its companion book None Dare Call it Treason, 25 Years Later, are must reads.

Dedication and Leadership by Douglas Hyde

- 16.) Hyde was a lifelong Communist who, late in life, discovered that Communism was a terrible and destructive force. He wrote the book as a condemnation of Communism. However, Hyde believed that freedom's defenders could make successful use of some of the organizational and leadership tactics employed by Communists all over the world. Brief book, but worth reading again and again. Anyone who wants to inspire volunteers and build effective volunteer organizations centered on moral issues (such as the war against tyranny/Socialism) absolutely must read this book.

Blue Planet, Green Shackles by Vaclav Klaus.

- 17.) Quick and easy. Klaus is the President of the Czech Republic in the EU and also an accomplished economist. In this book, he explains the Socialist nature of the modern international environmental movement and why it poses an enormous threat to the freedom and material well-being of the globe. An excellent introduction to environmentalists and their plans for us.

Basic Economics by Thomas Sowell

18.) Long book. But essential. This book provides a basic explanation you can give to your friends about why Socialist/Keynesian economic policies are a disaster and destroy communities and economies.

Where Keynes Went Wrong by Hunter Lewis

19.) Extraordinary book. John Maynard Keynes was an egotistical monster of an economist. His foolish economic policies are examined and torn apart in good order. Requires a bit of study. Well worth the time investment.

Appendix B: Sample Voter Registration and Election Judge Forms

NOTE: If you live outside of St. Louis or Missouri, the information may not be completely useful. But, similar information does exist for your location. Do some legwork. Contact your Secretary of State's office, your county clerk, or election board. Note, you cannot mail a voter registration application for the voter. The voter must do this himself.

MISSOURI VOTER REGISTRATION APPLICATION

(Fill out this application on-line, then print, date, sign, and mail to your election authority.)

Use this application to:

- 1 Register to vote in federal, state, county and municipal elections in Missouri.
- 2 Change the name on a current voter registration.
- 3 Change the address on a current voter registration.

To be eligible to register to vote you must:

- 1 Be a U.S. citizen.
- 2 Be a Missouri resident.
- 3 Be at least 17-½ years of age (must be 18 to vote).
- 4 Not be adjudged incapacitated by a court of law.
- 5 Not be confined under a sentence of imprisonment.
- 6 Not be on probation or parole after a conviction of a felony, until finally discharged.
- 7 Not have been convicted of a felony or misdemeanor connected with the right of suffrage.

Other information:

- 1 You must be 18 years of age by the day of a particular election to be eligible to vote in that election.
- 2 If mailed, this form must be postmarked by the 4th Wednesday preceding an election to be eligible to vote in that election. If delivered in person, it must be received in the office of the election authority by the 4th Wednesday preceding an election. If registering by mail for the first time, you must provide a copy of appropriate identification, current or valid photo ID, copy of current utility bill, bank statement, government check, paycheck or other government document that shows your name and address.
- 1 Submitting this application to an individual other than the election authority does not insure timely voter registration.
- 2 **After the election authority receives your voter registration application, you will be sent confirmation within 7 business days. If you do not receive confirmation contact the election authority.**
- 3 If you wish to serve as an election judge on election day please contact your local election authority.

Absentee Voting*

Registered voters who are unable to go to the polls on election day may vote via absentee ballot. This process begins six weeks before the election. Individuals wishing to vote by absentee ballot must make their application in writing, stating the reason they will be prevented from going to the polls on election day. Voters wishing to have their absentee ballot mailed to them must have their request in the office of the election authority no later than 5:00 p.m. on the Wednesday before the election. The voter may however continue to vote via absentee in person, in the office of the election authority until 5:00 p.m. the day before the election. For information about requesting an absentee ballot contact your local election authority or visit the Missouri Secretary of State website at <http://www.sos.mo.gov>

*Anyone registering by mail may vote absentee the first time only after enclosing a copy of an approved form of identification with his or her absentee ballot request.

MAILING INSTRUCTIONS If you are a resident of one of these St. Louis area, eastern Missouri counties, or the City of St. Louis, please mail this application to the election authority for your area:

Free & Fair Elections!

CALLING ALL PATRIOTS!

Fair election results require

Conservatives to get involved TODAY!

Join the Team for Change - Register for Insider Informational Session!

Call 314-473-5340

- leave name and phone number to be notified of free meeting details

Historic 2010 Elections Need You!

To sign up as Election Judge, Supervisor or Asst. Supervisor (paid positions) go to:

St. Louis County Election Authority –

<http://www.co.stlouis.mo.us/elections/JUDGES.html>

St. Louis City Board of Elections-

http://www.stelections.com/index.php?option=com_rsform&Itemid=78

OR call 3146224336 (St. Louis City) 3146151865 (St. Louis County)

-Request 1st or 3rd District precinct if possible

Powered by the Grassroots/Patriot Group, Citizens Patriot Engine! Join the Team!

List of Election Authorities in St. Louis Area

St. Louis County	The Board of Election Commissioners 12 Sunnen Dr., Ste. 126 St. Louis, MO 63143	Ph. (314) 615-1800
St. Louis City	The Board of Election Commissioners 300 N. Tucker Blvd. St. Louis, MO 63101	Ph. (314) 622-4336
St. Charles County	St. Charles County Election Authority 397 Turner Blvd. St. Peters, MO 63376	Ph.(636) 949-7550
Jefferson County	Jefferson County Clerk Jefferson County CourthousePO Box 100 Hillsboro, MO 63050	Ph. (636) 797-5486

Appendix C: Sample Activities, Tactics, and Goals

<u>Activity</u>	<u>Technique/Tactic</u>	<u>Initial Goal + Weekly Goal</u>	<u>Pro Tips</u>
Initial Team Building	<p>Contact closest friends and family who live near you.</p> <p>Ask them to join your team, explain the significance of what you're doing and your goals.</p>	<p>Initial Goal: Build team to 10 people</p> <p>Weekly Goal: Add 5 people to Team</p> <p>Hold weekly meetings: meetings provide organization and help for planning purposes and also build team cohesion. Meetings can be scheduled for the same day as team activities (hold meeting before engaging in activity)</p>	<p>Be sure to give prospective recruits the new recruit materials</p> <p>Materials will help you explain our organization and what we do</p> <p>Make all Team activities as fun as possible. Allow as much time as possible for socializing.</p>
Recruiting	<p>Make phone contact with recruit and invite them to House Party</p> <p>If recruit cannot attend house party, invite to a one-on-one meeting over coffee</p> <p>If no time for coffee, invite to one of the twice monthly "Throwdowns"</p> <p>Tools:</p> <p>House Parties</p> <p>One-on-One meetings</p> <p>Twice-monthly "throwdowns"</p> <p>Invite them to participate in Team activities (such as handing out Constitutions</p>	<p>Recruit 5 people to become block captains</p> <p>Once your Team has reached 10 people, each batch of 5 recruits becomes a new Team</p> <p>Recruit is considered to have <u>joined</u> once they accept membership card.</p> <p>Block Captain who brings in recruit who joins gets credit, as does the team</p> <p>Membership card is validated at BCTS</p>	<p>The key to winning recruits is your own personal activity level.</p> <p>If you're active and staying consistent and persistent with recruits it will pay off.</p> <p>Bring recruits to as many Team events as possible.</p>
Mentoring New Team	<p>Batch of 5 recruits (assuming your Team already has 10 members) attaches to your team temporarily</p> <p>Take batch of 5 recruits with your Team on</p>	<p>Hand of a fresh batch of 5 recruits to Trainer for chartering of new Team every 1-2 weeks</p>	<p>Include recruits as much as possible so they can learn the ropes and become a self-sufficient Team, ready to recruit on their own, as soon as possible</p>

	<p>a Team activity, such as Liberty Evangelism (handing out pocket Constitutions)</p> <p>Hand-off 5 recruits to a Team Trainer for continued mentorship...New Team should have their own charter, now.</p>		<p>Work hand in hand with your Team's Trainer on this.</p>
Liberty Evangelism	<p>Team assembles as per the Team Activity Standard Procedure (See below)</p> <p>Team breaks up into 2-man groups and goes door to door handing out pocket constitutions</p> <p>Groups of 2, as well as Teams, keep track of ground covered and houses visited...gives information to Team Coordinator (TC), who also informs the Team Trainer (TT). The TC and TT keep the master record.</p>	<p>Hand out 25 pocket constitutions per Team member, per week (100 per month).</p> <p>Keep good logs of what ground is covered: houses visited.</p>	<p>Don't re-invent the wheel. Take advantage of the Activity Standard Procedure and the Liberty Evangelist Script and checklist (see below)</p>
Fun/ Social Activities	<p>House Parties</p> <p>Team Activities</p> <p>BBQs</p> <p>Bi-Monthly "Throwdowns</p> <p>Additional Ad Hoc Activities organized by the Team</p>	<p>One fun event per week</p>	<p>Even Team activities (such as liberty evangelism and voter registration) can be turned into a fun activity.</p> <p>Every activity needs to have a social and fun element</p>
Canvassing and Voter Registration	<p>Very similar to the Liberty Evangelism project</p> <p>Follow Team Activity Standard Procedure</p> <p>Involves going door-to-door with a partner.</p> <p>Make sure you have enough voter registration forms, pens, canvassing list</p> <p>Keep track of ground covered</p>	<p>Once your team has gotten comfortable with handing out pocket constitutions, the voter registration project can begin</p> <p>Weekly goal: 50 voter registrations per team member, per week</p>	<p>Speed is a factor</p> <p>Don't get bogged down in a lengthy conversation</p> <p>Lengthy conversation means you're missing out on registering other people</p> <p>Make sure your team takes time to have fun after job is done.</p>

	Team Coordinator is responsible for keeping master list		
Petition	<p>Look for high-foot-traffic areas</p> <p>Pro Sporting events</p> <p>High School sporting events</p> <p>Major shopping areas (be careful though, if you are asked to leave, do so.)</p> <p>Public Land is ALWAYS OK FOR SIGNATURE DRIVES... 1st Amendment rights. If anyone gives you trouble here, call us immediately and we'll give 'em hell.</p> <p>Sometimes not useful to identify yourself as a Tea Partier. If you're attending a large outdoor event with lots of people who may even be Democrats, make your political point of view indiscernible.</p>	<p>No on-going weekly goal.</p> <p>Goals determined once the signature drive has formally commenced</p>	<p>Key here is being polite and not letting rejection get you down</p> <p>Quantity, quantity, quantity.</p> <p>"Would you like to sign?" Yes? (they sign. No? (on to the next one).</p>
Literature Drops	<p>Similar to Liberty Evangelism and Voter Registration Projects</p> <p>Involves your team assembling, breaking down into two man teams and distributing campaign or issue related material</p>	Goals will be based on individual projects, once they commence.	Keep track of houses visited and ground covered
Voter Turnout	<p>Similar to other door-to-door projects</p> <p>Involves turning people out to go vote at the polls.</p>	Goals will be based on the project	Keep track of houses visited and area covered