

P.O. Box 471 Cooper Station
New York, N.Y. 10003

January 15, 1974

TO ALL ORGANIZERS, SALES DIRECTORS, AND AT-LARGE MEMBERS

SPRING SALES DRIVE

Dear Comrades,

The December YSA convention enthusiastically projected a revolutionary propaganda offensive for the spring. Our support to the SWP election campaigns, our Watergate suit and sales of our press will constitute the major aspects of our propaganda drive.

The YSA's ability this fall to surpass our 10,000 Young Socialist sales goal and contribute to the successful fall Militant and ISR circulation drives were major steps forward in our ability to present our ideas to wider layers of young people. The gains of the fall sales campaign indicate that sales of our press are becoming a central political activity of the YSA.

Circulating the YS has begun to be integrated into all of our activities. Sales of the Young Socialist, for example, were an important aspect of campaign street rallies and literature tables during the municipal elections. In the course of building demonstrations and campus meetings around the Chile coup and Mideast war, YS sales increased. Our analysis of these events in the YS coupled with our active involvement in defense of Chilean political prisoners and the Palestinian liberation struggle projected the YSA into the center of campus political discussions.

The YS also played an indispensable role in locals' concerted efforts to probe high schools, community colleges and new campuses. In addition, the Young Socialist has helped to present the YSA and our political ideas to many students, establishing us as an important force even where locals or at-large areas have just been formed. Because the YS projects what the YSA is doing, it has proven to be a valuable recruitment tool. The reports of the fall regional teams especially testify to this fact.

These advances during the fall stem from our growing understanding of the importance of our revolutionary press in introducing youth to the ideas and activities of the YSA and our increased ability to use the YS as a vehicle for intervention into struggles and as a means to help to convince people to join the YSA.

The Spring Sales Campaigns

The spring sales campaign to sell 11,000 YS's projected by the convention aims to build on the experiences and successes of the fall. It will begin with the February issue of the Young Socialist and extend for four months through May. The proposed local quotas on the attached sheets are based on the performance of the local areas during the fall and our national perspective for increasing our sales.

The convention projected stepping up YS sales at high schools, community colleges and new campuses and expanding and regularizing our sales in the Black, Puerto Rican and Chicano communities. Further integrating sales into all our political activities and regularizing participation of all members will be needed to make the spring sales campaign successful.

The campaign will run in conjunction with the Militant sales and Militant and ISR subscription drives. Our experience has shown that the YSA can be a major factor in increasing the circulation of the Militant and International Socialist Review while simultaneously expanding sales of the YS. Last fall the YSA increased Militant sales on campuses from 1/4 of total sales to 1/3. This spring we should continue to develop this progress as well as organize local participation to increase the number of subscribers to the Militant and ISR on campuses in our areas.

At-Large Goals

Last fall, a number of at-large comrades participated in the YS sales campaign by taking on monthly bundles. For the spring propaganda drive, the National Office recommends that all at-large members accept a monthly goal of 20 Young Socialists and a weekly goal of five Militants. This participation will be an important part of our national propaganda offensive. We suggest that at-large members call the regional center with a monthly sales report or write to the National Office at the end of the third week of each month, so that these gains can be reflected in the monthly wrap-up sales report.

Organizing the YS Sales Campaign

The 11,000 YS sales goal is intended as a goal to be reached as quickly as possible during the campaign and the N.O. anticipates that many local areas should be able to reach their goals during April. Certain objective factors like good weather and schools still being in session, make April one of our best sales months. After each local and

at-large area determines its sales goal quota, it should immediately map out a concrete strategy for increasing sales each month to reach their goal by April if not sooner.

The communication between local areas and the N.O. last fall greatly facilitated the coordination of the campaign. We want to continue having the regional centers phone in weekly progress reports for center and regional locals. The weekly sales letter and scoreboard will again be a regular feature of this campaign. We hope to increase its use as a forum for sharing local experiences and organizational tips from which the entire membership can learn. Sales directors should think out suggestions along these lines before they call into the Business Office each week. The essential component of this sales drive is taking big strides toward 100% participation of comrades. In order to reflect our progress toward full participation, the monthly wrap-up scoreboard will include this information.

Getting Rid of Back Debts

Wiping out or significantly reducing local debts to the YS is an important aspect of this spring's effort. As of the convention, local debts to the business office totalled \$2,699. The problem is not that the YS is a financial burden in the local areas. To the contrary, many locals made considerable profits from YS sales this fall. But some locals have directed YS money into local operating expenses before paying their monthly bill to the Business Office.

It is essential that we turn this around this spring. The National Office suggests that locals plan to make weekly payments to the Business Office as the papers are sold. Those locals with large back debts should not plan YS profits into their spring budgets until the back debt is erased and the local is current in its YS payments.

Initial discussions with local organizers and sales directors at the convention indicated enthusiasm toward the sales campaign and the general feeling that the proposed local goals are accurate projections. It is important for locals and at-large areas to concretize their spring goals as soon as possible and return the quota acceptance form to the National Office by February 1.

Comradely,

Rich Finkel

Rich Finkel
YSA National Secretary

Ginny Hildebrand

Ginny Hildebrand
YS Business Manager

Return to the YSA N.O. by February 1
YSA N.O.
Box 471 Cooper Station
New York, N.Y. 10003

SPRING YS SALES GOAL ACCEPTANCE FORM

The _____ local (at-large area) accepts a
monthly sales quota of _____ as its goal for the spring
Young Socialist sales campaign.

PROPOSED GOALS - YS 11,000 SPRING SALES CAMPAIGN

<u>REGION AND LOCAL</u>	<u>QUOTA</u>
<u>EASTERN PENNSYLVANIA</u>	<u>550</u>
Philadelphia	550
<u>ILLINOIS-WISCONSIN</u>	<u>775</u>
Chicago	600
Madison	125
Champaign	50
<u>MID-ATLANTIC</u>	<u>625</u>
Washington, D.C.	550
Baltimore	75
<u>MICHIGAN-INDIANA</u>	<u>875</u>
Detroit	350
Bloomington	175
Mt. Pleasant	100
Indianapolis	100
Ann Arbor	50
East Lansing	50
Kalamazoo	50
<u>MISSOURI-KANSAS</u>	<u>400</u>
St. Louis	300
Kansas City	50
Columbia	50
<u>NEW ENGLAND</u>	<u>1175</u>
South Boston	525
North Boston	475
Amherst	100
Worcester	75
<u>NEW YORK-N.J.-CT.</u>	<u>2475</u>
Upper West Side	750
Lower Manhattan	700
Brooklyn	625

NEW YORK-N.J.-CT. (cont.)

Hartford	50
Albany	50
Geneseo	50
Long Island	50
New Brunswick	50
New Paltz	50
Paterson	50
Ossining	50

NO. CALIFORNIA 1250

Berkeley	650
San Francisco	550
San Jose	50

OHIO-KY.-W. PA. 1000

Cleveland	350
Pittsburgh	400
Cincinnati	75
Edinboro	50
Lexington	50
Columbus	75

OREGON 300

Portland	300
----------	-----

ROCKY MOUNTAIN 450

Denver	450
--------	-----

SO. CALIFORNIA 1000

East Los Angeles	300
West Los Angeles	300
San Diego	300
Phoenix	50
Santa Barbara	50

SOUTHEAST 700

Atlanta	650
Knoxville	50

<u>TEXAS-OK.-LA.-AR.</u>	<u>675</u>
Houston	425
Austin	200
San Antonio	50
<u>UPPER MIDWEST</u>	<u>525</u>
Twin Cities	425
St. Cloud	50
Iowa City	50
<u>WASHINGTON</u>	<u>500</u>
Seattle	450
Bellingham	50
<u>TOTAL</u>	<u>13,275</u>