

14 Charles Lane
New York, N.Y. 10014

February 10, 1973

TO ALL ORGANIZERS AND SALES DIRECTORS

Dear Comrades,

The Militant has launched a spring circulation campaign to double single copy sales to a minimum of 7,000 each week. As part of a general increase in propaganda efforts, this will be a major campaign and a central part of party activities.

The campaign will run from mid-February to the end of May with three main goals:

1. TO INCREASE THE NUMBER OF COPIES SOLD EACH WEEK. The aim of the campaign is at minimum to double weekly sales on a national scale. Although the campaign ends in May, one purpose is to establish new sales norms for each area.
2. TO ESTABLISH FULL PARTICIPATION OF THE BRANCH IN SALES. Many areas report that Militant sales is an area they would like to improve with greater branch participation. The national sales campaign will facilitate the involvement of the membership as a whole in sales.
3. TO HAVE EACH BRANCH CURRENT ON BUNDLE BILLS. With an increase in sales all areas will be able to regularly break even and eventually show a profit on sales during this campaign. We hope to establish the norm of sending in sales money to cover the current bill right after the month's final issue is sold, instead of waiting until the end of the following month.

Branches should decide on their sales goal as soon as possible and begin to plan the organization of the sales drive. For the drive to be a success, it is not only important to reach the goal as soon as possible, but also to regularize the new level of sales. Given the scope of this campaign, a leading comrade from the Executive Committee should be in charge of it with a solid sales committee to work with. Organizing the sales campaign will be similar to organizing a subscription drive, but with the added feature that the higher sales should continue afterward.

The Militant will carry weekly reports on the progress of the campaign including scoreboards, stories on sales, hints on best selling techniques, names of top salespeople, and items to draw Militant readers and election campaign supporters into participation in the campaign. The business office will be in weekly contact with all areas, in order to report weekly sales (not bundle) figures in The Militant scoreboard.

The Militant sales campaign is an integral part of the propaganda offensive we will be waging with our election campaigns and efforts to increase the circulation of all our press this spring. It will tie in directly with the Young Socialist bundle campaign, and YSA and SWP sales directors will be working

closely to coordinate sales of both publications. We also want to step up the circulation of the ISR by organizing sales teams to include ISR sales and by looking for special events and meetings for sales of specific issues.

The Militant sales campaign will give us an excellent opportunity to use The Militant as part of our all-out offensive to explain the Vietnam settlement, its meaning for the world revolution, and the Stalinist betrayal. We can also use this campaign to complement our local election campaigns by selling at all election activities and using sales to introduce people to the campaign.

Sales will offer one of the most significant ways each branch and local can reach people interested in our ideas in the Black community, even where we have few Black comrades. Every comrade can sell in and around the Black community and at Black campuses, using The Militant to talk to and recruit Black activists to our movement.

We can use the sales campaign to reach working people, especially in those places where comrades work. But we should also be able to establish regular sales at work places where there is a receptivity to The Militant. And when there is a strike, like the recent teachers' strikes, we want The Militant to be there.

Sales on campus and at political meetings will remain our most important outlet which we will want to improve. We may want to try to initiate regular dorm sales as part of the campaign. Also, SWPers not in the YSA can be organized for sales on campus during the day or at night.

A major task of the sales committee will be to plan sales where they will bring in the maximum political benefit. We will want to establish regular sales spots and times so that people can expect to buy The Militant each week. We will want to experiment to find new and better places to sell. Also, the sales committee will want to begin placing bundles on newsstands and in bookstores, which would require weekly follow-up and servicing. This latter suggestion is especially important for increasing the circulation of the ISR.

In order to throw all of our energy into this campaign, we are not proposing a spring subscription drive. However, areas should be conscious of selling the \$1 introductory subscription, and the YSA teams will be selling subscriptions. We can expect that the sales campaign itself will result in many new subscribers.

A list of proposed quotas for each branch is attached. A quota acceptance form is also enclosed, and this should be filled out and returned to the business office no later than February 16. We will use the accepted quotas for the weekly scoreboard showing the progress of each week's sales. Please note that these quotas are not proposals for bundle sizes, but are quotas for the actual number to be sold each week.

Sharon Cabaniss
Sharon Cabaniss
Sales Campaign Director

Comradely,
Lew Jones (27)
Lew Jones
SWP National Office

PROPOSED SALES GOALS FOR SPRING MILITANT SALES CAMPAIGN

| <u>Branch</u> | <u>Proposed Sales Goal</u> |
|------------------|----------------------------|
| Atlanta | 300 |
| Austin | 200 |
| Boston | 500 |
| Brooklyn | 325 |
| Chicago | 500 |
| Cleveland | 300 |
| Denver | 300 |
| Detroit | 350 |
| Houston | 325 |
| Los Angeles | 550 |
| Lower Manhattan | 325 |
| Oakland-Berkeley | 500 |
| Philadelphia | 250 |
| Portland | 200 |
| San Diego | 200 |
| San Francisco | 500 |
| Seattle | 250 |
| Twin Cities | 425 |
| Upper West Side | 325 |
| Washington, D.C. | <u>250</u> |
| TOTAL | 6,875 |

Send to Militant Business Office, 14 Charles Lane, New York, N.Y.
10014 by February 16, 1973.

SALES GOAL ACCEPTANCE FORM

Area _____ Goal accepted _____

Sales Director _____

Address _____

City _____ State _____ Zip _____