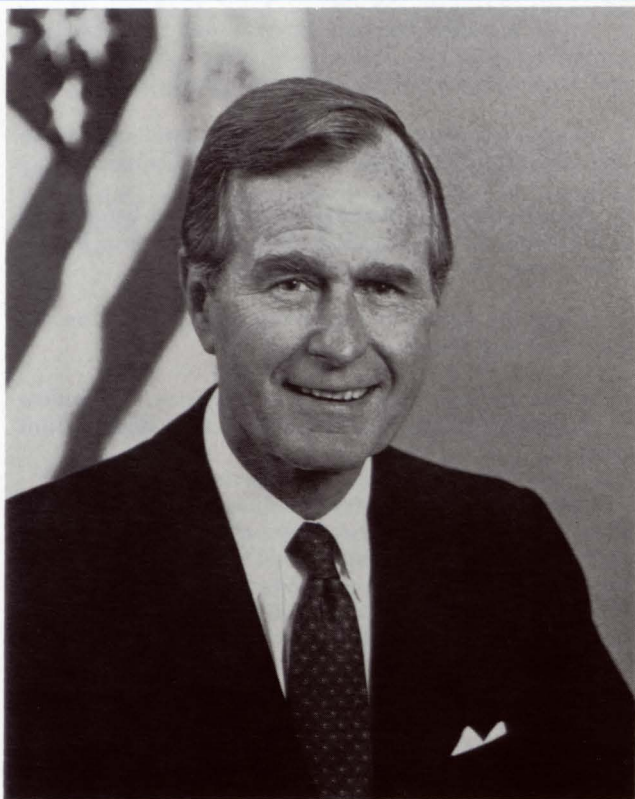


AMERICANS FOR BUSH



ACTION PLAN

<http://dolearchives.ku.edu>

A PLAN FOR VICTORY: HOW YOU CAN ELECT GEORGE BUSH PRESIDENT

You are the most important member of the team which will help elect George Bush President. The work that you do to convince your family, friends and neighbors that George Bush is the man that must lead America into the 1990's is vital. Grassroots activities like the ones you have volunteered to complete will be the difference which elects George Bush President.

The following plan of action, if followed closely, will win votes for George Bush in your local community. We suggest that you complete the following activities.

1. Write a letter to the editor of your local newspapers in support of George Bush.
2. Hold a coffee for your friends and neighbors to explain to them why they should support George Bush, and to show them the Americans for Bush video.
3. Walk your street for George Bush, and explain to your neighbors why they should support George Bush.
4. Send a postcard to your Christmas card list, friends and family encouraging them to support George Bush. This is easy and only takes a short time.
5. Place the Americans for Bush Bumperstrips on the front and rear bumpers of your car.
6. Place the Americans for Bush Poster in the window of your home or office, or place it on a stick in your front lawn.

Each of these activities is explained in detail in this Plan for Victory. It is extremely urgent that you follow these step-by-step instructions, and remember Americans for Bush is here to help you. Since the founding of the National Security Political Action Committee three years ago, we have been helping hundreds of candidates win elections to public office.

Americans for Bush is working to keep the economic progress and successes of the Reagan Administration safe from liberals, those who would weaken America's defenses and tax our citizens into bankruptcy if we allow them to gain total control.

George Bush is a man of conviction, courage, and tremendous credentials. He is ready and seasoned to lead America into the 21st Century.

But he needs you to take action, he needs you to take time from your busy schedule to complete these six tasks I have outlined.

Thank you, and God Bless you for your support and your willingness to work hard to elect George Bush President.

WRITING LETTERS TO YOUR EDITOR

Letters to the editor sections of newspapers are widely read, and have a definite impact on the outcome of elections. These letters are easy to write, and should take only a few minutes to complete. Follow these simple rules.

1. Your letter should be brief, and you should try to only make one or two simple points. If you want to write more, submit another letter to the editor a few weeks later.
2. The letter should be typed if possible, but if a typewriter is not available, send the letter anyway.
3. Collect the names and addresses of all the weekly and daily papers in your area. Do not send your letter to only one newspaper. Send your letter or similar letters to all the papers in your area. Remember, large daily newspapers sometimes receive hundreds of letters, and they won't print them all, but many local and weekly papers will print every letter they receive.
4. If you know the editor's name, address the letter to him or her. However, if you don't know their name, send the letter addressed Dear Editor.
5. If your letter is printed, make copies of it to send around to family, friends, and neighbors. They may not see it in the paper, but they can be influenced by your ideas.
6. If your letter is published, send a copy to us at Americans for Bush. We would be delighted to see the results of your hard work.
7. Here is a sample letter if you have trouble writing and would like ideas about what to send.

Dear Editor:

It is imperative that George Bush be elected the next President of the United States. Everyone in (name of hometown) should cast their ballot for him on November 8th of this year.

George Bush is a man of courage. He faced death many times as the youngest pilot in World War II. He was decorated for his bravery.

George Bush is a man with tremendous credentials. He has served his country with distinction in the U.S. Congress, as an Ambassador, as director of the CIA, and as Ronald Reagan's trusted Vice President.

He would make a great President, and that is why I'm working hard for his election with Americans for Bush.

Sincerely,

*Remember, you can take ideas from any of the materials you receive from Americans for Bush to help you write letters. Good luck as you write your letters.

WALKING YOUR STREET FOR GEORGE BUSH

Walking your street or canvassing for George Bush is the most important activity you can complete. It will allow Americans for Bush to identify individuals that can be turned out to vote for Bush on November 8, 1988.

Remember, the canvass is not a convincer, it is an identifier! We want to know:

Who is for us?
Who isn't sure?
Who is against us?

Here are some simple rules:

1. Dress casually, but presentably.
2. Do not canvass during church service hours.
3. Do not walk on lawns.
4. Knock on the door or ring the bell.
5. Step back two paces; close the screen door.
6. If no answer-ring or knock again.
7. When door is answered:

A. Introduce yourself, "Hello, my name is . . ." and "I am from this street . . ." I/we (introduce your co-worker, if any) work for Americans for Bush.

B. Hand voter a brochure.

C. Explain: "In this brochure are some of the reasons we hope you will support George Bush for President."

D. Ask: "Will you be supporting George Bush?"

E. Put name of person on a 3 x 5 card in his presence, and repeat it in front of him to make sure that the information is correct. Remember to get a phone number.

F. If no answer, leave brochure between screen door and main door. DO NOT leave in mailbox.

It is essential to be polite, but do not waste time. Move on - do not spend more than 5 to 7 minutes at a house.

When canvassing residential areas, one person is okay in the daytime. But at night in apartment areas, two people are needed.

Remember to send your 3 x 5 cards to Americans for Bush immediately. We need these names and addresses early so that we can ensure these individuals are turned out on election day.

Also, you should keep a copy of the names. It is important that you call the Bush supporters the day before the election and remind them to vote. If a voter is undecided, you may want to give them a call and try to persuade them to vote for George Bush.

HOLD A COFFEE FOR GEORGE BUSH

The most persuasive reason to vote for any candidate is because your family, friends, and neighbors are voting for the candidate. Most Americans make judgements about candidates not based on the candidate's beliefs, but because of the image a candidate leaves in the voter's mind.

Many times the image is the result of TV, radio, or direct mail. But a very lasting image can be developed because a friend or relative had the foresight to take the time to ask that person to support a particular candidate.

Personal contact and persuasion are the most effective motivators in a campaign.

That is why a coffee for your family, friends and neighbors can have such a dramatic impact. You can literally win hundreds of votes for George Bush.

Just follow these simple steps and schedule.

3 weeks before the event:

1. Select date, time and place. We recommend your home, but clubs, churches, and schools are alternates.
2. Develop your list of invites - we recommend that you invite at least 50 people.
3. Purchase postcards at the post office with postage already on them. These cards make for easy quick invitations.
4. Order materials from Americans for Bush so everyone gets a button, bumperstrips, and a poster.

2 weeks out:

5. Plan refreshments.

1 week out:

6. Call the people you have invited. This extra effort will double the number of people who will attend.

48 hours out:

7. Procure refreshments.
8. Test video player for tape (If you plan to show the Americans for Bush video).

Day of the Event:

9. Decorate.
10. Take out a note pad to record the names, addresses and phone numbers of everyone who attends.
11. The coffee should be mainly a social affair, but about 30 minutes after the scheduled starting time you or someone else should say a few words.
12. Show the video.
13. Thank everyone for coming and encourage them to vote for George Bush on November 8th, 1988.
14. When the event is over, send the names of everyone who attended along with your name and address to Americans for Bush, National Security PAC, 1919 Pennsylvania Ave., Suite #300, Washington, D.C. 20006.

Americans For Bush is a special project of and has been paid for by
National Security Political Action Committee.