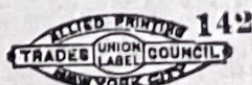


PROGRAM
FOR
Election District
Campaign Work
IN
NEW YORK

Empire State Campaign Committee

303 5th Avenue, New York



Victory 1915

The success of the woman suffrage campaign in New York depends upon the Captains of the Election Districts. If a majority of the voters in each Election District is won to our cause, it follows that our amendment will be carried in November 1915. If a majority is won in many districts it will overcome the large majority against our amendment in others. The Election District Captains, therefore, hold the only key to certain success.

The Captain should never forget that her stint is to convert the majority of the voters in her District and to get out all the friends of the cause on the final election day. She should ever remember that our cause is just, that logic is on our side, and that eventually public opinion must acknowledge that this is so. Therefore, she must never allow herself to be discouraged. If one plan fails, she must try another. She must be patient, tactful, persistent, long-headed. She must never say that she cannot continue as Captain because she has not time enough, health enough or money enough.

If she possesses zeal enough, nothing else is needed. To those who realize the great opportunity in New York, belongs the responsibility of doing the work. The success in 1915 may easily turn upon a few Election Districts. To do the work well, skilfully and triumphantly, will not require all one's time, but it does require that the Captain shall ever be "on her job"; always mindful of her task. If well planned, she can do it easily.

Since the Election District in a congested portion of our great cities and an Election District in a remote rural community bear little relation to each other, no positive instruction as to how the campaign ought to be conducted can be laid down. The following program is suggested, some of the items being more appropriate for the city than the country and vice versa. We are confident that if this program is followed conscientiously and enthusiastically *any* Election District in the State of New York may be carried for our question.

1. Secure a map of your Election District and learn its boundaries. You must know the exact territory your district covers.

2. Secure the list of enrolled voters.

(These are the men eligible to vote in your district, but many may never have used the privilege. They may do so in our election).

3. Secure also the list of registered voters. (These are the men who registered for the purpose of voting at the previous election. Your Assembly District Leader should secure these for you.)

4. Make the acquaintance of the captains of the leading political parties in your Election District. If these men are favorable they will prove of inestimable aid to you. Even if opposed, they will give you much valuable information as to the character of the voters, the place to find them, the way to reach them, etc. If only one captain is favorable, be careful that his helpfulness does not lead to the appearance of partisanship. Since we must appeal to the men of all parties for votes in 1915, we must maintain strict neutrality.

5. Learn what men carry most influence in the district from a political, religious, financial, social, or educational point of view. Usually the number is small.

6. Learn what women carry most influence in the district.

7. Visit the most influential woman and learn her views. Whether favorable or otherwise, secure her co-operation in the arrangement of a suffrage meeting. Get her to entertain the speaker.

8. Visit in order other women of influence and secure co-operation in arrangement of meeting. Give each one something to do.

9. Visit the wives of influential men and secure their promise to attend the meeting and to bring their husbands.

10. Secure speaker and arrange meeting.

11. Invite personally those men found to be influential in the district to attend meeting and get co-operating women to do the same. The more invitations they receive the better. Work hard to secure large audiences. Use press, dodgers and other advertising, but rely on personal invitations to bring out the most desired people.

12. On day of meeting dress up in the colors as many automobiles or carriages as you can secure and send them about town on your missions. It will set every one to talking of the meeting. No

one knows why these spectacular methods bring people to meetings, but they do.

13. Explain carefully and enthusiastically why we wish to enroll men and women suffragists in each Election District. Pass yellow slips through the audience allowing time to sign them and to have them carefully explained. Do the work carefully and gather up the slips with care.

14. Ask all those interested to meet you and the organizer next morning.

15. Explain at the morning meeting the imperative need of work in your District. Organize a club or committee to aid you in your work.

16. In the event that the meeting has made few converts, secured small attendance and seemed to arouse little attention, do not be discouraged. Your District may be the most enthusiastic in the State later on. Your constituents have brains. Your business is to make those brains think. Prescribe another meeting.

17. If first meeting is not well attended, use more spectacular methods of advertising the next. Get storekeepers to decorate their windows with the colors. Keep decorated automobiles or carriages

with flags flying, on the go. Get a procession of them, if you can, to meet the speaker. Get all the people you can to urge their friends to attend the meeting.

18. Keep on holding meetings until the whole town is talking about woman suffrage, and when it begins to talk never allow it to stop.

19. To stimulate your constituents to do this, circulate "fliers" or small suffrage leaflets. See that they are given out at your meetings. Stand at the doors of other meetings and hand to audience. Put them into farmers' wagons; hand them to men on the street; deliver them at the houses.

20. When the town is talking of woman suffrage, begin your canvass. Get the most influential men and women first. Do it systematically. Have your women assistants divided into twos. Let each group take a ward or street and canvass systematically. Go to every house. Go in the morning when the women are at home, and canvass the men at their places of business in the afternoon or in their homes in the evening. Meet at a fixed hour; compare experiences and make plans for the next day. If possible keep at the work on consecutive days

until the district is finished. Check off from list of registered voters those canvassed. Do not consider task completed until all are seen.

21. Hand yellow slips to those willing to sign. Write name and address and reason for opposition on blue slips of those who seem unalterably opposed, and the same information on white slips of those who seem convertible, *but do not do it in the presence of those recorded.*

22. Get *men* suffragists to help you enroll men and to see registered voters difficult to find.

23. Arrange your slips in a box like a card directory, keeping men and women separate. A good arrangement is to put men first. Put yellow in front, white next, and then the blue. Place a piece of pasteboard behind the blue upon which you have written "women". Then arrange the slips signed by women in the same order. A glance will tell you whether the yellow slips are in the majority for either men or women. A careful count will tell you just how you stand.

24. If you find a large majority of your district favorable, the remainder of your task is easy. Try to make the

sentiment unanimous, remembering that every extra vote you get will help to overcome the opposition vote elsewhere. An occasional meeting and a "round-up" of the friends of the cause on Election Day 1915 may be all that is necessary.

25. If the majority is opposed do not be discouraged. The task is one worthy of you. Make it a never-to-be-forgotten enterprise for you and your helpers to remove white and blue slips and insert yellow ones as men and women come over to our side.

26. Select a few names from the indifferent slips and divide them among your helpers. Call upon these people; give them more things to read, but beware of "nagging"; that is deadly. Hold new meetings and get these people out. Patient, tactful, intelligent work will gradually add to the yellow slips and decrease the white ones. Remember that your box of slips is the indication of the exact status of your District.

27. Meanwhile you will need money for literature. The average number of voters for an Election District is five hundred. You can give four fliers to each of these voters at a total cost of \$2.50. You can buy other literature for a moderate sum. Hold food sales on an

occasional Saturday; give a suffrage supper with after-supper speeches; or take small subscriptions from the friends of the cause. Literature is our strongest ally. Do not fail to use it. Some people will buy literature of the class which is too expensive to give away.

28. If there is a newspaper in your town, write an occasional letter for it. Get it to take paragraphs or plate matter issued by the Press Department of the Empire State Campaign Committee. Let the Editor know that you appreciate the value of his paper with its weekly educational influence. Thank him for all he does that is helpful; try to persuade him to see the "error of his ways" if he is against our cause, remembering ever that "vinegar does not catch flies".

29. As helps in your District campaign, study the following possibilities:

If there is an empty shop with good windows in your town, get the owner to give it to you free for one Saturday (when farmers are in town and school children free); for a succession of Saturdays, or for an entire week. Dress the window invitingly in the colors; apply to your Assembly District Leader for the equipment necessary to

maintain such a headquarters. Get the suffragists to give regular time to the work involved in these headquarters. Place one at a table with enrollment blanks. Be provided with cheap literature which you can give away and with more expensive literature which you can sell. If you can serve coffee and sandwiches, farmers will appreciate it, and you will make a little money. A food sale on Saturday afternoons would help you financially. If you can provide your headquarters with other utilities which the people need, do so. Farmers' wives will contribute chickens, eggs, fruit or vegetables. Townswomen will contribute the food for sale or will make simple useful articles which every household must possess. Such a headquarters will make your District talk about woman suffrage for a long time.

30. Visit sewing circles, church aid societies and social gatherings (by consent) with your voiceless speeches and posters. It will turn the conversation to our subject.

31. If there are good speakers in your town on opposing sides of the question, have a debate.

32. If your District is a country vil-

lage or a section of a city, we earnestly advise street or public square meetings on summer evenings on regular nights. These meetings should be announced properly in the papers and the public invited to come. If the innovation shocks the community, do not mind; it will recover and like these meetings later on, provided they are conducted with dignity, and the speakers are earnest. If you have no speakers in your District get an occasional one from your Assembly District Leader. A group of workers is more effective for such meetings. It is difficult to speak out-of-doors for a long time and the speakers should relieve each other. Meanwhile, workers should distribute literature in the audience, sell the WOMAN VOTER and WOMAN'S JOURNAL, or literature. Badges may be sold also, and a collection taken.

33. Your Assembly District Leader will doubtless arrange automobile campaigns for her County. She will set a date for a visit to your town. Make the most of the occasion; have it thoroughly advertised. Get as many automobiles, carriages, horseback riders, etc., as possible, to meet the visitors and escort them into town. Give them entertainment in

the homes of the community while there. If you have a band get it to contribute some music for the meeting.

34. When suffrage activities grow dull, organize a "suffrage stickers' corps" of girls and boys of responsible age. Ascertain first where such stickers may be legally placed. You will probably be permitted to put them on fences, telegraph posts, billboards, trees, and many will give permission to have them put on their own gates and private fences. Do not disobey the law nor offend, but plaster the legal places with as many stickers as you can afford to buy. (See price list).

35. Get every suffragist who owns a farm or village lot to buy a Votes for Women card in the colors and to erect a simple guide-post (consisting of a post with a board nailed firmly to the top) inside the premises. The card should be nailed to the board and thus give its continued testimony for our campaign. Six cards would permit the owner to keep the sign board fresh all summer. We are anxious that these signs shall point the way to Victory in 1915 on all the roads of the State and in all the streets of the villages. (See price list).

*order from Empire State Campaign
Bd. 303 Fifth Ave.*

Woman Voter

Organ New York Campaign

48 East 34th St., New York

50c per annum

Woman's Journal

585 Boylston St., Boston

\$1 per annum

"Fliers" six varieties

at 15c per hundred; 60c. per thousand
postpaid.

Campaign Buttons

\$1 per hundred; 75c per hundred in
lots of 500; 65c per hundred in lots of
1000 postpaid.

Attractive Window Decoration for Headquarters

including cartoon \$1

Two Beautiful Posters

at 50c each postpaid

Voiceless Speech

\$1 plus express

Larger Voiceless Speech

\$2.50 plus express

Stickers, 3 varieties

50c per thousand postpaid

Street Cards

Price to be fixed