

Report on Young Socialist Sales Campaign

by Brian Williams

The following report was adopted by the Young Socialist Alliance National Executive Committee on March 7, 1977.

The Young Socialist Alliance took some big strides forward in organizing sales in February. We sold 5,018 YSs or 77 percent of the national goal. This figure is approximately double what we were able to sell in any month last fall and more than we sold in any month last spring. Last February, for example, the YS Business Office had a record of selling only 2,300 YSs.

During the first month of the sales campaign nearly all chapters were involved in organizing regular sales activities. This is something that many YSA chapters have not done for quite some time.

One of the central goals of the sales campaign is to increase participation by all YSA members in weekly sales. Many new YSA members who had never participated in a sales campaign before got their opportunity to sell the YS and Militant last month.

Many YSA chapters were able to sell a good proportion of their bundle at important political events taking place on campus. Madison, for example, sold 65 of their 97 YSs at a campus meeting for feminist Betty Friedan. Philadelphia sold 78 of their 286 papers at several political meetings, which included public meetings for Khotso Seatlholo, Omari Musa, Dick Gregory, and Alex Haley.

Sales has helped give the YSA added visibility on campus. In several cities such as Richmond and Denver, sales played an important role in helping to recruit and bring people much closer to the YSA.

A key element in successfully organizing sales is close attention to the campaign by the YSA chapter leadership. Having regular weekly discussions in chapter meetings and in the executive committees helps project the central political importance of the sales campaign to the entire YSA membership. Charts showing the number of papers sold each week and the number of people participating in the drive play an important role in keeping up a campaign spirit around weekly sales activities.

The weekly phone calls by chapters to the YSA National Office has also been an important part of the sales drive. It has helped the national office get an accurate picture of how the sales drive is progressing, and has enabled the

exchange of successful sales experiences among chapters throughout the country in the weekly sales letters.

Several areas in February fell short of their goals because of transportation problems in shipping the YS. Bad weather slowed up Amtrak deliveries from one to two weeks to some West Coast and Midwest cities. This meant that some areas got a late start with February sales.

March YS sales perspectives

There is a proposal to set a national sales goal of 6,000 for March. We decided to propose lowering the national goal for March because the total of all the chapter goals in March is somewhat lower than last month. Seattle, New York City, Lexington, Philadelphia, Minneapolis, Portland, and Denver found it necessary to lower their YS goals. This was offset to some extent by raises from Penn State, Pittsburgh, New Orleans, and Milwaukee. Nevertheless, the total of chapter YS goals in March has been lowered by 265.

A national sales goal of 6,000 will be a big challenge to meet. It will mean selling an additional 1,000 YSs this month. It will also mean that nearly every chapter must meet or go over its goal for us to be successful on a national scale.

The YSA National Executive Committee will want to put a big emphasis on making the national sales goal in March. Successfully meeting this goal will represent another major step forward over the gains already made in February.

Organizing sales should be viewed as part of our stepped-up political work in March. This month there are many excellent opportunities for sales -- International Women's Day activities; Mashinini and Seatlholo tours; March 25-26 antiracist protests, to name just a few.

The YSA National Executive Committee will be having regular discussions to evaluate the YSA's progress in reaching the national sales goal for March.

FEBRUARY YOUNG SOCIALIST FINANCIAL SCOREBOARD 3/1/77

<u>Area</u>	<u>Current for Feb.</u>	<u>Debt</u>
Atlanta	X	127.25
Berkeley	X	--
Boston University	X	--
Bronx	X	4.00
Champaign	X	3.40
Dallas	X	113.55
Edinboro	X	--
George Washington Univ.	X	1.70
Kent	X	--
Madison	X	--
MATC	X	--
Minneapolis	X	--
Oakland	X	--
Portland	X	--
State College	X	--
Temple University	X	--
University of Houston	X	155.72
University of Illinois - Chicago	X	22.95
University of San Francisco	X	2.55
University of Wisconsin - Milwaukee	X	35.19

Areas not current in February

Albany	O	10.20
Albuquerque	O	12.75
American University	O	2.89
Ann Arbor	O	11.15
Arlington	O	5.10
Austin	O	56.75
Baltimore	O	74.45
Bloomington	O	4.25
Boulder	O	17.85
Brooklyn	O	90.01
Cal State LA/PCC	O	17.85
Cass Tech H.S.	O	5.10
Cincinnati	O	36.55
Cleveland	O	153.92
College Park	O	29.75
Columbus	O	24.75
Denver	O	97.80
East Lansing	O	28.85
Eastside, NYC	O	44.20
Ft. Collins	O	21.85
Indianapolis	O	37.25
Ithaca	O	8.50
Kalamazoo	O	10.20
Kansas City	O	12.75
Kingston	O	28.90
Las Vegas	O	4.25
Lexington	O	19.55
Long Beach	O	26.35

<u>Area</u>	<u>Not Current for Feb.</u>	<u>Debt</u>
Louisville	0	7.05
Miami	0	19.55
Mt. Pleasant	0	37.20
Newark	0	34.00
New Orleans	0	82.75
Northeastern Univ - Chicago	0	11.05
Northeast Houston	0	9.35
Northridge/UCLA	0	90.10
Phoenix	0	29.90
Pittsburgh	0	23.80
Queens	0	12.75
Raleigh	0	10.20
Richmond	0	87.88
Salt Lake City	0	27.20
San Antonio	0	70.15
San Diego	0	51.40
San Francisco City	0	26.55
San Francisco State	0	31.45
San Jose	0	--
Seattle Central Comm College	0	25.50
St. Louis	0	6.80
St. Paul	0	8.50
Tacoma	0	20.40
Tallahassee	0	12.75
Tucson	0	15.70
University of Chicago	0	58.35
University of Mass. - Boston	0	122.30
University of Penn.	0	20.17
University of Washington	0	22.10
Upper Westside NYC	0	118.50
Wayne State	0	18.70
Westside NYC	0	57.80

Citywide back debts

Boston	37.25
Chicago	547.16
Detroit	171.75
Los Angeles	343.73
Washington D.C.	12.58

Total debt owed by chapters and locals -- \$3715.30

Twenty areas were current on their February bills. To be current a chapter must send in the full amount of money owed for the present month.

Outstanding February bills total \$880.30. Chapters still owing payments for February bundles should send checks to the YS Business Office right away.

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Pittsburgh	0	23.80
Queens	0	12.75
Raleigh	0	10.20
Richmond	0	87.88
Salt Lake City	0	27.20
San Antonio	0	70.15
San Diego	0	51.40
San Francisco City	0	26.55
San Francisco State	0	31.45
San Jose	0	--
Seattle Central Comm College	0	25.50
St. Louis	0	6.80
St. Paul	0	8.50
Tacoma	0	20.40
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FEBRUARY 1977 YS SALES SCOREBOARD

<u>Chapter</u>	<u>Feb Sales</u>	<u>Feb Goal</u>	<u>% Sold</u>	<u>March Goal</u>
Edinboro	60	50	120%	50
Albuquerque	30	25	120%	25
New Orleans	177	150	118%	200
Pittsburgh	138	120	115%	140
Dallas	83	75	111%	75
San Antonio	53	50	106%	50
San Jose	150	150	100%	150
Raleigh	35	35	100%	35
Madison	97	100	97%	100
St. Louis	168	175	96%	175
Philadelphia local	286	300	95%	230
Temple	143	180		125
Univ of Penn	143	120		105
Minneapolis	118	125	94%	100
Boston local	250	275	91%	275
U Mass Boston	155	175		175
Boston University	95	100		100
Milwaukee local	137	150	91%	200
Univ of Wisconsin	82	90		120
MATC	55	60		80
Richmond	73	80	91%	80
Baltimore	45	50	90%	50
San Diego	132	150	88%	150
Atlanta	215	250	86%	250
Indianapolis	41	50	82%	50
Berkeley	141	175	81%	175
Louisville	40	50	80%	50
Phoenix	40	50	80%	50
Bloomington	20	25	80%	25
New York City local	517	700	74%	600
Brooklyn	90	90		95
Bronx	16	20		20
Eastside	132	150		140
Queens	75	70		75
Upper Westside	128	200		155
Westside	76	175		115
San Francisco local	217	300	72%	300
SF City/USF	133	165		165
SF State	84	135		135
Newark local	122	175	70%	175
Essex County College	80	80		80
Rutgers	42	95		95
Kent	70	100	70%	100
East Lansing	35	50	70%	50
Denver	135	200	68%	185
Albany	34	50	68%	50

<u>Chapter</u>	<u>Feb Sales</u>	<u>Feb Goal</u>	<u>% Sold</u>	<u>March Goal</u>
Houston local	120	200	60%	200
Univ of Houston	96	160		160
Northeast Houston	24	40		40
Miami	30	50	60%	50
Cincinnati	58	100	58%	100
Portland	103	185	56%	140
Salt Lake City	42	75	56%	75
Chicago local	135	250	54%	250
Univ of Illinois	65	120		120
Northeastern Univ	35	65		65
Univ of Chicago	35	75		75
Los Angeles local	263	350	75%	350
Seattle local	125	250	50%	150
Seattle Comm College	77	135		80
Univ of Washington	48	115		70
Tallahassee	28	50	56%	50
Kingston	17	35	49%	35
Cleveland	56	120	47%	100
Detroit local	115	250	46%	250
Cass Tech H.S.	37	50		50
Wayne State	78	200		200
Oakland	66	150	44%	150
Ft. Collins	20	50	40%	50
Lexington	30	80	38%	50
Tacoma	15	40	38%	40
Mt. Pleasant	18	50	36%	50
Kansas City	14	50	28%	50
Washington D.C. local	86	350	25%	350
American University	25	95		95
George Washington Univ	25	95		95
College Park	36	160		160
State College	13*	60	22%	80
St. Paul	5*	25	20%	25
Austin	+	50		
Kalamazoo	+	50		
Las Vegas	+	25		
TOTAL	5018	6500	77%	6000

* incomplete figures

+ figures not available