

**A key component to any successful campaign is to gain membership support for actions.  
Performing tactics without having a clear goal in mind is of little value.**

Saul Alinsky's

## Thirteen Rules Governing Tactics

1. ALL POWER IS PERCEIVED. Power is not only "what you have" but "what the opposition thinks you have."
2. Never go outside the experience of your people.
3. Wherever possible, go outside the experience of the opposition.
4. Make the opposition live up to their own rules.
5. Ridicule is man's most potent weapon!
6. A good tactic is one your people enjoy.
7. A tactic that drags on too long becomes a drag.
8. Keep the pressure on.
9. The threat is usually more terrifying than the thing itself.
10. The major premise for tactics is the development of operations that will maintain a constant pressure upon the opposition.
11. If you push a negative hard and deep enough it will break through into its counter side.
12. The price of a successful attack is a constructive alternative.
13. Pick the target, freeze it, personalize it, and polarize it!



## Thirteen Rules for Organizing



(Some free advice that's well worth what you paid for it!)

1. There will never be enough time.
2. Organizing is one-to-one – when recruiting volunteers, it is “who” does the asking, not “what” someone is being asked to do.
3. The media (flyers, emails) can seldom get them to participate – media persuades and personal organizing delivers.
4. Nothing will ever seem all quite together, however, “organized chaos” can and does succeed. It will work!
5. 90% of the work will be done by 10% of the people – we need to improve the ratio – but the basic premise stands.
6. There will never, ever be enough time.
7. Not every good idea will be used – mostly, we're to do what we're told.
8. There is always someone who knows how to do it better. Some will not participate because we “are doing it all wrong.”
9. We will not chase after the “lost causes” – the other side can keep its zealots – it will take more resources than even our own potential to deliver them and to persuade the undecided.
10. Nothing will replace persistence – talent will not, genius will not, education will not – persistence and determination are all powerful – press on!
11. You've got to use your head and you've got to listen to your heart, but more often than not, you gut's right – sometimes, you've just got to take a chance.
12. This effort should be, could be, and will be fun! Keep your sense of humor.
13. There will never, ever, ever be enough time!