

TIPS for the THRIFTY ACTIVIST ★

#1] Leftist CD Sampler

We can learn much from that bastion of evil AOL. Recordable CDs, if bought at the right time and with the right rebates (@ CompUSA, Staples, etc.), are incredibly cheap. Construct a socialist mixtape that intersperses leftist songs (such as: Phil Ochs, Public Enemy, Woody Guthrie, Dead Kennedys, Minutemen, Ani DiFranco, etc.) with spoken word analyses of capitalism and American foreign policy (Chomsky, Zinn, etc.) and hand these out along with your literature (in those cheap little paper CD holders. An audio reinforcement of "the message" will greatly increase your chances of creating a connection with prospective members and depending on the quality of the content the CD will be replayed multiple times. "Branding" the CD's with the YDS name, whether by means of a Sharpie marker or an actual CD label will ensure that everytime the CD is played YDS gets a de facto advertisement. If you have a CD-R drive on your computer that's fast enough you can burn 100 of them in a night as a drunken cadre action. [WARNING: *this may be slightly, uh, illegal depending on the recordings you use.* "Check your local laws..."]★

#2] Business Card Tracts

We can also learn a lot from the insane anti-Catholic fundamentalist Christians. Not so much from their ideological analysis (hopefully), but from their outrageously prolific marketing. The anti-Pope squads leave small tracts with restaurant tips, in bathrooms, really everywhere with their message on it and contact information. So, find a business that prints business cards for a reasonable price and have a few hundred printed up with a small graphic, the YDS name, a succinct message ("We fight for equality and justice."), and your email contact information. We would advise that you set up an email account separate from your organizational account, just to make sure whackos don't find the cards and flood your main account with McCarthian hate mail. Distribute the cards amongst your members and have them dispersed throughout your community. Cheap way to blanket an area with the YDS name, our message, and local contact info. ★

#3] Shower Curtain Posters

A large, attention getting poster is an important backdrop for almost any action you will undertake. But printing out huge sheets of paper can get expensive and they are normally of poor quality. And if it rains they become soaked and useless. Big bedsheets have the same problem, they can get waterlogged and the print may become illegible in the rain. Purchase a white/clear shower curtain, bought at a local Big Lots or Dollar General, and use black duct tape or waterproof spray paint stenciling to create a huge, insanely cheap, and weather-proof display for your actions. In addition, the little hook rings on the top of the shower curtain make it easy to hang the poster display anywhere you see fit. Sounds crazy, but it works. ★

★REMEMBER★

If you are on a college campus advertise as early on into the semester as you can, before the incoming class has had a chance to set a routine of friends and activities that doesn't include YDS.



OPTIMUS MARX WANTS YOU TO KNOW:

YDS has posters available for your chapter, all you have to do is ask!
Contact Lucas Shapiro at lucas@dsausa.org and advertise in style.

(Yes, Optimus Marx is featured in one of the posters... He's "Transforming Society." Get it?!?)