

Should we recruit people as we collect signatures?

Some people are always suspicious of being recruited, so tell them that signing is not the same as joining. It is only supporting. Although the MSC is to strengthen organisation, don't try to recruit people into local organisations or signature committees directly as you collect signatures. This can turn people off. After having engaged in conversation, see if the person expresses interest in helping to collect signatures or in joining local organisations. Tell them about the next meeting which they could come to. If the person is not that interested, but still wants to help, suggest that she or he holds a meeting. Plan and help run it with that person.

What if police confront us as we collect?

It is not illegal to collect signatures, but do not coerce people into signing. If you are harassed as a collector, report it immediately to your local committee or organisation, and to the UDF office, (tel 29-1916/7). Know your legal rights regarding collecting before you start to collect. If you are confronted, state your rights with confidence. These are your rights: If you are confronted by the police, this is what to do

- The police may ask you questions, but it is your right not to answer, except to give your name and address. Say you would rather answer questions through your lawyer.
- There is no law against collecting signatures for the campaign, provided there are no threats or force. So there should be no legal basis to arrest you for collecting and you would win a court case. If you are arrested, demand to know the reasons for the arrest. Also ask to see a lawyer.
- You do not have to make any written statement to the police. If asked to make one, say that you will make one after seeing your lawyer.
- If any article or signature form is taken away from you by the police, insist on a receipt, and keep this. Also try to get the name and number of the person involved. You have a right to do this.

QUESTIONS AND ANSWERS

As a collector, you will be asked many questions. Here are some likely ones, with possible answers you could give. If you are asked questions you can't answer, don't pretend to know. Tell the person you will find out, discuss it with your area committee or local organisation and with the UDF.

Q. "What is the use of signing? How will it change things?"

ANS: It is important to sign so that we can show the world that one million South Africans are prepared to stand up and be counted as opponents of apartheid and supporters of UDF. It is a nationwide campaign, and we want everyone who is against apartheid to sign. One million is a huge number and every signature helps. It might be a gesture, but it is something. If you want to do anything more, there is a lot of work you can help do. For eg"

Q. "Will I be arrested if I sign?"

ANS: No. It is absolutely legal to sign, and the UDF is an absolutely legal organisation. If anyone harrasses you, tell your committee and get in touch with UDF office (Tel : 29-1916/7). We have lawyers to protect you from intimidation.

Q. "How can UDF protect me when your offices are closed?"

ANS: If you are arrested at night, ask a member of your family to phone UDF in the morning (Tel: 29-1916/7)"

Q. "Will I be victimized by people like community councillors who support the "new deal"?"

ANS: They are not legally allowed to victimise you. If they do, get in touch with your civic organisation or phone UDF 29-1916/7

Q. "I work for the state-will they victimise me if I sign?"

ANS: It would be illegal if they victimised you for signing. You are entitled to your own opinion. This is one democratic right we have, and which we should stand up for. In government departments, you find HNP supporters, PFP supporters, and so on

If you have any trouble contact UDF at 29-1916/7.

Q. "I cannot sign because my boss doesn't want us to antagonise the government?"

ANS: Your boss has no right to say what you can or cannot sign. If you have problems, tell your trade union, or phone the UDF 29-1916/7

Q. "Who can sign this form in the house?"

ANS: Every member of the house of the age of 16 and over can sign if he or she agrees with and understands the statement.

Q. "Would I gain anything by signing?"

ANS: You would have told the whole world that one million people reject apartheid and all its evils like pass laws, group areas etc."

Q. "What are you going to do with the forms?"

ANS: We are going to pile them up in a safe place and use them to show the world how many people reject apartheid, The new constitution and the Koornhof plans. The form is not a petition, and we will not be giving it to the government.

Q. "How can I help UDF?"

ANS: You can help by gathering more signatures for us.

You are also very welcome to come to our next meeting which is on theat There will be lots more you can help us do there. We need to put up posters organise meetings, funds-raise, etc."

10. PLANNING AND EVALUATION

Planning and evaluation are very important for every signature collector. This helps to educate ourselves and to build organisations. It helps us to be effective in future actions.

In Planning : we set ourselves goals to be reached by a certain date. For eg, we might want to fund-raise R20 by the middle of March, print leaflets

by April 3, distribute them on April 7, bring in a UDF speaker a week later, and so on.

In evaluating : we weigh up our actions in terms of our earlier aims and analyse what our successes and mistakes are. "Tell no lies and claim no easy victories"

Planning : Signatures can be collected anywhere at bus stops, churches, at home, etc. They can also be collected in different ways - you can wear T-shirts (ask UDF where to get them), put up a table, wear billboards, do street drama, go

house-to-house. Your plans about where and how

to collect are best done in a group, for eg a signature committee in your area or organisation. UDF has a booklet to help such groups plan and work. But here are some brief points to consider now:

In your planning, you can aim to carry out a practical experiment. This helps you learn your strengths and weaknesses before you really get going. For eg your committee try to gather signatures by house-to-house visits, or in the hostels. You can try your own personal experiments.

There is a need when you make your plans to bear in mind what else is happening of importance to the campaign. For eg if there is a big church or sport event in your area, plan around that.

Planning must take account of all sides of the campaign. The educational side must be planned, the propaganda side, the fund-raising side, and also the side of organising the workforce and covering the whole area. Nothing can work properly

unless all the sides are well organised, and that requires planning. It will not be enough to plan how you will collect on a short term basis. What you and your committee need is a programme where your work can go on in stages.

Evaluation

Evaluation should be done regularly in your signature committee or organisation. But not all learning takes place in a group. As volunteers, each of us also needs our own self training and a method of self-criticism. This means that

each of us should always keep in mind what was

learned in planning sessions, workshops and evaluations. By taking detailed notes in these sessions, we can refer to them when we are working on our own. Each of us can change as your programme should allow for your other work outside the signature campaign to continue. Don't burn yourself out in the first month. We should all give feedback to people in our committee and to the UDF office, so that other people may learn from our experiences. We must never stop evaluating our work to see if they are being as effective as possible.

Personal Planner

On the next page is a personal campaign for you to fill in. Here you can make a note in advance on what you and your committee plan to do

during the campaign. Every task that comes up at the last minute can be filled in - this will remind you to do them, and it will also be useful for evaluation at the end of the campaign.

Although you will be evaluating your own work at all times, you might want to decide with your group on time for formal evaluation sessions with all the members. These you can write down on your planner too.

The planner is yours to fill in. Do so. This historic campaign needs your active support and ideas. It's up to YOU!!!

**UDF UNITES!!!
APARTHEID DIVIDES!!!**

PERSONAL CAMPAIGN PLANNER

	FEBRUARY	MARCH	APRIL	MAY
HOUSE VISITS				
MASS MEETING				
IMPORTANT EVENTS				
CHURCH SERVICES				
SHOPPING CENTRE				
THEATRES				
CINEMAS				
LOCAL ORGANISATIONS				
CAMPAIGN COMMITTEE MEETINGS				
FUNDRAISING				
WORKSHOPS				
MEDIA PRODUCTION				
MEDIA DISTRIBUTION				

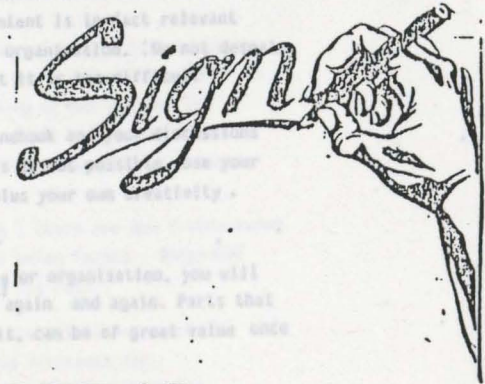
SIGNATURE COLLECTING

ORGANISATIONAL WORK

Rev "WS3"

THE UDF ONE MILLION SIGNATURE CAMPAIGN:

A useful way to use this handbook is to get together with other people who will be playing an important role in the campaign, and read through the entire handbook with them. Then discuss how much of the content is relevant and possible in terms of your area or organisation. If there is too much to do, that's all right. Since this has been done, share the handbook with a wider number of people. If this is done, your group's own assessment of the book, plus your own safety and go forward.



AN ORGANISER'S HANDBOOK

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HOW TO USE THE HAND-BOOK

Nothing can take the place of the creativity that emerges when a group of people sit down and plan a campaign.

This handbook is a guide to help such creative planning.

What this book offers is a rigorous method of organising a campaign. It also serves as a useful reminder for things we sometimes forget in our rush to get down to action.

This book suggests a path to ensure that we achieve the aims of the million signature campaign.

A useful way to use this handbook is to get together with other people who will be playing an important role in the campaign, and read through the entire handbook with them. Then discuss how much of the content is in fact relevant and possible in terms of your area or organisation. Do not despair that there is too much to do, or that it is too difficult!

Once this has been done, share the handbook and your discussions with a wider number of people. If this is not possible, use your group's own assessment of the book, plus your own creativity, and go forward.

As the campaign takes off in your area or organisation, you will find it useful to refer to this book again and again. Parts that seem irrelevant when you first read it, can be of great value once the campaign has begun to unfold.



PREFACE

Over the coming months, we face the task of collecting one million signatures from our people. That is, a million signatures that say NO to the Constitution and Koornhof Bills; a million signatures that say YES to a non-racial democratic South Africa and to the United Democratic Front.

UDF shows the unity we are building among all South Africans. It is our protection against those who seek to divide and weaken us. Over its short but eventful life, over 600 organisations throughout South Africa have been mobilised into the Front. Millions of people today support the UDF.

But UDF is only as strong as its affiliated organisations. In our struggle for freedom, we are armed with our ability to mobilise and organise our people.

The Million Signature Campaign affords us the opportunity to strengthen existing organisations and to build organisation where none exists.

It gives us a common programme involving all our people throughout the country. This is the challenge that faces all UDF affiliates - and all freedom-loving people in South Africa: to build and strengthen our organisations through the Million Signature Campaign.



The Million Signature Campaign gives our people the chance to show their rejection of the Constitution and Koornhof Bills, and their support of the UDF.

INTRODUCTION

For over 300 years now our people have struggled for freedom and democracy in this country. We fought with spears against the guns up to 1906 to get our land back. Till the 1940's there were petitions and delegations to the government. This led to the 1950's when people stood up in their thousands to defy apartheid. In the 1960's the people's organisations were crushed.

It was only in the 1970's that once again people came together, forming organisations to fight for better wages, housing, education and so on. Over the past few years we have seen these struggles grow stronger and the demand for a non-racial democratic South Africa grow louder. The formation of UDF in 1983 was only possible because of the success of re-building organisations in the 1970s and 1980s.

UDF was first proposed at the Transvaal Anti - SAIC Committee Conference in January 1983. This was followed by nationwide consultations year and the launching of UDF regions in Natal, Transvaal and Western Cape. After this came UDF's National Launching at Mitchells Plain, Cape Town, attended by over 15 000 people.

Since then UDF has kept on growing. There are now 5 structured UDF regions with two more regions being formed. Today UDF has more than 600 organisations in its fold.

UDF's short track-record speaks proudly of our people's boycott victories over the apartheid elections for Management Committees and Community councils. There has also been UDF's anti - Rajbansi campaign, and mobilisation against Sebe's Ciskei repression. The UDF people's weekend also showed the growing support that the UDF enjoys.

In just five months since August, the Front has won the support and respect of millions of people throughout South Africa. How?

UDF has already stated the demands and aspirations of our people. UDF has helped unite educate and lead our people in the struggle against apartheid. Today, UDF has launched the Million Signature Campaign. This is not a petition campaign. It is a campaign to give voice to our rejection of apartheid, and to claim our right to a free, non-racial and democratic South Africa.

THE ORGANISATIONAL APPROACH

The UDF believes that it is not a few leaders, but the masses of our people that will make our history. Only if all our people take part fully in the struggle, can we build a new South Africa. For this we need to bring more people into existing organisations, and to raise the participation of members already in them. Where no organisations exist, we need to start building.

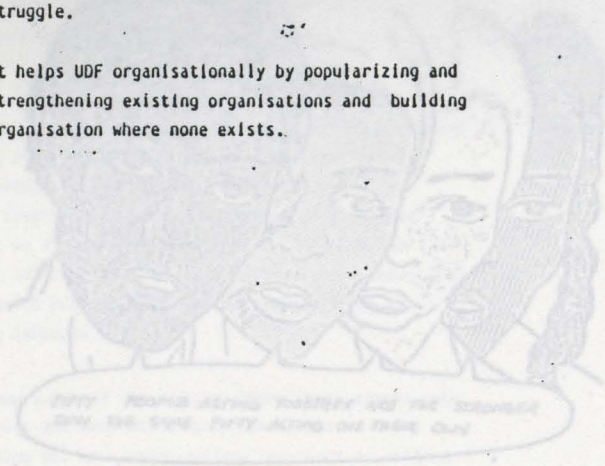
This is UDF's organisational approach to the struggle. We need to keep on reaching out to people by mobilising them through issues and activities. We must keep on building up their understanding and overcoming their fears. We must popularize our organisations and leaders. Most importantly, we must organise our people in the affiliates of the Front. Only in this way, will we weld our unity together.



THE MILLION SIGNATURE CAMPAIGN

- The Million Signature Campaign offers us the opportunity to work amongst our people within the organisational approach to the struggle.
- The Million Signature Campaign gives our people the chance to show their rejection of the Constitution and Koornhof Bills, and their support of the UDF.

- The Campaign helps us enlist the active participation of a wide range of individuals and organisations who support UDF but who are not directly linked to it.
- It enables UDF affiliates and supporters to educate our people about the Constitution and the Koornhof Bills and the consequences of these laws.
- It gives us a chance to popularise the UDF and its principles of non-racialism, democracy and unity-in-struggle.
- It helps UDF organisationally by popularizing and strengthening existing organisations and building organisation where none exists.



WHAT DOES ORGANISATION INVOLVE ?

The suggestions made in this handbook spell out some ways organisation in the different areas.

Here are some useful points for the organiser to remember :

BUILDING ORGANISATION WITH THE MILLION SIGNATURE CAMPAIGN (MSC)

AIMS OF THE MSC

The Million Signature Campaign has short-term aims :-

- to collect a million signatures.
- to show the popularity of UDF and its demand for a non-racial democratic South Africa.
- to show the people's rejection of the constitution and the Koornhof Bills.
- to educate people with direct personal contact about the constitution and the Koornhof Bills.

The MSC also has important long term aims:

- to contribute towards the building of genuine people's organisations throughout the country.

WHY ORGANISATION ?

The building of democratic organisations is one of the most important historical tasks of all those who want to bring about a free and just South Africa. A South Africa where oppression and exploitation of man by man will be done away with.

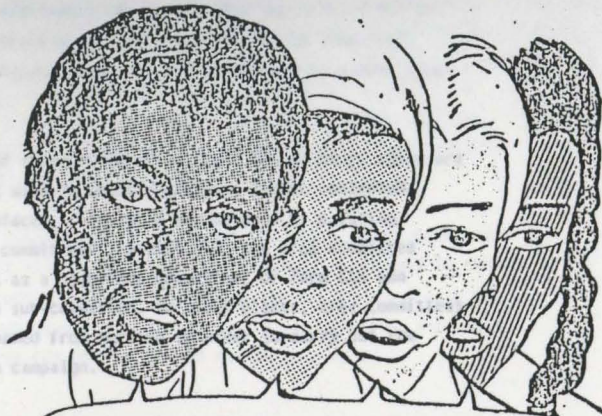
A democratic South Africa cannot be created by a handful of people - no matter how brilliant they may be. Only the masses of oppressed people of South Africa can bring about this change.

How ? Vain hopes or token gestures of support are not enough. It is only through organisation and struggle. When people are organised, they become a powerful force. Fifty people acting together are far stronger than the same fifty on their own. When people are organised, they understand

how a democratic South Africa can be created by their own action.

Democratic organisations are important because

- they help to mobilise people into effective action.
- through organised struggles, people learn about the nature of the system and where they fit into the struggle against it.
- it is in organisations that a genuine democratic leadership develops.



FIFTY PEOPLE ACTING TOGETHER ARE FAR STRONGER THAN THE SAME FIFTY ACTING ON THEIR OWN

WHAT DOES ORGANISATION INVOLVE ?

The suggestions made in this handbook spell out some ways organisation in the different areas.

Here are some useful points for the organiser to remember :

Building organisations is a historical task. It is not something which can be completed in a few days or even months. There will be times when progress will be fast . But there will also be times when very little will be possible. Organisers have to be prepared to work in both set of conditions.

- People learn from experience. It is only when they take part directly in activity that people get a better understanding of oppression and come to see that they can change it.
- Democracy must be practised every day. Democracy is not merely an ideal. It is a principle guiding our daily work. It strengthens our organisations and keeps them in touch with the people. A democratic style of work must be developed in all our work.
- Setting up an organisation does not guarantee that it will survive in the future. Organisations have to be protected against internal and external threats. They have to grow from strength to strength. Victory must not be lost because of errors like division , poor organising, dictatorial practises and so on.
- As organisers, we need to understand the problems and conditions under which our people live and work.
 - that these conditions can only be changed by a united people taking part in planned activity directed towards changing their lives.
 - that leaders and organisations can only play a meaningful role in this work by being close to the people , and learning from their skills and insights.
 - that every opportunity must be taken to bring our people together around issues that affect them and where we can build their strength and understanding.
 - Organisation enables us to effectively challenge the forces that oppress and exploit us.



THE RELATIONSHIP BETWEEN ORGANISATIONS AND THE SIGNATURE CAMPAIGN

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UDF works differently in different parts of the country. In some places there are UDF area committees. Here affiliated organisations have delegates in UDF committees in their neighbourhood or area. Many volunteers who are not directly in organisations have joined these area committees.

In other places, UDF affiliates are not strong enough to keep area committees going. Here the task of UDF is to help to build up each organisation. In this case, uniting organisations in area committees is a more long-term aim.

Because of these differences round the country, there are different ways in which signatures can be collected. In some places, collection may be done by existing UDF area committees. In this case the area committee could act as a signature committee, or form its own signature sub-committee. In other places, area committees may be formed from scratch in order to carry out the signature campaign.

But in many parts of the country where there are no area committees - and even where area committees do exist or are being set up - organisations may want to collect signatures themselves. In this case, a signature committee can be set up inside an organisation. This committee would collect signatures under the organisation's own name, own demand, and from its own members or constituency.

AREA SIGNATURE COMMITTEES:

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Where an area committee is going to collect signatures, there should be, as far as possible, representatives from local organisations on the committee. However, people in organisations are often very busy doing the work of their organisation. Therefore it is important that organisations try to send people who have time to give to the campaign. It is also important that committees recruit volunteers who are not committed to existing organisations. These people can put even more time into the campaign. Training such volunteers may be necessary. As the campaign grows, more and more people may want to join the committee. This should be encouraged. Where organisations are taking part in the campaign through delegated on an area committee, they should try to integrate the campaign into their own programme. They should not neglect or stop their normal work, but where possible bring the signature campaign into this.

UDF
1 Million!!
SIGNATURE CAMPAIGN

NAME _____ ADDRESS _____ SIGNATURE _____

Area signature committees have to decide what demand they will put on their form:

- It might be a joint demand by all organisations and volunteers on the committee.
- This demand might change over time or for different events and constituencies.
- There might be different forms with different demands.

SIGNATURE COMMITTEES WITHIN ORGANISATIONS:

Some organisations might want to collect signatures in their own right. In this case, they may want to make the signature campaign a part of their own programme.

There is a lot of scope here:

Organisations can use the signature campaign:

- to mobilise and involve their members and supporters.
- to raise the issues of UDF, the Constitution and the Koornhof bills within the organisation and constituency.
- to educate the same people about these issues.
- to widen the horizon of their organisation's concerns and link these with the concerns of other organisations and the struggle in general.

If an organisation takes up the signature campaign in this way, it might want to form a sub-committee to work on this. This committee should not divert the organisation from its ongoing work. It should try to see where the signature campaign can complement and enrich this work.

THE TWO SIDES OF THE CAMPAIGN

There are two sides to the campaign:

A focus on organisation, and a focus on numbers of signatures.

1: FOCUS ON ORGANISATION

An ideal way of building organisation is to be able to meet people in their homes so that both UDF and constitution/Koornhof Bills can be thoroughly discussed. Time can be spent answering individual questions as well as recruiting interested people into the work.

Door to door work is one of the best methods of conducting the campaign because it allows for :

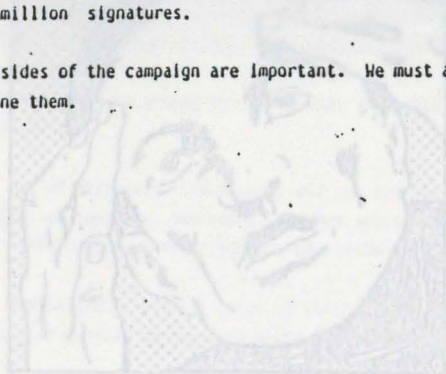
- The largest scope for educating.
- The opportunity to persuade people individually to actively knowledgeable support the UDF.
- The largest scope for drawing more people into the work.
- Volunteers to understand the people, know their level of consciousness and be in tune with them through practical experience.
- Another way of building and strengthening organisations to collect signatures within your organisation and its constituency (e.g. in your trade union and from fellow workers.) This also has large scope for education, individual persuasion, recruiting, and learning to understand the people.

This "going for numbers" side of the campaign means collecting the most signatures in the shortest time possible. This can be done by collecting signatures at shopping centres, busses, churches, sportfields, etc.

This side of the campaign is important because :

- It involves a lot of publicity which serves to popularize the campaign widely.
- Because we don't have enough volunteers or time to do door-to-door work in all areas, we will also need to "go for numbers" to make sure that we get our million signatures.

Both sides of the campaign are important. We must aim to combine them.



WHEN THE WORK IS DONE
IT IS NECESSARY TO LOOK
BACK AND LEARN FROM
OUR SUCCESSES AND
FAILURES.

It needs to be remembered that we have long-term aims and short-term aims.

PREPARING FOR THE CAMPAIGN

INTRODUCTION

Preparing for the Million Signature Campaign helps us lay the proper foundation on which to launch a massive campaign. Once the Million Signature Campaign is under way, it is also important that we ask ourselves before taking new steps whether what we are about to do contributes towards the aims of the Million Signature Campaign.

In this section the most important stages in the preparation for the Million Signature Campaign are discussed. It is important that all the stages below are implemented in all regions and areas.

PLANNING

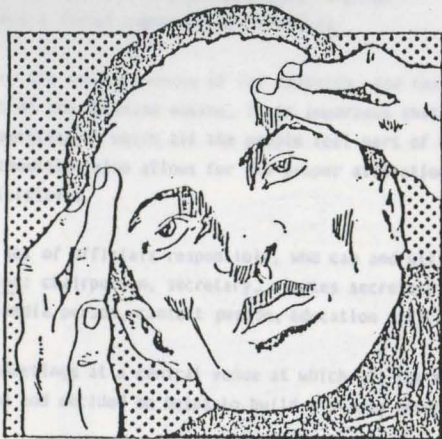
For any programme or activity to be successful, proper planning is vital.

- * Planning needs to be done with the largest group possible. In this way skills and responsibilities are shared around more widely.
- * The essential purpose of planning is to be able to anticipate events. This helps us to be prepared for what work is needed at a later stage.

PLANNING FOLLOWS CERTAIN STEPS.

1. **WHAT** : We must first ask ourselves what we want to achieve. It is a process. We must set our short and long term aims. For every aim we must ask how, who, and when, and look back later to learn from our mistakes. Always find a space and role for anyone showing a business to join.

2. HOW : Having set our aims, we must look at ways that we are going to fulfil these objectives. For this, we have to identify our strength and weaknesses and the resources needed to meet our aims.
3. WHO : When we have worked out how we are going to do our work, we must identify who is going to do the work.
4. WHEN : It is very important to discuss and finalise when the tasks are to be done.
5. LOOK BACK : After the work is done it is necessary to look back and learn from our successes and failures.



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It needs to be remembered that we have long-term aims and short-term aims. Both of these need to be identified.

SETTING UP A COMMITTEE:

Our first task is to set up a Million Signature Committee, or, if one already exists, to strengthen it. A Million Signature Committee can be formed in an area or in an organisation.

Recruitment:

Our responsibility is to involve the broadest range of people and organisations in the UDF. Our only criterion must be their willingness to accept the UDF declaration and our approach to the work.

To set up an area committee; make a list of all the organisations in the area: Youth, Church, Women Civic, Cultural and Sporting etc. Speak to leading members or ask to address their meeting. From these organisations we can either get people to join our committee, or enlist their co-operation in collecting signatures in their own right.

To set up a committee within an organisation, consult with other members about how best the signature campaign can be organised in that structure. Discuss how the campaign can strengthen the organisation. Also how it can raise the participation, political understanding and practical skills of the members. How will it complement existing activities and programmes? Can the organisation spare a person or some people to co-ordinate a signature committee?

For either type of committee - area or organisational one - make a list of possible members. They should be people who have shown an active interest in the struggle, who have made some contribution in the past, or who have attended regular activities in the past. Speak to them about the UDF and draw them into your Committee, no matter how little they have to offer. Recruits go through different stages of involvement - it is a process.

An important point to remember is that the process of recruiting never ends. During the campaign we must continue to speak to people, and people themselves may show an interest. Always find a space and role for anyone showing a keenness to join.

Circulate a briefing or pamphlet:

Write a newsletter or pamphlet explaining UDF, the million signature campaign and invite people that want to help, to a meeting. You dont need many copies; this is not a "mass" publication. Try to popularise a contact person, address and phone number.

Call a meeting:

Once we feel that we have enough people to start work with, the next step is to hold a meeting. The meeting should:

- Introduce all the people involved (get to know each other)
- explain the UDF, million signature campaign
- elect a formal committee or structure

To ensure the smooth running of the Campaign, and ensure that all people are part of the decision making, it is important that we build a democratic committee in which all the people feel part of the group.. A democratic committee also allows for the proper allocation of tasks and responsibilities.

Elect a set of officials responsible, who can and will do their work.

Suggestion: chairperson, secretary, minutes secretary, treasurer, fundraiser, media person, contact person, education officer.

Regular meetings at a central venue at which all the matters are openly discussed and decided on helps to build a strong group.

TASKS OF THE COMMITTEE:Getting to know our areas and organisations

Before the Committee plunges into collecting, we need to know a great deal about our areas or organisations.

We need information on three things: the resources available, the nature of the area, or organisation and the people in it.

(i) Resources:

For a campaign to be successful, resources are essential. Find out if the following are available:

- venues for small meetings and mass meetings.
- printing facilities.
- homes or offices that can be used during the campaign - to meet at, store materials etc.
- loud hollers, microphones, P.A. systems etc.
- good places where posters can be put up.
- material needed for publicity - glue for putting up posters, cardboard, coki pens, masking tape, pens and forms.
- MONEY will be needed at all stages.



There will be other facilities and resources you may need. Locate them now so that when they are needed it is easy!

(ii) Your area or organisation:

An area committee needs to know how large the area is, how many homes there are, and of what type (economic, sub-economic). What are the rents and transport costs? How many people are there? What groups do they fall into? How many schools, churches, clinics doctors surgeries and sports fields are there? What kind of people and what numbers of people attend these? Who are the people in charge there - will they be sympathetic to UDF? What about shopping centres and busstops? When do people congregate at these points? What other such information will help in planning our campaign? UDF or affiliated organisations can often help in finding this information.

An organisations committee needs to know the size of the organisation's and how it works. Who are the key people - what do they think of UDF? What ongoing programme and action is there? When do members come into contact with each other? How much participation is there?

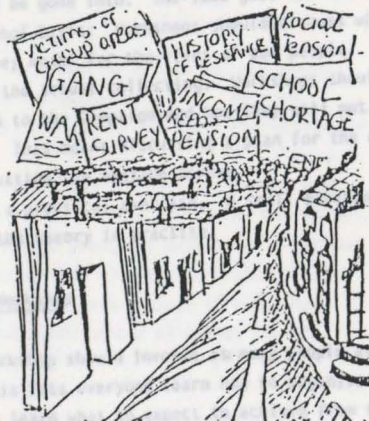
Knowing the people in our area or organisation helps us to use the right words and examples to persuade them.

We need to know about: *some of their past experiences - their history.

- *their work - what the conditions are like
- *the way they live - when are they home, when are they watching T.V. etc. (this helps us to choose the best times to visit them.)
- *their opinions and views on politics and the people we call our leaders
- *their prejudices - particularly race and religion.

All this helps us to speak to people without putting them off. It lets us know what our challenge is before we meet the people.

- * Any reactionary or problematic people or groups in the area or organisation and what problems they pose?



This is some of the information we need before we embark on the campaign. More information - about the people and their views about UDF etc. must be collected during our contact with people. We must try at all times to learn more about our area, the people and their lives.

TRAINING WORKSHOPS

WHY:

Because our organisations are still young, we usually have only a limited number of people involved. Those with organising skills are overstretched. Training people ensures that we equip more of us with a range of skills to work correctly with the greatest efficiency. Improving the skills of our people can contribute more to the struggle.

Important considerations

- Know the people we are training. What are their strengths, weaknesses and limitations? Start with what they know and build from there.
- Make them feel part of the learning. Ensure that the people contribute and take an active part in training. This helps a person gain confidence. Learning takes place in both directions - we can learn a great deal by listening to people.
- Training does not take place in workshops only. Training takes place while we are working with people on a day-to-day basis. Teaching and learning goes on all the time.

Types of Training

- Understanding the struggle. This means knowing what is important in the struggle, what our aims are at each stage, who needs to be organised and how.
- Technical skills. These skills range from taking minutes or chairing meetings to being able to write and roneo pamphlets, etc.
- Organising skills. This type of skill covers holding workshops, doing home visits, working efficiently, planning meetings, recruiting volunteers and so on.



Some training must take place before collecting signatures, even for those who are experienced. The Million Signature Campaign is a new challenge. One or a number of workshops can achieve this training.

The Workshop

The workshop/s must be used to train the members of the committee. There are four main aims in this:

- Understanding briefly the history and nature of the struggle.
- Giving the signature collector adequate knowledge of the UDF, its history and policies. The meaning of the UDF Declaration should be gone into. The same goes for the Constitution and Koornhof Bills: Workshops should discuss what they are and what they mean for the lives of our people.
- Preparing for the actual collecting. Workshops should decide on an approach to the Campaign and how they will put this into practice. This means discussing a plan for the campaign and ways for putting the message across.
- Carrying out a practical exercise. A small experiment can help test out the theory in practice.

Planning the Workshop

Planning a workshop should involve as many people as is possible. This lets everyone learn how to organise a workshop, and learn what to expect to achieve from the workshop. Planning should cover:

- A venue - choose one that is suitable for the number of people invited.

- An invitee list - use this to check that all people are told of the workshop. Use the occasion as an issue to mobilise people on - invite as many as possible.
- A date and a time - choose a suitable time that allows for the highest attendance and at least three hours for the workshop.
- A programme - allow for adequate time for discussion in your programme. Don't forget breaks.
- Look at creative ways for workshops to educate people about UDF, the Constitution and Koornhof's Bills.
- "Brainstorm" ideas for popularising the campaign and collecting signatures.
- Evaluation and follow-up: discuss whether the information and ideas that came out of the workshop were adequate. Plan a follow-up workshop or meeting.

Some suggestions

- Invite a member of the regional executive of UDF. She or he can either be a speaker, or help to answer questions.
- Use videos, publications, information booklets that have been published. Posters and banners add atmosphere.
- Have discussion. Ask a few questions that will set people talking.
- Let everyone share his or her knowledge through discussions.
- Get someone to give a talk on the type of people in the area or organisation, and what approach and language would work best.
- Try role plays where some people act out a collecting scene. Others watch and criticise until the correct method is worked out.

PRACTICAL EXPERIMENT

- To give collectors a taste of the actual work.
- To test the approaches developed at the workshop - are we able to get people to sign?
- To get an idea of the types of responses we can expect from people. What difficult questions were raised?
- To observe the level of people's awareness about UDF, Constitution, Koornhof, etc. This helps in planning our publicity campaign.
- To assess the experiment and work out better ways of working.

How to organise the experiment

For an area committee:

- Depending on the number of people who can collect choose a number of houses to visit. Be sure that the sample you choose is fairly representative of the area.
- Meet at a central venue and form the people into groups of two. This is done so that we can learn from each other and point out each other's mistakes.
- If possible, give each collector a briefing paper about the collecting, and discuss it with them.
- Allocate a reasonable number of houses to each pair of collectors.
- Set a time limit.
- Give a final briefing and wish everyone well.
- Meet after the home visits have been completed to share information.

For a committee within an organisation:

- Assess how to reach a sample of the members or supporters with the number of people in your committee.
- Brief committee members - with a document if possible.
- Set a date for report-back and evaluation.
- Be sure to clear the experiment with the leadership of your organisation.

Local character to publicity is important in running a national campaign locally. People must not view the job coming in from the outside, but rather from within the area or organisation.

Aims of a Publicity Campaign

- To make people aware that the campaign is taking place in their area or organisation.
- To get people talking about the campaign - to create a buzz.
- To inform people about the issues in the campaign.
- To educate people about the UDF and what it is opposing.
- To enable signature committees to popularise themselves so as to attract more members.

Publicity wants:

- | | | |
|---|------------------------|---------------|
| Posters | Stickers | Pamphlets |
| Grand and music | Local press | Mass meetings |
| Disorder demonstrations (with permission) | Street theatre | |
| Speaking at church | Staging a "mini-event" | Banners |



EVALUATING THE PREPARATION

After setting up a committee, calling a meeting, looking at your resources, area and people, holding a workshop and carrying out an experiment, you have reached the final stage of preparation. A evaluation and assessment is now needed.

- The evaluation should look at our collecting ability and our approach to the campaign. All errors and weaknesses should be attended to. This is best done collectively - with all the people that did the collecting, and others. Everyone should be encouraged to participate, criticise each other and themselves in a way that will improve our work.

We must look also at the methods that make collecting and our overall approach successful. This can be done by discussing practical progress so far, step by step. We should note what questions people were asked, and work out responses. How long did it take to collect a certain amount of signatures? What problems arose?

- Make a detailed assessment of the people we are collecting from.
 - * how much do they know about UDF, Constitution, etc.?
 - * what do they know about politics in our country?
 - * what information do they lack?
 - * what publicity would work best in the situation?
 - * what is the reaction by the people when approached by us?

Once we have this information we are ready to plan and launch into the actual campaign.

PUBLICITY

Publicity means "making public" - popularizing the Million Signature Campaign with the public, informing them of the facts about the Constitution, Koornhof's Bills and the UDF.

Publicity must be understood by the people and must appeal to them. To be effective, the publicity campaign must be based on the assessment of the area or organisation which was done earlier.

Local character to publicity is important in running a national campaign locally. People must not view the UDF coming in from the outside, but rather from within the area or organisation.

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Publicity means:

- Posters
- Drama and music
- Placard demonstrations (with permission)
- Speaking at church
- Stickers
- Local press
- Staging a 'mini-event'
- Pamphlets
- Mass meetings
- Street theatre
- Banners



Posters

Posters should be brief and clear in their message and appearance. Use the national poster for the Signature Campaign, as well as local posters (even hand-drawn ones).

Pamphlets

Pamphlets should cover all the aims of the campaign (see page 5). In large communities or organisations, pamphlets should be handed a section at a time to ensure greatest impact. You might distribute in one section and tell people you will be back in a few days to collect their signature. Do this a section at a time.

Local Press

Use the local press - commercial newspapers, community and organisational newspapers and newsletters, church and sports magazines, etc., to advertise the campaign. Use UDF NEWS to boost your local public presence.

Application

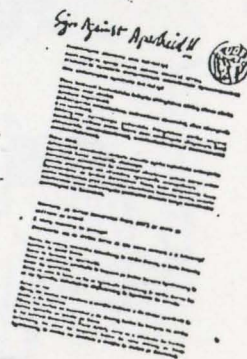
Different ways and media for publicity should be joined together into a systematic publicity campaign. Not all media need be used. Choose in terms of your needs and resources. Remember that a publicity campaign is not the same as the signature campaign, but only a part of it. Media cannot and should not replace organisational work like workshops, fundraising, collecting signatures, recruiting people and so on.

Example of a publicity campaign

1. Discuss in your committee how, when and where you are going to tackle your area, organisation or constituency.



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2. Discuss the findings from the practical experiment and your experience in collecting so far. How many people have heard of the campaign and what it involves?
3. Decide if you need posters to create a buzz. If the area or organisation is large, and we are going to do a section at a time, we must put posters in the part we are going to cover first.



4. Steps to be taken: allocate tasks like getting the posters, organising string, backing cardboard for poles, glue, brushes etc. Allocate a meeting time for volunteers to come and put up posters (assess what time of day would be best for this). Locate places where posters will be seen by the most people.
5. It is likely that a 'buzz' may be created, but people still have no knowledge of UDF, Constitution-Koornhof Bills, local leadership, etc. They still do not know that the campaign is taking place nationwide, that someone is going to ask them to sign, and so on. Therefore there is a need for education to come after the initial 'buzz'. Pamphlets can be useful here.

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