

WHY? Shouldn't we work on changing hearts and minds of ppl who are making the problem worse?

No, not if we want to win.

It's exhausting. It doesn't work. On that one jerk, you could have turned 100 passive supporters to active.

PLUS, they're out-recruiting us.

They have...



(When was the last time a Nazi tried to recruit you? NEVER. They know it's a waste of time.)

A VISION:

Way more supporters than opposition



We've turned way more passive supporters into active supporters who then work on THEIR people.

Big #s scare politicians into doing the right thing.

If you don't have \$80 million, you need a LOT of people. Like, a terrifying amount.

Trying to convince passive or active opposition is a WASTE of TIME.



HOW TO BUILD POWER
...
A zine about that half pie chart I'm obsessed with.

How do we get big #s? We work hard.

- Find new passive supporters, not ppl who are already active.
- Talk to ppl who have never heard of us
- Focus energy on growing our base.

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