



THE JOHN BIRCH SOCIETY  
**AGENDA**

The John Birch Society | [JBS.org](https://www.jbs.org)



THE JOHN BIRCH SOCIETY  
**AGENDA**

The John Birch Society  
P.O. Box 8040  
Appleton, WI 54912

Copyright © 2023 by The John Birch Society

All rights reserved.

Published by The John Birch Society  
Appleton, WI 54912

Manufactured in the United States of America.

# TABLE OF CONTENTS

Introduction . . . . .	1
About the JBS . . . . .	3
Tools and Tactics for American Restoration. . . . .	6
Recruit . . . . .	8
Defeat the Conspiracy . . . . .	17
Stop the New World Order. . . . .	24
Obey the Constitution . . . . .	33
Save Our Children . . . . .	43
Support Your Local Police — and Keep Them Independent! . .	49
Reach Out With <i>The New American</i> . . . . .	53
Pending Legislation . . . . .	59
Temporary Agenda . . . . .	60
Tips for Better Birching . . . . .	61
Conclusion . . . . .	67
Appendix. . . . .	69

# INTRODUCTION



“Education is our total strategy,  
and truth is our only weapon.”

— JBS founder Robert Welch

In 2020, a small group of patriotic citizens in one of America's western states began meeting with their county sheriff to discuss tyrannical measures he was being pressured to enforce. It was the year Covid-19 tyranny began its assault on liberty all over the world, and no one would be spared, not even those in rural America.

However, many in this town realized the measures weren't protecting people from the disease. Local cases were skyrocketing, despite most people obeying the "mitigation" restrictions. To make matters worse, the measures were inflicting psychological damage and destroying individual liberty, effects likely to continue long after the disease.

The citizens reminded the sheriff that he was the ultimate enforcement authority in the county, that the "directives" — no matter who issued them — were unconstitutional, and that it was his duty to protect their freedoms. They told him that it was his responsibility to *nullify* — or ignore — all the directives because they violated constitutionally protected liberties.

And the sheriff did the right thing. He was one of many in that state — and in the country — who protected his constituents from the dictates of bureaucrats and aspiring dictators. This enabled local businesses to operate normally without fear of repercussions, and citizens to roam about freely without having to comply with hysteria-driven edicts.

That county sheriff was one of many across the country who heard the same concerns and took the same non-action — nullification. And he was one of many who heard about nullification from members and supporters of The John Birch Society.

The constitutional concept of nullification paid additional dividends when the strategists behind Covid tyranny tried to further control people over the coming years with onerous "mandates."

The national pushback to Covid tyranny happened in large part because the JBS launched a coordinated strategy of education and organization that members and supporters put into action. Active members are the key ingredient to our success. This *Agenda* is the handbook of local activism. It is your guide to restoring America and setting it back on the path to the most promising Constitutional Republic in history.



# ABOUT THE JBS



JBS members and prospects attend a *The Constitution Is the Solution!* seminar in Appleton, Wisconsin.

The JBS is an educational and activist organization that defends the U.S. Constitution and the governing principles established by our Founding Fathers, which created the freest and most prosperous people ever. Our mission is “less government, more responsibility, and — with God’s help — a better world.” We help Americans learn the truth of what is really happening, and we organize members and supporters to restore and preserve our nation. When enough citizens truly know the source of America’s problems and develop a constitutional mindset instead of a collectivist one, there will be more personal responsibility and more liberty.

We welcome people of any profession, race, or ethnicity. Our requirements are good character and the willingness to work for the cause of freedom. We have what it takes to win—a solid track record, organization, knowledge, purpose, and decades of experience (with the battle scars to show for it). But what we need, as JBS founder Robert Welch often said, are more “pullers at the oars.” We need more patriotic activists.

The JBS *Agenda* is designed to hit the enemy where it is vulnerable. We don’t just hack at the branches of issues. We chop at the root to cut off the source of all collectivist-inspired symptoms and any resulting tyranny. Accordingly, the *Agenda* lists the most important threats to our Constitutional Republic. By no means is it comprehensive; numerous other issues and threats exist. However, implementing the *Agenda* and focusing on its listed issues would significantly set back the Conspiracy.

The *Agenda* exists to provide clear direction on each issue and strategy. It goes beyond advocating a philosophy and passing out information. *Above all else, the Agenda is about putting in work to implement specific Agenda items.* Every section has a large portion dedicated to practical action.

What makes the JBS more effective than other organizations?

- **Organization:** Coordinated action is a major reason we punch above our weight. Because JBS members from all over the country work together on the same issues at the same time, we are very effective. Members are organized into local chapters that meet regularly. They put into action the items in the monthly *Bulletin*, which is created at headquarters. The result is that the same agenda is being implemented wherever Birchers are active.
- **Field staff:** We have dedicated full-time Field Coordinators across the country who organize leaders and help local chapters stir up activity and drive results.

- ***Understanding:*** We are the core opposition to the “New World Order,” the attempt to usher in a one-world totalitarian government. We refer to this plot to subvert our federal Constitution, independence, and national sovereignty as the *Conspiracy*. And the people conspiring to bring about this “New World Order” we refer to as the *Insiders*. Because we understand the threat to our Republic and independence, we know how to defeat it.
- ***Strategy:*** We are proactive, looking at the direction the Conspiracy is going and working to prevent it from achieving its goals. In other words, we strike at the root of the tree, not its many branches. We are not reactive, merely responding to the issues of the day as other organizations do.

When working on an *Agenda* item, do so with the goal of growing membership and influence. Touting our accomplishments should help with recruiting, and increasing membership will make us strong enough to expose the Insiders and defeat the Conspiracy. Questions about *Agenda* items should be directed to your Coordinator and/or your volunteer leaders. Home Chapter members, please contact your Coordinator directly and build a local chapter.

This *Agenda* serves as a general guide, and more specific action items and steps can be found on the individual action project pages at JBS.org and in the monthly *Bulletin*. Your Coordinator and Chapter Leader can help with suggested courses of action, strategy, tactics, and tools.

Now, let’s look at some of our recommended tools and tactics.

# TOOLS AND TACTICS FOR AMERICAN RESTORATION

The monthly *JBS Bulletin* is a member's main guide. While the *JBS Agenda* provides a long-term focus, the *Bulletin* delivers specific direction for taking action each month. It also includes advice for Birching and success stories from all over the country. Please read and apply the monthly *Bulletin*. You can find archived copies in the membership section of [JBS.org](https://jbs.org).

We also recommend you follow the “Power of 500” program, a great strategy for building a force of 500+ patriotic activists in each congressional district. Accomplishing this will make the district a constitutional enclave. You can learn more at <https://jbs.org/power500/>.

Chapter activities are ideal for creating understanding and influence. There are many ways to be active. You can set up booths at events, do a “legislative day” at the state Capitol, host movie nights or speaker presentations, or pass out pamphlets, books, or issues of *The New American* magazine. For more ideas on chapter activities, check out the appendix (adapted from the “Action for Activists” article on page 8 of the November 2020 *JBS Bulletin*) on page 69.

Focus on influencing your community influencers. These may include local talk-radio hosts, newspaper editors and reporters, religious leaders, elected officials, and business leaders. These people can influence many others, multiplying your impact.

Helping elected officials understand the problem and the solutions is a must. There are many ways to do this. You can meet them at townhall events, schedule in-person meetings at their offices, or call

or email them to discuss issues and the solutions. And, as mentioned above, your chapter can organize a legislative day to speak with them or attend committee hearings. Also, don't neglect legislative staffers. Educating them is critical, as they can influence legislators and often remain long after many legislators cycle out of office.

Please use our legislative alerts at JBS.org to call and email legislators. The alerts make it simple and convenient to do this. Share the alerts with others to create awareness and multiply our impact.

The JBS has many resources to help with influencing legislators, including the presentations “Nullification: Military Tactics Applied to Legislative Action” by Robert Owens, J.D., from the 2021 National Council Dinner, and “Creating Citizen Influence on Legislators” by Kentucky state Senator Adrienne Southworth from the 2022 Leadership Conference. You can view these presentations at <https://gojt.us/k460> and <https://gojt.us/ef65>, respectively.

Whether you are working by yourself or with a chapter, our action tools — including pamphlets, slim jims, *TNA* reprints and Special Reports, videos, and committee manuals — will serve you well. You can find most of them on the action-project pages at JBS.org or ShopJBS.org. You can get other related materials by logging into the Members Area.

Another option members and supporters should consider is the ad hoc committee. Ad hoc committees are led by JBS leaders but can include nonmembers. The committees are made up of local members and designed to address a single issue. Examples of some JBS ad hoc committees include Support Your Local Police and Restore Election Integrity. Each focuses only on the issue suggested in its title.

When working in your community, set clear, achievable goals. Don't try to work on too many projects at once. Limit yourself to a few *Agenda* items each month that fit your chapter's personality. The more you focus on a few, the more you'll get done.

# RECRUIT



Rob Harris of Wellford, South Carolina, facilitates a class of *The Constitution Is the Solution!* workshop.

Make recruiting a priority.

Our chance of successfully enforcing the Constitution, thereby safeguarding our God-given unalienable rights and liberties, increases with every dedicated patriot who joins the JBS. We don't need a majority or even a plurality of the population. We just need an effective and large-enough patriotic minority passionate about liberty. The War of Independence was won by a minority, as the majority of Colonists did not fight in the war. So too can our nonviolent battle to keep the Republic be won with the right minority.

When recruiting, help people understand who and what is really causing the nation's problems, and show them that we have the answers to those problems. Emphasize that action — not just information — is key to winning, and the best vehicle for effective activism is The John Birch Society. The "100/10/6 Program" can help build a force of 500+ activists per congressional district.

## Why Join JBS?

There is no other organization like the JBS. We've been educating and organizing Americans since 1958, and that activism has helped prevent America's destruction. Furthermore, our work has created the foundation for Americans awakening en masse to the New World Order threat and the need to get back to enforcing the Constitution.

JBS members are smart, informed, devoted, and well-connected. We work together against the enemies of freedom. In 1961, a U.S. Senate subcommittee heard testimony from psywar expert and former U.S. intelligence officer Edward Hunter about how communist leaders in Moscow ordered their U.S. assets to destroy the JBS because of our effective anti-communist activism.

We have been the source of many headaches for the Insiders and obstacles to their Conspiracy. The JBS has also been credited with helping to create the large segment of the electorate who elected an "America First" president in 2016. And the leftist media has blamed us for the Republican Party's redirection toward constitutionalism.

Rejoice in the JBS's legacy and keep it in mind when you talk to people. You can learn more about our influence and accomplishments in the booklet *Birch'n: How The John Birch Society Keeps America Free*. Order a copy from [ShopJBS.org](http://ShopJBS.org) or call us at 1-800-JBS-USA1.

There isn't time — or a need — to reinvent the wheel. There's no need to create a new group with a new agenda. The JBS is the pro-liberty, anti-collectivist, anti-globalist, anti-Conspiracy counterforce. We know the traps and distractions you'll run into, and we have the map to help you avoid them. (To equip yourself to avoid these distractions, read our *Tangents* booklet.) We can turn your local team into a community freedom force.

The JBS invests more in its members than the cost of its dues would indicate. Our strategies and educational tools have produced a long list of victories. We provide advanced leadership and strategy training, and we have professional Field Coordinators who inspire

aggressive goals and require accountability. If you are ready to get to work in keeping our Republic and enforcing the Constitution, then we are ready to invest in you.

Some people may not want to join the JBS because they're already part of another liberty group. However, JBS has always welcomed members of other liberty organizations as JBS members. This means you can stay in your other group and still join us to become better informed and equipped.

Please share our content with colleagues and use that specialized training to make your local group more effective. In fact, the most successful local liberty groups around the nation are run by JBS members. Our goal is results, not to take credit.

**TAKE ACTION:**

- Using the guidance and materials listed in this section, show others why membership in the JBS is so important.

***JBS Membership Options***

We offer multiple membership options. They range from basic annual membership — providing the core tools needed to save our Republic — to lifetime membership, which doesn't require renewal and includes full access to our archives. We also have options for married couples. Tell people about our membership options to help with recruiting.

After you have recruited new members, give them a new-member orientation. Explain what it means to be a member and why the JBS

is unique. And stay in touch with them until they become seasoned members. This will help them develop into effective activists and ensure they stay with us for a long time.

### TAKE ACTION:

- Tell others about JBS's membership options to help with recruiting.
- Give an orientation to new members and stay in touch with them to help them grow into effective activists.

### *Start a Chapter*

The chapter is the center of member activity in your community. The more chapters, the more activity. In smaller areas, one active chapter can be sufficiently effective. Nevertheless, the more chapter activity, the more likely officials will obey the Constitution.

To start a new chapter, find or recruit at least eight committed members within driving distance of each other. Then get in contact with your Field Coordinator, who will help you officially create the chapter.

Chapters should hold monthly meetings to plan activities. In between those meetings members should carry out those activities and read the subsequent *Bulletin* before the next meeting to keep on track. As people in the community see your activity and your successes, they will become more likely to join your efforts and become a member. You can find ideas for chapter activities in the appendix on page 69.

Chapters are led by the Chapter Leader. This is the most important role in the Society. Chapter Leaders make sure chapters work on *Agenda* issues and recruit. In areas where multiple chapters exist,

Field Coordinators may appoint a Section Leader to oversee and coordinate the area's chapters. *It is not your Field Coordinator's job to recruit.* A Field Coordinator typically oversees many chapters in a large area, making it impossible to recruit for individual chapters. Your Field Coordinator's job is to help with organizing. But Field Coordinators mostly focus on recruiting leaders who can lead chapters.

Stay in touch with your Field Coordinator. Because of their expansive territories, it can be difficult for them to focus on each member.

Review our JBS leaders' manuals, including the three-booklet "Volunteer Leaders Accelerated Performance Series" to help new members, and even as a refresher for you. You can also access these booklets online: "Basic Performance" at <https://gojt.us/7nwo>, "Successful Performance" at <https://gojt.us/96yc>, and "Top Performance" at <https://gojt.us/xrrq>. Or visit the Members Area at JBS.org (top center of the page) and download them for free.

### TAKE ACTION:

- If you are not yet part of a chapter, join or start one.
- Make sure your chapter is active. Hold monthly meetings to plan activities and carry out those activities between meetings. Follow the *JBS Bulletin's* guidance when doing this.
- Stay in touch with your Field Coordinator, and review our JBS leaders' manuals for additional guidance.

## *Materials (Books, Videos, Podcasts)*

The John Birch Society and *The New American* are always creating printed materials, videos, and podcasts to help members educate and recruit. Check out the *Bulletin* for ideas on which products to prioritize; the “Action Points” section lists recommended items to share with others.

We recommend *Overview of America* as your go-to recruitment tool. Millions of people have watched it — and they’ve loved it. *Overview* presents essential liberty principles and does so in an easy-to-understand way. This 30-minute video sets the mood and gives the basis for anything you might use afterward. Opinion molders have especially liked it. You can order a DVD from ShopJBS.org or watch it for free at <https://jbs.org/video/featured/overview-of-america/>.



*Overview of America*

We also suggest our six-part lecture series *The Constitution Is the Solution!* It’s been an excellent tool for members. The first video incorporates the entire *Overview of America* presentation, while the last one endorses JBS membership to enforce the Constitution. In between, there’s everything you need to know to about our nation’s woes and how they can be repaired. You can buy the six-part series as a DVD set or watch it for free online at <https://jbs.org/constitution/video/>.

Our “JBS Eagle” and “Back to Basics” pamphlets are among our most effective and popular tools for individual recruiting. They summarize the JBS and the principles we are fighting for.



*The Constitution Is the Solution!*

Many members use *TNA* magazines when recruiting. A *TNA* gift subscription can be an excellent way to awaken and activate people, as long as you follow up regularly. Never allow too much time to elapse between when prospects start receiving the magazine and when you begin to help them understand that education plus action is the answer. Make sure to let them know that the magazine covers the issues, but the JBS is the vehicle for solutions.

Sometimes you might need to use specific items to match a prospect's interests. Check ShopJBS.org for a full list of JBS and *TNA* products. You can order online or by calling 1-800-527-8721. Also, some material can be downloaded directly from our websites and printed locally, while videos and podcasts can also be found on JBS.org or TheNewAmerican.com.

Offer JBS and *TNA* materials for a recommended donation when attending in-person events.



ShopJBS.org

Only use JBS materials and those marketed by ShopJBS.org. Using others' products may lead people to believe that those individuals or groups are just as effective as the JBS. Also, if another group creates a good product but later goes astray, people will get confused about whom to follow — them or us.

Don't allow other groups to pass out their literature at JBS events unless it is cleared with headquarters. We have had well-intentioned new members allow this without realizing the background of the organizations they were essentially endorsing. This has caused us trouble because some groups pass out literature designed to draw people into a future agenda we don't endorse.

Although there may be some good materials created by other organizations regarding our nation's problems, they rarely provide good solutions. Furthermore, other groups are not organized as we are and their recommendations for action are usually soft, even meaningless. Some groups offer no recommended action at all. To promote solid solutions and effective action, please promote only JBS and *TNA* materials.

### TAKE ACTION:

- Use the materials listed in this section to enhance your recruiting and educational outreach.
- For other materials, use the JBS *Bulletin* to decide which products to prioritize using.
- Only use JBS/*TNA* materials and those marketed by ShopJBS.org. At events, offer those materials for a recommended donation.

## Speakers Bureau & Webinars

Holding events is a great way to recruit and inspire activism. Events attract interested nonmembers who could become members. This is why we have “Freedom’s Voices.”

Good speakers will promote effective solutions, including membership in the JBS. “Freedom’s Voices,” the JBS’s speakers bureau, helps you organize great events with great speakers. We offer experts on the most important issues. They provide in-depth — and engaging — presentations on the problems we face and the best way to solve those problems.

“Freedom’s Voices” offers many options for holding events. You can request a speaker to travel to the event location, or you can host a webinar — a virtual presentation. Webinars have their own subset of options, from prerecorded presentations, to prerecorded plus a live Q&A with the presenter, to a live virtual presentation with Q&A. Webinars are inexpensive and easier to organize. Anyone with an internet connection and a computer can organize and attend one. Find out more about “Freedom’s Voices” at <https://jbs.org/speakers/>.

### TAKE ACTION:

- Hold public events to recruit and inspire activism. For example, host speakers through JBS’s speakers bureau, either as webinars or in-person presentations.
- Go to <https://jbs.org/speakers/> for more information.

# DEFEAT THE CONSPIRACY

Since our founding in 1958, The John Birch Society has exposed and warned about the Conspiracy — the Insiders’ schemes to abolish the U.S. Constitution and our God-given inalienable rights and to ultimately replace our national independence with global interdependence. The end goal of the Conspiracy is the establishment of a collectivist and totalitarian one-world government. Exposing and stopping this diabolical plan and those behind it is our top priority.

Self-dubbed the “steady state,” the Deep State is the extended bureaucracy of a shadow government. It is part of the Conspiracy, but not the Conspiracy.

The Council on Foreign Relations is one of the main organizations behind the Conspiracy. *TNA* senior editor William Jasper explained the CFR well in the June 7, 2021 cover story, “CFR: Still the Power Behind the Throne”:

The CFR does indeed wield unparalleled influence in political, financial, business, media, and academic circles, and is regularly showered with accolades by ‘the great and the good.’ It is the public face, the brain trust, and the central nervous system of what critics refer to as the Deep State — the unelected ‘permanent government’ that has hijacked our country.

## *Expose the Deep State*

Stopping the Deep State from destroying America may seem like an impossible goal. After all, Marxist and globalist ideologies have spread like the most contagious of diseases into every crevice of American society. These people have an enormous amount of influence and resources.

*So how can I make a difference?* you may wonder.

Robert Welch often reminded fellow patriots that, when it comes to our mission, truth travels faster and more efficiently than lies. The JBS is a perfect example. With only a fraction of a fraction of the resources of the Conspiracy, we've managed to educate millions of people around the world about the goal for global tyranny. Our books and pamphlets have made their way around the world. The truth has spread like wildfire, despite the media's perpetual campaign to destroy us. But they've failed. And that's because we tell the truth — and because there are still a lot of people who recognize truth.

The point is we don't need the same amount of resources that the globalists need to brainwash and propagandize the world. It's expensive to maintain a façade. It is revealing that they still have not succeeded. Meanwhile, we just need enough Birchers Birching their communities, educating neighbors, and getting them involved in the most epic undertaking of our lives. We can win by telling people the truth and gathering those wise enough to recognize it as so. And together, with Birch chapters peppered all over the country, we can restore the country one community at a time. This is another wonderful benefit of the decentralized governing system our brilliant Founding Fathers put in place. We don't need to go to Washington, D.C., to change our country. We just need to reach out and awaken our communities by focusing on the influencers and leaders.

When it comes to defeating the enemy, it's important to attack the root of the tree and not waste time hacking at its numerous branches. Although it's important to fight the Deep State by supporting or opposing legislative initiatives on the federal, state, and local levels, it's not our main strategy. Our main effort should focus on exposing the conspiratorial roots behind the bad legislative initiatives, programs, and policies. When we expose the Deep State's role in eroding our liberties, we will have an easier time recruiting.

Our “Expose the Deep State” action project is designed to: 1) provide resources and direction for exposing the Deep State, and 2) help you educate others about the Deep State so you can recruit them. You can find these resources and guidance at <https://jbs.org/deepstate/>.

### TAKE ACTION:

- Focus on exposing the conspiratorial roots behind destructive programs and policies, rather than simply stopping the programs themselves.
- Go to <https://jbs.org/deepstate/> for resources and guidance.



Expose the Deep State action project

### *Stop the Great Reset*

The globalist World Economic Forum (WEF) launched its “Great Reset” campaign in 2020, making no secret of its intentions. WEF founder Klaus Schwab said that “all aspects of our societies and economies” need to be “revamped,” even “our thinking and behavior.” A WEF statement marketing the Great Reset calls for a “new social contract” based on “social justice.”

The WEF's goal is to completely change how you live. Like the UN's Agenda 2030, the WEF plans to implement the "Great Reset" by 2030.

In Chapter 2 of *The Communist Manifesto*, Karl Marx wrote, "The theory of the Communists may be summed up in the single sentence: Abolition of private property." Marx's agenda to abolish private property aligns with the objectives of the Great Reset. A promotional video produced by the WEF says, "You will own nothing ... and be happy." Supposedly, everything you will want or need will be provided to you. It'll be dropped off by a drone at the doorstep of your borrowed apartment.

However, the promo never answers the obvious question: *If I own nothing, then who will own everything?* The promises of today's globalists are a rehash of communism and feudalism. They'll own and run everything, and you'll be the voiceless peasant with nothing. But don't worry — because you'll "be happy."

The Great Reset is already being implemented. One of the most public examples is the war on farmers. The Insiders have implemented mandates that limit the type of fertilizers farmers can use. This is done in the name of the "climate change" boogeyman. The real and nefarious reason for this attack is to wipe out independent farmers, take complete control of the world's food supply, and use that control to rule the people.

Another example is the Environmental, Social and Governance (ESG) standards that have infected corporations and government entities. These "standards" pressure, with the cudgel of supposed virtue, influential people and companies to adopt leftist policies.

Unfortunately, the Great Reset promises other utopian progress. It seeks to usher in the age of transhumanism, where man and machine merge. This would allow the government to track people and control their property, money, and thoughts.

They also want to brainwash humanity to exchange our diet of meat

for one of bugs and weeds. This too is to keep that omnipresent boogeyman of “climate change” at bay.

To stop the Great Reset, we need to expose its goals and those pushing them. We also need to tell people about how it’s being implemented. Use the tools and tactics discussed on pages 69-73.

We need to influence our federal, state, and local elected officials to take strong actions that stop the Great Reset. For example, Congress must pass legislation withdrawing the U.S. from international organizations such as the United Nations and the International Monetary Fund, which promote Great Reset policies. Also, watch out for “soft law” tactics, where “sustainable” programs are presented as “nonbinding” and federal, state, and local governments are bribed and pressured into adopting them. Congress should also prevent the creation of any central bank digital currency (CBDC), which would decimate personal privacy and further centralize our money.

Other recommended actions that state and local governments should take include:

- Nullifying the federal government’s unconstitutional energy and agriculture laws and regulations;
- Preventing foreigners and out-of-state elites from buying vast amounts of farmland;
- Preventing corporate interests from implementing ESG standards; and
- Protecting single-family and low-density housing and zoning standards.

These are the sorts of actions that would stop the Great Reset. Please contact your officials using the tools and tactics listed above.

## TAKE ACTION:

- Using the tools and tactics on pages 6-7, expose Great Reset's goals and the people and groups behind it.
- Hamper the Great Reset by working to withdraw the United States from international organizations such as the United Nations and International Monetary Fund.
- Stop the Great Reset at the state and local levels by influencing your elected officials to enact the solutions listed in this section.

### *Freedom Is the Cure*

The enemies of freedom used the Covid-19 “pandemic” as an excuse to advance the Great Reset. Covid tyranny leveled a widespread attack on individual liberties and damaged people’s livelihoods in many ways.

Although most Covid restrictions have been lifted in the United States and other Western nations, medical tyranny is still a threat. The government response to Covid has set the stage for draconian future restrictions. These tyrannical measures may come as vaccine mandates, forced-quarantine requirements, total surveillance, expanded government economic interference, and lockdowns in the name of “climate change.”

Tell people about how the Conspiracy has used Covid to advance its collectivist, anti-liberty agenda. Many Americans oppose Covid restrictions but don’t see the bigger picture. We need to use Covid

tyranny as a reminder of the Conspiracy’s goals. Pass out JBS and *TNA* materials, including the *TNA* Special Report “Malone: Covid & Mass Psychosis,” and related videos. You can find these and more at <https://jbs.org/covid19/>.

Call, email, and meet with your state and local government officials. Tell them to enact measures protecting individual liberty, preventing medical tyranny, and rolling back technocracy. This includes nullifying — under Article VI of the U.S. Constitution — unconstitutional mandates and edicts from other levels of government, a method that stopped many Covid restrictions in 2020 and 2021.

When communicating with your federal officials, ask them to support U.S. withdrawal from the World Health Organization and every other international organization or agreement that threatens medical freedom. These entities threaten not only our medical freedom, but our national sovereignty.

### TAKE ACTION:

- Show Americans the bigger picture behind Covid, including how it has been used to advance the Conspiracy. Distribute JBS/*TNA* materials to help accomplish this.
- Contact and meet with your local, state, and federal officials, urging them to enact measures preventing and rolling back medical tyranny, as discussed in this section.
- Go to <https://jbs.org/covid19/> for additional resources.

# STOP THE NEW WORLD ORDER

The New World Order works to incrementally erode national sovereignty, “piece by piece,” as CFR member Richard Gardner said in 1974. It is gradually establishing global governance in different spheres through trade agreements, global financial institutions, environmental treaties, etc., which has led to the establishment of regional orders, trade blocs, and customs unions such as the European Union, Eurasian Economic Union, African Union, and Mercosur (Southern Common Market), and the planned North American Union and proposed Union of the Americas (or Western Hemispheric union).

## *Get US Out! of the United Nations*

In 1962, we launched our first major action project, “*Get US Out!* of the United Nations.” It was important then and is just as important today.

“*Get US Out!*” has succeeded in informing people of the threat the UN poses to our independence. The 2011 Gallup headline “UN Gets More Approval than Disapproval Worldwide: US among countries with highest disapproval” is one of many articles that support this point. That view hasn’t changed much. According to a Morning Consult poll from September 2022, less than half of adults in the United States hold a positive view of the United Nations.

But we still have work to do. Obviously, the United States is still a UN member, and the United Nations is still in the United States. Our goal is to fully repeal both the United Nations Participation Act of 1945 and United Nations Headquarters Agreement Act. Repealing these two laws would *Get US Out!* of the United Nations and get the United Nations out of the United States.

Despite our success at educating Americans — or perhaps in

response to it — the UN’s schemes for world government and total control have intensified. Furthermore, many American political leaders continue to support the UN and its globalist goals.

Since the Insiders work to entangle the United States in a New World Order through membership in and regulation by the UN, we need to completely get out of the UN and every associated entity. Doing this would remove the possibility of the UN ruling Americans. At the very least, we should withdraw the support we give to the UN with money, dignity, legitimacy, manpower, and military muscle.

*TNA* continually publishes content about the UN’s treachery. Visit [TheNewAmerican.com](http://TheNewAmerican.com) and download or print content.

Tell people how the United Nations is related to other domestic problems, and the danger it poses to American independence and liberty. Have books and other materials about the UN on hand, ready to give to friends, family, and peers. We recommend the “Top Ten Reasons Why the U.S. Should Get Out of the UN” slim jim and reprint. You can get these and other resources at our “*Get US Out!* of the UN” action-project page at <https://jbs.org/un/>.



*Get US Out!* of the UN action project

Additionally, use our prewritten, editable federal legislative alert that encourages your U.S. representative and senators to introduce (if it has not already been introduced) and pass the American Sovereignty Restoration Act. Then, we need the U.S. president to sign it into law. Sections 2 and 3 of the American Sovereignty Restoration Act

would repeal both the aforementioned United Nations Participation Act of 1945 and the United Nations Headquarters Agreement Act, respectively.

Although full withdrawal from the United Nations must be accomplished at the federal level, we can effectively push back against it by building opposition at the state and local levels. For example, by nullifying the UN's various programs, state and local governments can significantly hamper its influence in our Republic.

### TAKE ACTION:

- Using JBS/*TNA* materials, inform your fellow citizens about the United Nations' threat to American sovereignty and liberty. Encourage them to join you in taking action.
- Urge your U.S. representative and senators to enact the American Sovereignty Restoration Act.
- Urge your state and local officials to nullify the United Nations' various programs and treaties.
- Go to <https://jbs.org/un/> for additional resources.

### Stop Agenda 2030

Agenda 2030, or the "2030 Agenda," is the name of the United Nations' program for "sustainable development." Based on the UN Local Agenda 21 program unveiled in 1992 and the UN Millennium Development Goals released in 2000, Agenda 2030 comprises 17

“Sustainable Development Goals” with 169 targets to be achieved by 2030. Although they claim they’re “nonbinding,” the goals have been implemented in communities across the United States by “soft law,” with portions of the agenda becoming legally binding when passed in domestic legislation.

Agenda 2030 is a ruse to empower a global governing body at the expense of your freedom and way of life. The plan is to destroy your individual liberty as a citizen to run your own community through your elected officials.

Among the program’s goals are “universal health coverage,” “vaccines for all,” and “universal access to sexual and reproductive health-care services, including for family planning [i.e., abortion]” (Goal 3). It also advocates for socialist indoctrination of youth (Goal 4), global wealth redistribution (Goal 10), and radical actions to combat “climate change” (Goal 13). None of these goals is constitutional or aligns with the spirit of the U.S. Constitution and the Founding Fathers.

Other prominent examples of Agenda 2030’s implementation include the global war on farmers, carbon-capture pipelines, and the transition toward “green” energy.

Government entities won’t say the name “Agenda 2030” when implementing its goals, so to identify it and take effective action, have your chapter work together and divide up responsibilities. Have someone research community development plans, memberships in nongovernmental organizations (NGOs), and state legislation. Others can *regularly attend public meetings*, while some members can serve as your spokespersons to lead organized action to influence state and local officials. Read Tom DeWeese’s Action Point article in the October 2022 JBS *Bulletin* for more on this.

Local governments need to cancel any Agenda 2030-related initiatives and avoid working with NGOs attempting to implement these schemes.

At the state level, urge your legislators to enact legislation banning the implementation of Agenda 2030 and preventing state funding of NGOs working to implement it, similar to what Alabama did in 2012 with S.B. 477.

For any legislation to be effective, it must clearly name specific programs, phrases, and policies affiliated with Agenda 2030, such as “sustainable development,” Smart Growth, wind and solar farms, and zoning rules that discourage single-family housing. Additionally, it must include strong protections for property rights, such as banning eminent domain by private corporations. Protecting private-property rights is key to stopping Agenda 2030 and all its related programs. And tell your state and local officials to refuse any federal funding aimed at “sustainable development” or that coerces the adoption of Agenda 2030-style policies.

Tell your fellow citizens about Agenda 2030, how it threatens liberty, and how many far-Left and collectivist policies being promoted in America are part of this collectivist scheme. Pass out and share JBS and *TNA* materials about Agenda 2030. You can find them at the “Stop Agenda 2030” action-project page at <https://jbs.org/agenda2030/>.



Stop Agenda 2030 action project

## TAKE ACTION:

- Have your chapter work together to identify and take action against state and local initiatives that implement Agenda 2030.
- Urge your state and local officials to repeal any Agenda 2030-related initiatives and to avoid working with NGOs. Also urge your state officials to enact legislation protecting property rights and preventing localities from implementing Agenda 2030.
- Educate your fellow citizens about Agenda 2030 and how it is being implemented. Go to <https://jbs.org/agenda2030/> for resources and guidance.

### *Get US Out! of the USMCA*

The Conspiracy wants to create a political and economic union of the Americas. This goal officially began in 1988 with the signing of the Free Trade Agreement between Canada and the United States. It was designed to lay the groundwork for the North American Free Trade Agreement (NAFTA), which came about in 1994. Unlike previous trade agreements covering the North American continent, NAFTA was a steppingstone to transnational government, mirroring the creation of the European Union since its inception with the European Coal and Steel Community and the Treaty of Paris in 1951.

While JBS has set back the effort to create a North American Union (NAU) — particularly in the first decade of the 21st century, when

we stopped the proposed Free Trade Area of the Americas (FTAA) — its promoters aren't giving up. In 2020, they replaced NAFTA with the United States-Mexico-Canada Agreement (USMCA), a revised and expanded version of the former agreement, and in 2023, they released the Declaration of North America (DNA), which outlined their globalist and socialist vision for the continent. Mexican President Andrés Manuel López Obrador described the DNA as “comprehensive” and said it “implies consolidating ourselves [Mexico, the United States, and Canada] as an economic region in the world, strengthening brotherhood in the American continent.”

Furthermore, some globalist-aligned people and groups are advocating a regional union made up of the entire Western Hemisphere — a “Western Hemispheric union,” or “Union of the Americas” — rather than just North America. Some supporters of this proposal, including Mexican President Andrés Manuel López Obrador, have pointed to the European Union as their inspiration.

To stop the NAU and Western Hemispheric union, we must create pressure on Congress and state legislatures. Through your chapter activities and outreach, share materials available at our “Stop the NAU” action-project page at <https://jbs.org/nau/>. And make sure to pass out related materials such as the “USMCA and the Quest for a North American Union” *TNA* reprint. And don't forget to let others know that the European Union's formation and purpose mirrors what the Conspiracy is trying to do at home.

A key step to stopping the NAU is withdrawing from the USMCA. Use our federal legislative alert titled “*Get US Out!* of the USMCA” to tell your U.S. representative and senators that the USMCA threatens national sovereignty and is a forerunner to an NAU. And tell them to oppose any further regional integration schemes. Pressure Congress by building support in state legislatures, business groups, and congressional districts, especially during elections.

## TAKE ACTION:

- Build support for withdrawal from the USMCA through your chapter activities and outreach, including by distributing JBS/*TNA* materials. Go to <https://jbs.org/nau/> for more resources.
- Urge your U.S. representative and senators to withdraw the United States from the USMCA. Encourage others to do likewise.

### *Stop the Globalists' Trade Agenda*

The Insiders are using trade agreements as steppingstones to world government. Political integration is easier to accomplish after economic integration has already happened. Take the European Union, for instance. Its predecessor organizations, the European Coal and Steel Community and the European Economic Community, were originally created as economic organizations. Now the EU has transformed into an emerging federal superstate. This happened by design.

Despite their “free trade” label, these agreements do not make trade or society freer. And they’re certainly not free of government intrusion. What they really are is government-managed trade schemes. They are hundreds, sometimes thousands, of pages long of rules and regulations. And they create new layers of bureaucracy at the international level. It is more accurate to label these agreements as “managed trade” and “globalist trade.”

The United States needs to avoid the sovereignty-destroying trap of falsely called “free trade” agreements and withdraw from these

globalist trade schemes, especially the World Trade Organization (WTO) and USMCA. Use our federal legislative alert titled “*Get US Out!* of the WTO,” and share it with others.

Help people understand the danger of these trade agreements. Do this through your chapter outreach activities, using and sharing the JBS and *TNA* materials available at our “Stop the Globalists’ Trade Agenda” action-project page at <https://jbs.org/trade/>.

Inform people that Congress has disregarded the treaty-ratification process when implementing trade agreements, despite being treaties in all but name. Don’t forget to mention the CFR’s role in implementing these sovereignty-eroding agreements.

Lastly, ask your U.S. representative and senators to support withdrawal from the WTO, USMCA, and every other globalist trade scheme, and tell them — especially your senators — to treat these agreements as treaties requiring a two-thirds vote for ratification. Take advantage of every opportunity, including private meetings, to make your point.

### TAKE ACTION:

- Through your chapter activities, inform others about the danger of globalist trade agreements. Go to <https://jbs.org/trade/> for resources that you can share with others.
- Contact your U.S. representative and senators; urge them to support withdrawal from every trade agreement that threatens U.S. sovereignty, including the WTO and USMCA.

# OBEY THE CONSTITUTION



Field Coordinator Evan Mulch (second from left) and members at the Georgia Capitol, testifying against the Con-Con in a Senate committee.

Many of our greatest national problems would be solved if we were to understand and obey the Constitution.

Early Americans understood the Constitution. But over time, its original intent was diluted or ignored as each generation became more illiterate of constitutional principles than the previous. This decline happened in conjunction with the growth of government education.

Our poor understanding of the Constitution has allowed venal political leaders to ignore their oath of office, build power, grow the government, and set our nation on the path to tyranny.

But most abuse of the oath to the Constitution would disappear if average citizens understood the original intent of the “Supreme Law of the Land.” Voting patterns would change as citizens pressured their representatives to adhere to the Constitution’s limitations on power.

We need to reintroduce Americans to the Constitution. We can start with *The Constitution Is the Solution!* lecture series.

## ***Stop a Con-Con***

The push for an Article V constitutional convention (Con-Con), incorrectly referred to by some as a “convention of states,” is one of the most serious threats to the Constitution that we face.

Proponents say it’s a solution to our nation’s problems. But it would likely make things worse. A Con-Con would allow radical changes to the Constitution that would expand an already behemoth, corrupt government. It may even result in a new — socialist — constitution, already waiting in the wings. Leftist publications such as *The Nation* have advocated for a Con-Con as the way to establish government healthcare and universal basic income, abolish the electoral college, and enact other leftist wish-list policies. Move to Amend is a leftist group of over 700 organizations pushing to amend the Constitution and implement projects.

The JBS and *TNA* have published a library of content that explains why a Con-Con is dangerous. We recommend that you read and distribute copies of the July 11, 2022 *TNA* Special Report “Article V Convention: Will It Work?” Copies are available on ShopJBS.org. You can also find our most important and relevant resources at our “Stop a Constitutional Convention” action-project page at <https://jbs.org/concon/>.

While we should help all Americans understand the Con-Con danger, prioritize telling state-legislature candidates about it. Begin early in their campaigns, especially before the primary elections. The same tactic applies to incumbents. Con-Con supporters will try to get their agenda to them early as well, so the sooner you get to the candidates, the easier it will be to influence them. It’s harder to change a person’s mind than it is to get him to take a stand in the first place.

When contacting your state legislators, don’t just show them why

an Article V Con-Con is dangerous. Tell them the best solution is nullifying unconstitutional actions under Article VI. Many legislators, especially conservative-minded ones, are looking for solutions. And nullification is a great one.

Don't wait until the legislative session begins to advocate against the Con-Con or promote rescission (i.e., to revoke or repeal) of an already-enacted application resolution. It's easier to connect with legislators off-session when they're holding townhalls and campaign events. Also try to schedule private meetings with your state legislators.

When your state's legislature is in session, organize regular "legislative days," where your chapter visits the state capitol to meet with legislators and educate them on this issue. This is a good way to influence many legislators in a short period of time. Make sure you don't leave out those serving on a committee that Con-Con resolutions have been assigned to.

If a legislative hearing is scheduled for a Con-Con resolution, try to attend and testify. Although most of the work should be done outside of these hearings, testifying will show them that the public opposes a Con-Con. When testifying, you are there to represent yourself as a concerned citizen. No one, including staff and members, is allowed to testify as The John Birch Society. The organization is not allowed to lobby, but citizens are free to testify. Our "Stop a Constitutional Convention" action-project page lists several resources you can use during hearings.

Last, but not least, don't let up in your efforts against a Con-Con. State legislatures are a revolving door, so you'll always run into those who don't know about its dangers. Those who want to amend the Constitution via a Con-Con are well-funded and they're not going away. They'll try to influence the newly elected officials. By taking early action, we'll prevent them from subverting the Constitution.

## TAKE ACTION:

- Inform others about the dangers of an Article V Con-Con. Do this through your chapter activities and outreach, including by distributing JBS/TNA materials on this topic.
- Following the strategies listed above, regularly contact your state legislators; urge them to oppose all Con-Con resolutions that are introduced, and to rescind any existing applications.
- Go to <https://jbs.org/concon/> for additional resources, including JBS/TNA materials you can share with others.

### *Rein In Big Government With Nullification*

The correct way to rein in our overreaching federal government is to enforce the Constitution, not change it. If we obeyed the Constitution, at least 80 percent of the federal government's spending and programs would be eliminated.

Although we shouldn't neglect advocating for government-shrinking reforms at the federal level, the fastest and most effective changes will be through state and local governments, and nullification is one of the most powerful tools.

Nullification is grounded in Article VI of the U.S. Constitution. It says: "This Constitution, and the Laws of the United States which shall be made in Pursuance thereof ... shall be the supreme Law of the Land." This means that laws not made in accordance to or

following the Constitution are not actual laws. Instead, they're null and void.

Nullification is constitutionally sound, and it works. Remember the example in the introduction of this *Agenda*? When sheriffs across America nullified Covid restrictions, there was no one to override their decisions. The result was a free citizenry.

Nullification has an immediate effect and — assuming state officials have the courage to enforce the Constitution — doesn't need federal approval. Thus, unlike an Article V convention, nullification can immediately void federal government overreach.

When telling state legislators about nullification, use the same strategies discussed above in the “Stop a Con-Con” section. These two issues go hand-in-hand, especially since nullification is the correct alternative to a Con-Con.

Check out our resources explaining nullification, along with model nullification bills, by visiting our action-project page at <https://jbs.org/nullify/>.

### TAKE ACTION:

- Following the strategies listed in the “Stop a Con-Con” section, urge your state and local officials to nullify all unconstitutional edicts, and educate your fellow citizens about nullification.
- Go to <https://jbs.org/nullify/> for additional resources and guidance.

## *End the Fed*

For over a century, the Federal Reserve (Fed) has degraded livelihoods and decimated national prosperity. The Fed is guilty of theft by inflation, which the economist Milton Friedman defined as “taxation without legislation.” The Fed is a major reason perpetual wars are funded without congressional approval, among other harms it causes.

Ending the Fed would rid us of a major Deep State tool to build a New World Order. The Federal Reserve — an unconstitutional entity — is often overlooked, even by many in the liberty movement. Tell others about the dangers of a central bank and why the Fed should be abolished. For a full list of reasons to abolish the Federal Reserve and restore constitutional money, visit our “End the Fed” action-project page at <https://jbs.org/fed/>, or check out related materials on ShopJBS.org.



End the Fed action project

Our “End the Fed” action-project page provides valuable materials — including videos and pamphlets — that you can use to educate others. Consider holding a viewing event for one or two videos. And always have related print materials wherever you set up booths.

As for action that will result in ending the Fed, connect with your U.S. representative and senators and urge them to introduce legislation or support existing legislation that abolishes the Federal Reserve and reinstates constitutional money. As with other issues, we provide legislative alerts to make this process easier and keep members up to date on the latest legislation.

Nullification is also key. State legislators can enact legislation nullifying the Federal Reserve and enforcing the U.S. Constitution. These include, but are not limited to, enforcing the Constitution's Gold and Silver Clause (Article I, Section 10), explicitly recognizing gold and silver as legal tender, ending taxes on gold and silver, and creating a state gold depository. Be sure to also schedule in-person meetings to discuss the Fed with legislators.

Unless we create enough pressure through the states and the electorate, Congress will not end the Fed.

### TAKE ACTION:

- Contact your U.S. representative and senators, urging them to support abolishing the Federal Reserve. Encourage others to do likewise.
- Contact your state legislators; urge them to enact legislation nullifying the Federal Reserve and enforcing the Constitution's monetary provisions.
- Go to <https://jbs.org/fed/> for more resources and guidance.

### *Stop Mass Migration*

Mass migration is being used to merge the United States into a North American Union. This plan is supported by the establishment-oriented leadership of both major parties, along with the Deep State and cultural Marxists. Massive immigration is being used to fundamentally alter our Constitutional Republic.

The Deep State and globalist elites understand that most people from other countries and cultures don't understand the U.S. Constitution and the philosophical principles of our Founding Fathers. Importing

migrants en masse prevents their assimilation into American philosophy and culture and allows the elites to reshape the nation to their liking.

We do not oppose immigration. We oppose massive uncontrolled migration, legal and illegal. Higher legal immigration levels and new guest-worker laws are as damaging to American sovereignty and exceptionalism as amnesty for illegals and failure to restore border security.

Using the resources available on our action-project page at <https://jbs.org/migration/>, inform others about the ramifications of mass migration. You can do this by hosting video showings or distributing various materials door-to-door or at events.

And educate your fellow citizens and elected officials about the solutions. In addition to influencing your congressmen through in-person meetings and phone calls, don't neglect state legislators. State governments can enact a wide range of legislation disincentivizing illegal migration. Additionally, Article I, Section 10, Clause 3 and Article IV, Section 4 of the Constitution permit states to secure their borders in the event of federal inaction. Meet in-person with your state legislators to let them know about these solutions.

### TAKE ACTION:

- Through your chapter activities and outreach, educate others about how mass migration threatens U.S. sovereignty. Use the resources at <https://jbs.org/migration/> to do this.
- Contact your federal and state legislators; urge them to secure our borders and remove economic and legal incentives for mass migration.

## *Restore Election Integrity*

The Constitution puts states in charge of elections, and we must fight to keep it that way in the face of the globalists' attempt to nationalize them. Furthermore, we must secure our elections, which have significantly worsened over time. State governments — and even the federal government — have passed measures making our elections increasingly vulnerable, all in the name of more accessibility and “fairer” elections.

The goal of JBS’s “Restore Election Integrity” action project is exactly what the name suggests — to restore the integrity of elections and public trust in them. We want to help Americans learn about our election problems and rally them to pressure their legislators toward sensible reform. Every legal vote must count, and every illegitimate one must not. Good election reform would result in a simple and secure system in which citizens with a voter ID vote in-person on Election Day at their local precinct, where anyone can watch the ballot count.

Most activism needed to restore election integrity happens on the state level. Call, email, and meet in-person with your state legislators and urge them to secure our elections. Also urge your U.S. representative and senators to oppose any legislation that erodes election integrity or infringes upon state sovereignty in this matter, and attend public meetings with legislators and local officials to make your voice heard.



Restore Election Integrity action project

Consider starting a Restore Election Integrity ad hoc committee. A committee can improve your efforts and create grassroots momentum for election reforms.

And don't forget to pass along JBS and *TNA* election-integrity materials. This includes emailing and sharing on social media the action-project page and articles from *The New American*, along with passing out, at events, Restore Election Integrity pamphlets and slim jims.

You can find more information and resources at JBS's "Restore Election Integrity" action-project page at <https://jbs.org/vote/>.

### TAKE ACTION:

- Contact your state legislators; urge them to enact strong legislation that restores election integrity.
- Urge Congress to oppose all bills and laws that erode election integrity and infringe upon state sovereignty.
- Educate others about how to achieve real election integrity, including by starting a Restore Election Integrity ad hoc committee and distributing JBS/*TNA* materials on this topic.
- Go to <https://jbs.org/vote/> for more information and guidance.

# SAVE OUR CHILDREN



FreedomProject Academy, located in Appleton, Wisconsin, is an affiliate school of The John Birch Society.

Robert Welch founded the JBS to create understanding among the American people. Education is one of the most important elements of a free society. It helps us understand the proper role of government and recognize when elected officials are not obeying the Constitution. Education is the compass that points to freedom.

Education played a major role in the creation of an independent and free United States. President John Adams wrote in an 1815 letter to President Thomas Jefferson that the American Revolution wasn't about the war. He said, "That was no part of the revolution; it was only an effect and consequence of it. The revolution was in the minds of the people, and this was effected from 1760 to 1775, in the course of fifteen years, before a drop of blood was shed at Lexington."

How was this in the minds of the people? It was not by accident. It was built. The Founding Fathers raised awareness through

education. They focused their sights on the future by working in the present. Think of this in terms of war. Our battlefield is not land, sea, or air; it is the minds and hearts of the American people. And with every American we educate and activate, we conquer more territory. But we need to do this strategically, especially when it comes to influencing the most influential in our communities as the best way to reach as many people as possible. If we are to have a free and prosperous nation, it is up to us to become a well-informed electorate. Our aspiring rulers will do nothing to help us live free and prosperous.

There is no immediate answer to restoring our nation. It has taken generations of globalist Insiders to tear it down one piece at a time. But we can win. It will take a concerted effort by patriots willing to put the game plan into action. We've already won significant battles, and as more people awaken — and they are awakening by the day — we are optimistic we can win.

### ***Save Our Children From Public Schools***

Government schools are the Insiders' most useful tool for advancing tyranny. These schools are beyond repair. They were never meant to truly educate in the first place. That's why we created the "Save Our Children" action project, which can be found at <https://jbs.org/children/>.



Save Our Children action project

Americanists need to prevent future generations from being infected by Marxist indoctrination. If too many Americans behave like Marxists, the dam will eventually burst and the country will be destroyed.

But to succeed, we need to strike at the root of the problem.

Some conservatives tell people to run for school board positions or think that passing legislation to ban sex ed and critical race theory will solve the problem. As well-intentioned as those ideas are, they won't accomplish much. School board members don't have power to make even modest reforms, and state legislation merely strikes at certain aspects of public-school indoctrination while ignoring the root.

“Save Our Children” focuses on three major steps that would help reclaim America's children and its future:

1. *Get your children out of public schools and encourage others, when appropriate, to do the same.* Host events explaining the dangers of government education, and pass out educational tracts at events you attend.

2. *Persuade your community faith leaders to form a crusade for Americanist education.* Pastors and other faith leaders have a large influence on their congregations. When appropriate, meet with your pastor or others in your area and teach them about the dangers of government education. Share with them JBS and TNA materials such as the “Government Schools vs. Christianity” TNA reprint or the TNA education Special Reports. You might also want to encourage your place of worship to begin its own school. If so, tell them about FreedomProject Academy's partnership program (discussed below).

3. *Defund state and local public-school programs and abolish the federal Department of Education.* Federal and state governments have become too involved in education. Schedule in-person meetings with your state and federal legislators — in addition to calling and emailing them — and tell them about the problems with

government schools. Ask them to take action and completely remove government from education. And tell people about the *Freedom Index* and *Scorecards*. Occasionally, these will include votes related to this topic.

### TAKE ACTION:

- Get your children out of public schools and encourage others to do the same.
- Persuade your community faith leaders to oppose government schools and advocate for Americanist education.
- Urge your state legislators to defund and abolish public schools, and your federal legislators to abolish the U.S. Department of Education.

### ***Enroll in FreedomProject Academy***

FreedomProject Academy (FPA) is an affiliate school of The John Birch Society. Founded in 2011, it provides fully accredited, classical education rooted in Judeo-Christian values and the principles of the Founding Fathers.

FPA's rigorous classes are live and online, allowing parents to monitor them in real time. FPA's ANYTIME Academy provides pre-recorded classes for students to watch on demand, providing additional flexibility for students to complete their coursework.

FPA also offers the Homeschool Track for those who prefer a traditional homeschool-type program. And its FreedomProject

Partnership works with churches and private schools to provide its curriculum and instruction.

As a member of the JBS, please consider enrolling your children in FPA, especially if they attend a government school. Recommend FPA to other parents or students, and promote it at chapter events when appropriate.

If you are part of an established private school, or a church that would like to have a school, consider partnering with FPA to provide live online classes to K-12 students.

For more information about FreedomProject Academy, please visit <https://fpeusa.org/>.

### TAKE ACTION:

- Consider enrolling your children in FPA, and encourage others to do the same.
- If you are part of a private school, or a church that would like to have a school, consider partnering with FPA.



FreedomProject Academy

## *Promote the American Opinion Foundation*

The American Opinion Foundation (AOF) is an affiliate organization of The John Birch Society. Founded in 2005, it oversees FreedomProject Academy. AOF’s mission is “To empower Americans to understand, enjoy and preserve the freedom and moral responsibility embodied in America’s founding principles.”

AOF also oversees FreedomProject Media, which produces award-winning educational videos for audiences of all ages, along with multiple hard-hitting shows that provide cultural commentary from a constitutionalist and Judeo-Christian perspective.

AOF is impacting students and young people across America. Help maintain and expand this impact by promoting AOF’s initiatives.

You can learn more about the American Opinion Foundation at <https://gojt.us/aof>, and about FreedomProject Media at <https://www.freedomproject.com/>.



American Opinion Foundation



FreedomProject Media

### **TAKE ACTION:**

- When appropriate, promote the American Opinion Foundation, including FPA and FreedomProject Media.

## SUPPORT YOUR LOCAL POLICE — AND KEEP THEM INDEPENDENT!



The job of local police departments and county sheriffs goes beyond arresting criminals and keeping the peace. Police and sheriffs are also responsible for protecting their communities from government tyranny.

In a totalitarian country, the ruling regime controls all the law enforcement. This is because totalitarians don't like competition, especially when it comes to force. Having a monopoly on force makes it easier to control the people.

However, it is nearly impossible to impose total tyranny if citizens maintain responsibility for, and control over, local police. The United States is made of independent local and state police departments whose main obligation is to the local citizens who hired them and pay their salaries.

But the enemies of freedom have been trying for a long time to demonize local police as part of their larger plan to nationalize them. Nationalizing local police departments would take control from the people and give it to the bureaucrats and politicians in Washington. The danger of a national police force is more serious now than it was in the 1960s, when our Support Your Local Police (SYLP) program was launched.

To help prevent a national police force, consider starting or joining an SYLP ad hoc committee. The role of an SYLP committee is to teach people the importance of keeping their police department locally controlled. The committees decide how to do this. Committees can host booths at events; hold their own events; meet with local, state, and federal officials; and hold fundraisers. They can use most other effective and ethical approaches as well.

When forming an SYLP committee, work through your Section Leader or Coordinator. Visit the SYLP action-project page at <https://jbs.org/sylp/> to download the “Startup Manual” outlining the structure, procedures, and tools you’ll need to create your committee.

And make sure to establish and maintain a relationship with those in your local police department and county sheriff’s office, whether through a committee or your chapter. Show them your support and tell them about the dangers and consequences of accepting federal assistance. Meet with them to discuss these things and pass out JBS and *TNA* materials, which can be found on the SYLP action-project page, mentioned above.

Also, approach the police unions and associations with educational materials to help support and guide the rank-and-file police officers.

Today, many conservative activists and politicians, while supporting police, have overlooked the importance of keeping them local and independent. Some have even supported proposals that would help centralize or federalize the police. Although they want to defend the police in the face of leftist “defund the police” craziness, let them know that nationalization contradicts this goal and threatens liberty.

## TAKE ACTION:

- Start an SYLP ad hoc committee to educate others about the danger of federalized police.
- Maintain a relationship with your local police officials, along with police unions and associations. Show them the danger of accepting federal assistance.
- Through your chapter and committee activities, distribute JBS/TNA materials on this topic. Go to <https://jbs.org/sylnp/> for more resources.

### ***Support the Law Enforcement Charitable Foundation***

The Law Enforcement Charitable Foundation (LECF) is a 501(c)3 foundation affiliated with The John Birch Society. Its goal is to protect the bond between communities and local law enforcement through education, programs, and briefings.

The LECF also offers charitable support for families of police officers killed in the line of duty, along with grants to law enforcement agencies for protective equipment, education training, and memorials.

The LECF's publication, the *Intelligence Brief*, is sent to more than 16,000 law enforcement offices in the United States. Published twice a year, it examines what is behind the deadly attack on law enforcement officials and highlights heroism by police officers.

Consider donating to the LECF. And when appropriate, pass out the *Intelligence Brief* to your local police department, county sheriff's office, and others interested in law enforcement issues. To learn more about the LECF, visit <https://www.lecf-inc.org/>.

## TAKE ACTION:

- Distribute the LECF's *Intelligence Brief* to your local sheriff or police department. Also, consider donating to the LECF.



LECF

# REACH OUT WITH THE NEW AMERICAN



JBS members promoted *The New American* magazine at a rally in Waukesha, Wisconsin.

*The New American* magazine is one of the best ways to teach people the truth about the problems we face. It focuses on publishing the truth, so freedom shall not perish, just as its motto says. *TNA* publishes print issues twice a month, and offers daily online articles and regular shows that can be streamed on Roku and other streaming devices.

## **Magazine**

Many Americans don't know that there are true Americanist alternatives to mainstream news and education. *TNA* is the freedom lover's news magazine. It provides bold, constitutionalist perspectives on the most important issues. Its contributors are veteran journalists and experts in their fields.

JBS members have passed out *TNA* issues and its reprints to countless people as part of the effort to inform readers about the attacks on our rights, freedoms, and national independence.

Make sure to have *TNA* issues available to pass out or sell at chapter activities. Let people know that subscribing to *TNA* is an option when handing out magazines. Let them know they'd receive two print issues a month as well as full online access. And consider buying a gift subscription for a friend or acquaintance so sound perspectives can begin to be planted in their minds. The goal is to help them see the truth and get them involved in the JBS.

Keep in mind that the magazine's goal is only to inform. Working on the solutions is done through JBS membership, and you are responsible for activating the reader by bringing him into the Society. If you convince someone to subscribe to *TNA*, follow up with them about the next step — becoming a JBS member. Get them involved before they get discouraged and do nothing or join less-effective organizations.

### TAKE ACTION:

- At chapter events, bring and distribute *TNA* magazine issues. Encourage others to subscribe.
- Consider purchasing a gift subscription for a friend or acquaintance, with the goal of eventually getting them involved in the JBS.

### *TNA Online*

Promote *TNA's* website, <https://thenewamerican.com/>, and encourage people to make it their primary news source. Encourage them to

read it regularly. They can “favorite” it on their devices and sign up for our free Top Daily Headlines email, which highlights the most important news stories each day.



*The New American*

In addition to daily articles, the *TNA* website offers videos, shows, and podcasts that cover topics and provide a perspective you won't find in the so-called legacy media outlets. JBS members are not expected to watch every episode of every show. The purpose of *TNA's* videos is twofold: 1) to educate viewers about a particular topic, and 2) to attract different personalities to read *TNA* and potentially become a JBS member.

Some show episodes are short enough to play at a JBS meeting or luncheon, or even at a gathering of a local conservative or liberty group in your area. Share particular shows or episodes you think may resonate with potential JBS members. Our many shows and videos can be found at <https://thenewamerican.com/video/>.



*TNA videos*

## TAKE ACTION:

- Encourage others to visit [TheNewAmerican.com](https://TheNewAmerican.com) and make it their primary news source.

### *Distribute the Freedom Index*

*The Freedom Index: A Congressional Scorecard Based on the U.S. Constitution* is one of the best ways to educate fellow citizens, including elected officials. Published biannually in *The New American* magazine, it offers a glimpse into the voting records of members of Congress based on their adherence to constitutional principles of limited government, fiscal responsibility, national sovereignty, and a traditional foreign policy of avoiding foreign entanglements and unconstitutional wars.

You can find the *Freedom Index* online at <https://thefreedomindex.org/>. Anyone can download and print it for free.



*The Freedom Index*

Make the most of the *Freedom Index* by regularly passing it out to the same people over an extended period. You can use it when implementing the “100/10/6 Program.” Furthermore, when your chapter holds an event or sets up a booth, make sure to have the *Freedom Index* on hand.

### TAKE ACTION:

- At chapter events, bring and distribute copies of the *Freedom Index*. Also pass them out in your community.
- Encourage others to visit [TheFreedomIndex.org](http://TheFreedomIndex.org) to see the scores of their federal and state legislators.

### *Distribute Congressional & State Scorecards*

*The New American* also publishes the *Congressional Scorecards*, which are based on the old TRIM (Tax Reform IMmediately) Bulletins. These powerful pamphlets focus on individual U.S. representatives and senators, rather than showing all 535 of them, so you can better educate Americans on a specific congressman’s fidelity to the Constitution. The *Scorecards’* purpose is to educate constituents and legislators. Members have shown many congressmen their *Scorecards*. The goal is to improve adherence to the Constitution.

In addition to the *Congressional Scorecard*, *The New American* also publishes the *Legislative Scorecard* for state legislators. State legislatures are as important, if not more so, than Congress, so it makes sense to promote constitutional governance at the state level,

too. Like the *Congressional Scorecard*, the *Legislative Scorecard* is based on state legislators' fidelity to the federal Constitution (rather than the state constitutions) and the principles of limited government and the free market. We began rolling out this tool in 2022. With membership input and additional votes to catalog, we believe this will be a very powerful tool.

As with the *Freedom Index*, pass out *Scorecards* in your community and have them available at events.

It is important to point out that the *Freedom Index* and the *Scorecards* are not a partisan political tool. The John Birch Society is nonpartisan. Our allegiance is to the Constitution, not any political party. Members are free to side with the party of their choice and support the candidates of their choice, but only as individuals and not in an official or unofficial capacity of the JBS. The *Freedom Index* and *Scorecards* are solely educational tools designed to inform the electorate about their state and federal legislators' fidelity to the U.S. Constitution based on their votes.

To have the greatest effect and avoid their use as a political tool, distribute the *Freedom Index* and *Scorecards* steadily and regularly throughout the year, not just during campaign seasons. Shortly before elections, people often become more partisan and tend to dismiss ideas and positions they have not already accepted. They are more likely to change their attitude based on the information they learn between elections, rather than during election campaigns.

### TAKE ACTION:

- At chapter events, bring and distribute copies of the *Congressional Scorecards* and state *Legislative Scorecards*. Also pass them out in your community.

# PENDING LEGISLATION

The John Birch Society staff monitors legislation in federal and state governments. Our legislative alerts and updates keep you informed and provide a quick way to reach your elected officials. The end goal of the alerts is action, whether by individuals or organizationally. We always recommend action specific to each piece of legislation.

For the most up-to-date and comprehensive listing of “Pending Legislation” with easy-to-use, prewritten, editable email messages, go to <https://jbs.org/alerts/>. You can also subscribe to our alerts from that page.

## TAKE ACTION:

- Go to <https://jbs.org/alerts/> to view and act upon JBS’s federal and state legislative alerts. At the same page, subscribe for email and text-message updates.



JBS legislative alerts

## TEMPORARY AGENDA

This category is for information and recommendations that need temporary attention. For example, we haven't included the Right to Keep and Bear Arms as a permanent *Agenda* item. However, if we create a temporary action project about the Second Amendment, it would fall under this category.

# TIPS FOR BETTER BIRCHING



A JBS event in Mesa, Arizona, on Constitution Day, 2021.

Members should always look for opportunities to educate people in their communities. Community events such as county fairs, street fairs, conventions, and parades serve as opportunities to set up booths or build floats and pass out our materials en masse. More ideas for activities can be found in the appendix on page 69.

Doorbell ringing is also a good way to reach out. Make sure to doorbell more than once — it shouldn't be a one-shot performance. The more you doorbell the same neighborhood, the more people you will meet, which is how you end up with prospects.

The best way of doorbell ringing as a chapter is to do it in an area where a local member has agreed to host a video series. This makes it easy for neighbors to attend and it lays the groundwork for building a

future chapter. For door-to-door strategies and techniques, check out our manual “Volunteer Leaders Accelerated Performance Series: Successful Performance” at <https://gojt.us/96yc>.

Whether it is doorbelling or participating in local events, the goal is to grow your organization and add good members.

When it comes to getting people to attend events you’re hosting, nothing works better than a personal invitation and providing a ride to your event. Camaraderie during the trip to and from the event will help build lasting relationships and set the stage for converting them into members.

### *Social Media*

Use social media to educate others. It can also be used to stay in touch with kindred spirits and keep them updated on meetings, late developments, and such.

However, social media cannot replace face-to-face organizing and outreach, especially in the face of online censorship. Structured, in-person organization, such as our chapters, is the backbone of the JBS body.

Some believe that people don’t want to do it the old-fashioned way anymore. We agree, with the caveat that people have never wanted to. Organization has always been a problem for constitutionally minded patriots.

Collectivists have been winning because they’ve had a two-hundred-year head start and they *do* organize the old-fashioned way. Most people look at the “glitz” generated by the Left and assume this is the reason for their success. It’s not. The reason is they organize into small units and have a monolithic structure. The rest is show business controlled by those at the top of the structure.

We’ve not yet won because we got a late start, in 1958. We are playing catch-up. But we are growing our organization; we’re getting there.

## *One-on-One Recruiting*

When trying to convince someone to watch a video, ask if you can drop by and watch it with him. If that doesn't work, lend him the DVD or send him the web link. Make sure to follow up with him to discuss the video.

Convince your prospect to watch a video that you know he'll agree with. This establishes common ground. Trying to get people to change their minds on the first encounter rarely works. Instead, try to add to what they already believe. This will build trust, and trust is important as you move ahead.

Don't get dragged into a multifaceted discussion with someone new. If you do this, at some point the two of you will disagree. The last topic you talk about, the very end of the discussion, is the last thing he'll remember, which isn't good if there is disagreement.

If someone holds an opposite view, give him a pamphlet or magazine on the subject and ask him to read it. Tell him you'd like his opinion on the matter. This is a non-confrontational approach, and it's more likely to win friends and create influence.

There will be times you marvel at some peoples' mistakes, even their ignorance. But smile and look for the opportunity to help them understand. Never insult anyone.

Never pass out literature at an event when doing so would irritate the organizers. They won't be happy about us using their work to our advantage. Ask first.

## *Demonstrations*

We are an educational organization. We discourage public demonstrations. Demonstrations don't accomplish much beyond making people feel good in the company of others like them. In the worst-case scenario, demonstrations can be used by the enemies of freedom to destroy reputations and/or provoke violence.

Sometimes public protests project an image contrary to what the

demonstrators wanted. Demonstrations also tend to polarize people and have little, if any, educational benefit.

And while people may agree with the purpose of a demonstration, they may feel uncomfortable with what they perceive as extremism. This is especially true if any demonstrator has crude signs, an unusual appearance, or bizarre behavior.

Demonstrations are a tactic of the Left, and they tend to turn off the average conservative.

Since mainstream media doesn't side with constitutionalists, they will likely use the coverage to create a negative perception of the people and the cause, and that is easy for them if there are extreme people in the crowd.

When a movement starts to gain traction, leftists usually try to discredit it by disguising themselves as people who agree with the cause. They'll behave so badly that they'll neutralize the decent people who show up. Their performances are usually so tasteless that decent people who might have been attracted will not want to be part of said movement again. JBS members have often dealt with this.

Sometimes members attend rallies and carefully planned demonstrations to find prospects, however. Potential members can be found by passing out literature and talking to people.

New people are prone to support demonstrations, rallies, and such because they have seen the Left's success with them. What they don't realize is the connection between the street activists and those in higher-echelon positions who use the demonstrations as part of the pressure-from-above-and-pressure-from-below strategy.

Sometimes government officials need an excuse or crisis to do what they want to do. Leftists use demonstrations they have organized to convince those in power to make the changes they want. Demonstrations combined with favorable media coverage make it appear as if the government is simply following the will of the people.

Also, leftist demonstrations neutralize opposition by convincing decent people that the “public outpouring” is so overwhelming that it’s useless to resist.

The Left sometimes uses demonstrations to intimidate others. This should never be our purpose.

Ultimately, demonstrations are more likely to harm than help the cause. There is a better way — that’s building organization. Let’s look at a story involving a former chairman of The John Birch Society, Congressman Larry McDonald.

There was once a large anti-forced-busing demonstration in Washington, D.C. Many who attended tried to see their U.S. representative who, conveniently, wasn’t available. Feeling rebuffed, they decided to call on Rep. McDonald since they knew he shared their opposition to the busing scheme.

After a brief visit, McDonald pointed out that each of them had spent considerable resources over three days coming and going to the nation’s capital. In addition to travel expenses, they paid for two nights in hotel rooms and several meals, only to be rejected by their representative and to receive little mention in the media. If, however, they had taken the same amount of time and money and used it to doorbell their neighborhoods and create understanding among their fellow citizens, they would have accomplished far more, even setting the stage for electing a better representative in a future election. And they would have met new people to add to their organization. If they had done this, Rep. McDonald told them, and continued to help more people understand this “hot-botton” issue and many others, next time they would visit Washington, D.C., they wouldn’t find their current representative because he would have been voted out.

### *Public Perception*

Here is how people look at those who put bumper stickers on their cars: One bumper sticker is a concerned citizen. Two stickers is an activist. Three or more is an extremist to be shunned.

There is another problem with too many stickers: You are likely to turn everyone off.

When putting a bumper sticker on your car, use the one that means most to you, the one you can discuss articulately.

Dress is also important when it comes to perception. Dressing like someone you aren't, or dressing in a way that makes you stand out, is usually a turn-off for those who don't know you. When trying to win friends and influence people, dress normally. Try not to underdress or overdress.

# CONCLUSION



JBS members promote the Society at a Pioneer Day Parade in Logan, Utah.

This *Agenda*, combined with local action, is the most effective manual for keeping our Republic and enforcing the Constitution. It is grounded on a deep and accurate understanding of the Conspiracy and tactics of the Insiders. That foundational understanding is key to solutions that work.

The Founding Fathers used similar means to convince an effective, tireless, and irate minority to undertake and win independence. Today's battle for freedom and keeping the Republic is not less important.

Your membership, chapter activity, leadership, and dedication to the mission is needed now more than ever. Thank you for meeting the challenge.



# APPENDIX

Americans are crying out for leadership in these dark days, and many are not finding it in their local political leaders. The time for the JBS is now. Americans need your leadership to guide them back to liberty, freedom, and independence. Americans need your leadership today. Are they finding it? Is your chapter open for business? Are you reaching others?

New recruits are now flocking to those staff and Chapter Leaders who are the most active in their communities. Activity begets more activity. The John Birch Society has built an organization in which patriotic Americans can enlist fellow Americans in our education and action program. Action must accompany our educational efforts or frustration and failure will result.

The following pages contain suggested actions that successful members have carried out over the past six decades. These are most successful when done in a chapter. If you are not in an active chapter, consider employing these actions to help attract others to start one (a minimum of eight members works well). Try as many of these activities as you want, and utilize the ones that work best for you on an ongoing basis to swell your ranks.

Use these as a starting place. There may be others that will work for you, too. Most importantly, stay active! Future generations of Americans are counting on what you do today!

Now is OUR TIME!

## **Be Informed; Inform Others**

Read each issue of the *JBS Bulletin* and *The New American* for up-to-date reports and analysis about the key issues. Then, spread your awareness to others.

Proactively share what you know and couple it with JBS solutions to today's problems. Doing so leads to new members.

Share copies of *The New American*. Sign up for the Standing Order Subscription Program (get 5 copies of every issue).

Share *TNA* articles online and through social media.

Sign up for free Top Daily Headlines at [TheNewAmerican.com](http://TheNewAmerican.com).

Sponsor *TNA* gift subscriptions to others.

Not confident about approaching others? Join a local Toastmasters that will give you the confidence to publicly speak and offer presentations.

Assemble a list of new prospects to follow up with.

Plan chapter activities for regular outreach to bring in a steady flow of new members.

## **Distribute DVDs**

Purchase and distribute our DVDs to friends, relatives, co-workers, neighbors, strangers, and acquaintances through your Birching efforts. Include your contact information, and ask for theirs so you can follow up.

Hold video showings in your home, church, local diner, or library to help educate others. Then give each attendee a copy of the DVD, along with a list of actions they can take to help promote the issue and the JBS solution. Ask them to join.

## **Target Opinion Molders**

Every city, town, and community has opinion molders. These are the individuals who get things done and who are customarily respected by all. Among them are business and professional leaders, as well as local officials.

Get to know, begin to influence, and enlist these people in campaigns to reverse the harmful direction our nation is heading.

Target at least 10 opinion molders and start regularly providing them with pamphlets, DVDs, flyers, and letters. Never present a problem without offering a JBS solution.

Attend/join/approach service organizations and civic clubs about the possibility of speaking/giving presentations on issues directly affecting their members (Freedom Is the Cure, SYLP, GUO, etc.). HQ and your Coordinator can help.

Attend/join/speak at local homeschool associations, or start one if there is a need to do so.

Attend city council, church council, and town, county, and school board meetings to get to know your local leaders.

Connect local pastors to Liberty Pastor training that will help them to speak out.

Build relationships with legislators, sheriffs, police chiefs, commissioners, and other elected officials who can help with nullification efforts.

Network with like-minded organizations.

## **Write Letters**

Send letters to the editor, especially to area weeklies and small daily publications. Letters to the editor are well-read portions of local newspapers. If your letter mentions an elected official (with praise or otherwise), make sure you send that official a photocopy of a portion of the actual page in the publication along with your additional comments.

Send responses to letters to the editor. Watch the letters-to-the-editor section for the opportunity to send your response to someone else who has written one.

Send letters to elected officials at the federal, state, and local levels. If you want better representation, you have to work for it. Your letters, email, phone calls, and personal visits will help.

## **Community Events**

Attend community events and host a JBS booth at county fairs, street fairs, gun shows, Back the Blue rallies, car shows, holiday parades, and other occasions (review local community event calendar). Designate a chapter member to research these on a continual basis.

## **Speaking Events**

Book a JBS speaker through the JBS Speakers Bureau. Help to get an audience by bringing others to the event. Help sell tickets; sign up advertisers for the event's program; assist in any way to make the event a success. Above all, consider it a measure of your commitment to the Society to attend the speech and follow up with new prospects.

## **Monitor Local Talk Shows**

Call area talk shows to provide information, correct nonsense from the host or from callers, and direct listeners to good information sources (*The New American*, a book, a pamphlet, etc.). Raise questions for the host and audience to ponder.

Offer JBS spokesmen as guests.

Work with the JBS Communications Dept. to arrange possible guest appearances.

Host a podcast or talk show of your own.

## **Distribute *Freedom Index***

Distribute copies of *The New American's Freedom Index*, as very few Americans know how their U.S. representative and senators are voting.

Print our state *Legislative Scorecards* from [TheFreedomIndex.org](http://TheFreedomIndex.org) for your state representatives to demonstrate how they adhere to the U.S. Constitution and the principles of limited government and the free market. Distribute them.

## **Advertise!**

Raise money and, using the artwork from JBS HQ, put up billboards and create newspaper inserts and newspaper/social media ads.

Purchase, distribute, and place yard signs from [ShopJBS.org](http://ShopJBS.org).

Assemble and frequently utilize email campaigns.

Promote events through social media.

## **Get Involved Politically**

Local political parties are always looking for members. Attend meetings and, where possible, join the county or precinct group where you will have the opportunity to influence politically minded individuals. Political activities, of course, must never be conducted in the name of the Society.

Closely monitor local and state legislation, and testify at hearings in support of or against. Give supporting handouts to those on the committee.

Attend and host a JBS booth at state conventions. Be sure to always include a sign-up list for attendees who want more information or want to get involved.

As appropriate, get involved in recalls, referendums, and other initiatives that connect you with leaders who can be recruited.

## **Respond to Action Alerts and *Bulletin* Action Summaries**

Sign up for alerts at JBS.org and take action when prompted, especially with legislative action alerts. In addition, the monthly JBS *Bulletin* offers an Action Summary after many of its entries.

## **Take Advantage of Publicly Available Venues**

Locate small meeting rooms available for public use to host video showings, gatherings to discuss books, etc. In many locales, equipment is available to show a video.

Host a regularly scheduled forum for interested citizens. Send notices to local media.

Host a *The Constitution Is the Solution!* workshop with related ShopJBS.org materials to educate and recruit other concerned Americans

## **Meet Your State & Federal Representatives**

Attend town hall meetings in your district for both federal and state representatives. Congratulate them for something they've done right, or ask questions about their performance. Make a point of visiting and getting to know the staffers at your representative's and senators' district offices. Share pertinent information with these individuals.

Introduce your state representative and senator to our issues, including any proposed JBS resolutions. Contact information is available at JBS.org.

## **Attend Local Government Meetings/Hearings**

Attend local government meetings to monitor what is happening and educate local officials. Never be confrontational while you provide information to these individuals.

## **Distribute Pamphlets and Reprints**

When JBS headquarters creates a new pamphlet or reprints an article from *The New American*, timely distribution is essential. As a JBS member, you are part of a nationwide team. Your effort in distributing any pamphlet or reprint is greatly magnified when other members across the nation are following the same course, and your effort helps them. Always remember that participation of all members of the team increases the effectiveness of any campaign. Don't let the team down.

Especially take advantage of information provided in *The New American* that will be of interest to specific area residents. When an article about the medical field appears, make sure area doctors get a copy.

Coordinate literature drops in local neighborhoods: clear plastic bag doorknob hangers work best with local contact info included (do not place these in or on mailboxes). Leave on doorknobs of those who are not home.

Target specific businesses to provide information that affects them and their customers. Ask for a follow-up appointment after initial contact to review the info you've left.

### **Recruit New Members**

All outreach efforts must be done with the intention of growing your local organization. Though already substantial, JBS still needs more members. Every member should be constantly on the lookout for prospects. Frequently, the best prospect is someone in the community who is already an activist.

### **Combat Leftist and Globalist Campaigns**

When global-warming enthusiasts, United Nations lovers, or individuals promoting some dangerous program appear in your community, make sure they receive opposition from you and other members. Attend their functions; ask pertinent questions; and share JBS material with attendees. However, never place yourself or other members in harm's way. Attending protests or assembling a counter-protest is never a good idea.

### **Planning and Follow-up**

Chapters should regularly hold Information and Action Meetings to inform prospects of the issues and JBS solutions to help bring in new members. Plan your activities as part of your local chapter (or your group working toward forming a chapter). Many voices and hands involved in some endeavor create a synergy in the community that leads to success because of the presence and thoughts of numerous public-spirited citizens concerned about the same issue (or issues). Any book, reprint, or DVD can form the basis for a plan to educate a specific segment of your community. Follow-up after any education or action effort is paramount if the harvest is going to be reaped.

