

Publicity to members and the general public.

Considerable space in the next issue of the New Commonwealth is being devoted to publicity on this campaign and our members are being advised that a personal canvass will be made. This will make your approach an easy one as your call will be expected.

One other point which must not be overlooked is that there are thousands of CCF sympathizers who are not members, as evidenced by our vote in the provincial election. Many of these people will gladly contribute to our VICTORY FUND. Ask each member you canvass for names and addresses of sympathizers known to him and either call upon these people or turn their names in to your finance committee for follow up. We expect to get some newspaper publicity which will prepare the way for our approach to these people as well as to our own membership.

To assist you to make a real success of your part of this campaign, the following material will be supplied through your local finance committee.

1. A supply of forms (a combination of pledge form and receipt) printed in triplicate. One copy should be left with the subscriber and the other two copies turned in to your finance committee which will retain one copy for local record purposes and send the other copy in to the Central office.
2. A printed form, signed by the President or other official of your local organization, will be found on the inside cover of the receipt book. This will serve as your authorization to make collections and to take pledges for the success of the fund for a CCF Victory in 1944.
3. Individual cards with the name and address of each member for whose subscription and pledge you are responsible.

General instructions on canvass.

Having listed the supporters according to their estimated ability to pay, the canvass should be carried out by two travelling together, if possible. They should call first on those who are not too plentiful in Canada — CCF supporters who have

a good income and who will respond generously when the need is presented.

Since the investment made in the CCF affects so vitally every member of the family, it is important that women and young people should be present, if possible, when a decision is being made which will affect the family budget.

Canvassers should come to the purpose of their visit without extended preliminary conversation and should explain,

FIRST, — The total amount of the objective and the purposes for which it is required.

SECOND, — That this is an all-inclusive campaign - - Dominion, Provincial and Local - - one appeal for all purposes for the year.

THIRD, — What the objective means in terms of the minimum average per member - - a payment of \$10.00, plus \$1.00 per month - - or such other arrangement as will meet the total required.

FOURTH, — That we have some members, - - old age pensioners, for example - - who cannot be expected to meet even this small amount; that we therefore must do considerably better in some cases.

If a member gives any indication of thinking that even this small amount is excessive, try to give him a vision of our real purpose and of what a new social order means in terms of practical value.

And finally, - - remember that this campaign is different from anything that we have had in the past. You are not merely out to canvass for finances, - - you are out to **MAKE HISTORY** by insuring - - -

*Victory for the CCF
in 1944*

6 Thistle Printing Co., 76 Duke St., Toronto

To Canvassers C166022
for the

**CCF Victory Fund
1944**

The role played in history by the great majority of people is that of mere spectators at a game. The opportunity to **MAKE** history is the privilege of the few.

In this generation, that privilege and that opportunity are **YOURS** — the people upon whose efforts the success of this campaign depends — for it is no exaggeration to say that the results that you obtain will determine, not only the future life of our movement, but the future history of our country, because:—

FIRST — It is expected that a Dominion election will be called in 1944.

SECOND — Victory for the CCF in that election would definitely alter the course of history in this country.

THIRD — A CCF victory in 1944 is assured if we are adequately financed. And,

FOURTH — The adequacy of our finances will be determined by **YOUR** success in this VICTORY FUND campaign.

The job for which you have volunteered is therefore, without exception, the most important job in the CCF to-day. Assuredly, it is an opportunity to **MAKE** history.

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