

ADD 1.1.1

PROPOSAL TO NATIONALISE ECC'S MEMBERSHIP

INTRODUCTION

For the past year branches have been building up mass (non-activist) membership or mailing lists of ECC supporters. Our February conference proposed a move to a common system of membership. The March National Committee meeting allocated the national workers the task of preparing a proposal.

BENEFITS OF A MASS MEMBERSHIP SYSTEM

- * Developing a mass support base for ECC in respect of; numbers, a cross spectrum of the community and geographical spread.
- * Regular contact with our closest supporters, increasing the opportunities to involve more people in action.
- * Boosting our fundraising, especially in the light of the looming financial restrictions.

ADDITIONAL BENEFITS OF A NATIONAL MEMBERSHIP SYSTEM

- * Being able to talk about national membership
- * Recruitment through the national office, especially in areas where we have no organised presence.
- * Offering our best facilities to all members throughout the country
- * Rationalising our resources

PROPOSED ELEMENTS OF A NATIONAL MEMBERSHIP SYSTEM

- 1) Common membership details and recruitment forms
- 2) What we offer to members
- 3) National recruiting drive

1) MEMBERSHIP DETAILS AND FORMS

a) A member is defined as a person who has subscribed to ECC's aims by signing up and paying membership dues.

b) There is no public differentiation of membership for eg joining as a passive or active member.

- Reasons:
- people regard themselves as members even if they aren't part of ECC structures.
 - to emphasise the importance of all forms of involvement in a common mass movement
 - defining people as passive members can militate against easy movement in and out of active participation.
 - most regions don't make the distinction

c) There is no need for a uniform national membership form. Regions are free to use any design as long as the essential elements are the same. These are:

- one category of membership
- fee scale of: students, scholars, pensioners, national servicemen employed R10 R25

donor

R...

- membership fees are collected on an annual basis with 1 March being the due date

d) Regions may include any other details on their forms which help with the categorisation of their members eg special skills, occupation, interests etc.

2) WHAT WE OFFER

a) Membership booklet

Pocket size, it will provide a thorough overview of ECC, serves as a token of membership, acts as an encouragement to active involvement and facilitates that involvement. (See attached motivation for content details)

b) Newsletter

A regular bi-monthly newsletter will keep members in touch while they will be receiving something for their money. Many regions are producing newsletters while others do not. It is proposed that these newsletters be rationalised into one national newsletter.

Possible production procedure

- * Writing/news gathering teams in each branch which submit the full range of material previously produced for the local publication eg news (general and branches activities), features etc
- * An editorial/ production team in one region which selects the best material from that submitted, improving the overall quality ie. good writing earns good regional coverage
- * Material is transferred to the production centre via a computer modem link up

- Advantages
- better national coverage and feel for the campaign
 - retains regional news component
 - available to members in all branches and to areas where no branch exists
 - uniformly good quality of news in all regions
 - rationalises people and money resources while still allowing the possibility of a more substantial publication.

- To discuss by next NC
- principle of the national newsletter
 - name (present options - ECC Scene, ECC Focus, Out of Step, At Ease)
 - proposals for design format
 - can your region take on the production or which region you would like to see handling production

c) Things members want to own

In addition to the many types of media produced for local use, all branches should have an adequate stock of standard, time enduring goodies for sale. A flyer could go to new members and then annually to old members with their reminders about subs renewals.

POSSIBLE ITEMS - ECC T-shirt and sweatshirt
ties (reprint of the Cape Town production), scarves and
cravats
sugar bowls and teaspoons
ashtrays (copper or ceramic)
beer mugs and glasses
shields (a la seaside holiday resort)
towels
broken chains for ankles, necks and wrists
3 flying doves (for lounge walls)

Items may be added or subtracted from this list which is to be finalised at the next NC.

d) WAYS OF INVOLVEMENT

We offer members the chance to be involved in working for, peace, the end of conscription, an alternative service system, justice and a whole lot more. In the process our branches benefit, so this is a mutually beneficial service. As a result it is probably worth continual active servicing. Branches should always be thinking creatively about ways to involve their membership in campaigns and activities. This could be communicated via the regular mailings along with the newsletter.

3) NATIONAL MEMBERSHIP DRIVE

a) Recruiting

- * Recruiting in the regions to be intensified during the course of the years campaigning. This should include tables at ECC's events, non-ECC functions wherever possible, cocktail parties, approaching members of supportive organisations, mailing lists and many more.
- * National drive coinciding with the campaign around June/July, including:
 - Weekly Mail ads (2 eds) with a "Join ECC" return card
 - Ads in Sunday Times, Frontline, Style, Die Suid-Afrikaan and possibly others
 - Mailings to present regional lists including; the Join ECC card, what is ECC pamphlet, a sweet touching letter from Hi Ho Hum..: just another package, Al.
- * National Staff to draft a new, What is ECC/ recruitment pamphlet pertinent to the new focus.

b) Maintenance of membership

- * Each region has a list of members in their area, whether signed up by themselves or nationally.
- * National office has a composite list of all signed up members nationally
- * Regular updates of regional and national lists via computer link up prior to the distribution of each bi-monthly newsletter.
- * A common data base system is needed to categorise membership. Regions to submit to next NC ideas on type of soft ware to use and what info to put in. The best researched proposal from regions will be adopted.

PROCESS AND TASKS

- * Current members should be resigned as payed up members
- * Discuss this proposal of a national membership system and the proposal for a new members booklet by May 15
- * Regions submit proposals as to "things for sale" they want to produce.
- * Await drafts of media for the national recruitment drive
- * Begin finalising details concerning newsletter, things for sale package, computer link ups at next NC.

THANKS FOR YOUR PATIENCE

PROPOSAL FOR A "WHAT IS ECC" MEMBERSHIP BOOKLET

PURPOSE

A fairly in-depth, yet concise picture of ECC (history, policy, methods of operation, questions and answers dispelling the myths). This would be a durable resource for members and help integrate new people.

AUDIENCE

All new members whether active or not. It may help to bring passive members into active involvement. It is given to members when they join ECC and serves as a token of membership, possible with a place inside for personal details.

FORMAT

A5 folded and stapled, approx. 20 pages (Sash booklets as an eg)
Possibly fold out front cover for membership token
Relatively cheap production: no pics except cover, a few cartoons/ pen drawings, card cover with newsprint pages. Perhaps spot colour and creative design for readability.

PROCESS

- a) Regions discuss the principle and content outline. Comments to Ali by May 15 including mandate to proceed with production.
- b) National staff to produce a draft by next NC
- c) A region to take charge of production. Comments on the draft to them three weeks after next NC
- d) Producing region is given a mandate to proceed on the basis of these comments.
- e) National distribution from approx end June.

CONTENT

A. History

Short historical input
Chart showing link between conscription and increasing repression

B. Why we oppose conscription

Declaration and signatories list (front inside cover?)

Explanation of declaration clauses

* Cost of war focus

* Namibia

* Destabilisation generally

* Civil war/ internal role of SADF

Focus on the right to choose - ref. UN Declaration and Nuremberg (Poss use Dugard's evidence to Ivan's trial)
- refer to SA history (2nd World War)

C. How we oppose conscription

- * Uniting (coalition and its advantages)
- * Protesting (direct pressure eg Geldenhuys and indirect eg meetings)
- * Informing
- * Providing a service (KYR)

* Symbolic Action - offers hope for peace (ASP's)

* Lobbying (explain it)

* Non-violence

* Our internal style - democracy etc

Overall aim is to show that ECC can achieve something meaningful and useful

D. What are ECC's demands

* End Conscription

* A system of non-military, non-governmental alternative service

* Freedom to choose while doing military service (Townships, Namibia etc)

E. Who supports ECC (POSSIBILITY)

* VIP's

* International

* Supporting organisations

* Soldiers, CO's, School pupils etc

* Quote War resistance figures etc

F. What is our policy

* The single issue campaign (explained and motivated)

* What we don't have policy on

G. How we operate

* Principles of democracy, non-racialism, non-sexism (all explained)

* What is consensus / how decisions are made

* Diagram of structures (showing all branches, sub-comms, NC, conference)

Aim is to show how you make a direct contribution

H. Common questions and answers (Regions to give special attention)

Is ECC banned/illegal

Aren't we part of Moscow's Big Plan

Is ECC influenced by outside organisations

What is ECC's attitude to serving soldiers and campers

Does ECC condemn all violence

Does ECC oppose conscription in a post-apartheid society

If I get involved will I be watched/detained/prejudiced

Is there a place for women

Is there a place for older people

Attitude to conscientious objectors

Why international contacts, with whom, etc

How is ECC funded

I. Options available to unwilling conscripts

* List them

* Show conscription as the common problem therefor ECC's "line" is end conscription, not a favouring of any individual option

J. How you can fit in

* Spread our message, get others to join producing strength in numbers

* List of ECC office addresses and C.A.S. contacts around the country

* Explain many degrees of participation in ECC work

*

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END CONSCRIPTION CAMPAIGN (ECC)

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