

How to Organize a Campaign

On November 5, 1998, after more than a year of battle, Solar Light Books in San Francisco, CA defeated Borders; the store was not allowed to move in on their block. To read the full text of owner David Hughes' story, go to www.bookweb.org/home/features/1626.html. Below is a short list from the above article of David's steps to include in a chain fight.

- **Start a petition** and keep it going
- Use your customers as a base of support
- The **more letters** you generate, the **louder your voice**
- Develop a **relationship with the City Planner**, or other officials that apply in your case, in charge of the project you are fighting
- Make a summary of the points that are relevant to your fight
- **Make friends with the press**
- Downplay the chain vs. independents angle— Find issues that are larger and involve more of the neighborhood
- **Quantify your arguments** whenever possible
- Orchestrate your presentation—split up the arguments into bit-sized pieces and get testifiers to deliver each morsel one after another.