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46	2	n.d.	Other Document	Nixon-Lodge volunteers rally group manual: Basic rally plan, major city rally, rallies without major candidates, organization. 9 pages.

NIXON - LODGE VOLUNTEERS

RALLY GROUP

HEADQUARTERS

Room 523
Washington Building
15th and New York Ave., N.W.
Washington 4, D.C.

RALLY DIRECTOR - John Nidecker

Assistant - Shirley Bradshaw
Rally Coordinator - Richard McCabe

FIELD RALLY ORGANIZATION - 10 men

Field Rally Directors will operate under the direction of the Rally Director and the Advance Men from the Nixon for President headquarters. Field Rally Directors will be scheduled to arrive in the city of a major rally from one to two weeks prior to the scheduled date. He will contact the local Nixon-Lodge Volunteer organization, the local Republican Committee, College Youth for Nixon and women's groups to outline plans for masses of people to assist in the program.

Working with this group as a basic committee, he will then organize a complete table of organization to function in the pre-rally period as well as the post-rally period.

Sub-committees should be formed and the importance of the acceptance of responsibility should be thoroughly stressed. The following sub-committees should be set up as early as possible.

TELEPHONE PYRAMID COMMITTEE

3 Directors (minimum)
30 Captains (minimum)

The directors should divide the local telephone directories so that each director is responsible for one section. Each director then subdivides his section into ten divisions for his ten captains. Each captain calls ten people in his division instructing them to call ten additional names. They, in turn, instruct the people they call to call ten more names. Thus the pyramid keeps building.

Suggestions as to the wording of the conversations should be worked out locally. The importance of the visit of either candidate should be impressed upon the people called.

The captains should recheck their people to be sure that all calls have been made.
The directors should recheck their captains frequently. Since the people making the calls will be volunteers, constant recheck is necessary so that the chain of calls will not be broken.

PUBLICITY COMMITTEE

Radio, TV and newspaper people should be included in the group so that local interest stories can be aired and printed in advance of the arrival. Suggested publicity material will be furnished by the Field Rally Director.

The publicity committee should also include men and women who would distribute, to stores and offices, printed signs telling the location and time of the arrival of the candidate.

Handbills should be printed for delivery by local high school, college, etc., groups.

On the day prior to the arrival a vast coverage of media should be accomplished. A front-page newspaper story with a map of the cavalcade route should be used.

Spot announcements on radio and inclusion in TV newscasts will help swell crowds.

PARADE COMMITTEE

The parade committee should be responsible for obtaining permits for the following:

Sound trucks

Parade route *Order from ...*

Fireworks displays

Contacts should be made with municipal officials, police, fire department and traffic engineers and a meeting set up where a full explanation of plans will be made to these people.

The parade committee should also arrange to borrow jeeps, station wagons and trucks for use in the parade.

Jeeps and station wagons should be decorated and equipped for sound and be routed around the area to play official music and announce the story of the candidate's visit. This should begin about three or four days prior to the arrival.

The parade at noon should be routed through the principal business area and should cover every major downtown street. It should consist of:

Horses

Color Guard

Bands

Marching units

Floats

Sound trucks

Jeeps

Balloon truck

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In lieu of sufficient units local delivery units can be incorporated provided they bear an identifying Nixon-Lodge legend.

The parade committee can contact bands, drum and bugle corps, etc. To attract such volunteer groups, a competition could be set up with a prize trophy awarded. This trophy could be donated by a local jeweler. Unions should be contacted to avert trouble in that direction. If proper salesmanship is employed, they will often allow many bands to participate provided one band is paid union scale.

Floats can be prepared by local people but should not include night club advertising. There is no objection to the use of units like the Anheuser-Busch team and wagon.

The balloon truck will release about 1500 to 2000 helium-filled toy balloons at strategic points along the route. Details for set-up on this truck are supplied by the Field Rally Director.

At strategic locations, confetti should be dropped from upper floors of tall buildings. A confetti drop should be made when the candidate arrives at his hotel in the motorcade.

ARRIVAL COMMITTEE

A reception committee should be on hand when the candidate arrives in town. If the arrival is by train, cooperation should be solicited to have the platform appropriately decorated with signs, bunting, etc. A band should be on hand to play lively music and a group should be familiar with the official song. The arrival should be well covered by all news media.

If the arrival is at an airport, an airline baggage train should be decorated for use in a kiddie parade. Bands should be used and the airport decorated.

As the candidate proceeds to the motorcade, all motorized units should start engines to join the motorcade for the trip into town. This should be done only with the approval of the Advance Man.

WOMEN'S ACTIVITIES COMMITTEE

The women's activities committee will be responsible for the recruitment of attractive young ladies to be dressed in the official Nixon Volunteers costume. These girls will assist in the distribution of literature and buttons throughout the city. They will also participate in the activities of all other committees designated.

crowd control

FIREWORKS

Both daylight and evening displays can be used. These are outlined in the Field Rally Director kit.

BOOTHS

A Nixon-Lodge information booth should be set up in the hotel in which the candidate will stay. Mountable materials for a background for the booth will be furnished. A simple table appropriately decorated should be provided for the distribution of buttons and printed matter. The booth should be manned by girls in the official costume.

POST-RALLY OPERATION

The post-rally operation includes the return of all borrowed equipment, the salvage of bunting, etc. The Field Rally Director should obtain names and addresses of volunteers and donees of material, services and equipment for thank-you letters.

MAJOR CITY RALLIES

This type of operation will be handled several weeks in advance. The basic format outlined in the foregoing section will be carried out on a much greater scale.

A previously selected auditorium will be the focal point of the major rally.

These major rallies will include either of the two principal candidates. The first job is to tell everybody that because of the popularity of the candidate, everyone will not be able to come. This creates a double desire in that they want to see the person and their getting to see him requires a special invitation of which very few are available. You can work on this through the local Republican organization, the Young Republican Club, the College Youth for Nixon and various women's groups. All may be allocated tickets on the basis that we are sorry we can't give them more but they are just not available. This is more successful than dumping a load of tickets into somebody's hands and saying - "You must get rid of them".

Again - nothing more is used than the idea of making the tickets a premium to be given away rather than a chore. Each group given reserved tickets should be given a group of non-reserved tickets also. Further details on the printing of tickets and the breakdown of the distribution are included in the Field Rally Director kit.

The program of the rally will be a formal one culminating with an address by the candidate.

This type of rally should draw crowds of 25,000 people or more.

RALLIES WITHOUT MAJOR CANDIDATES

In many areas of the country, Nixon-Lodge Volunteers will not have the benefit of a candidate visit. It is felt that some attention-getting device should be provided as the focal point for rallies in these areas. In 1956, a device was employed to take the story to these people and attracted voters from the Independent and Democratic ranks. Where possible, Republican Senatorial and Congressional candidates spoke at those rallies.

If a focal idea is employed, rallies can be held in communities where the major candidates do not visit to help increase the number of votes for Nixon and Lodge.

The pattern developed for the basic rally would apply except that the rally would terminate at a local baseball field, fairgrounds or suburban shopping center parking lot. At that point, the local candidate could make a brief address and a forceful presentation could be made on behalf of the major candidates.

ORGANIZATION - RALLY GROUP

DIRECTOR - John E. Nidecker

Responsible for set-up, training and over-all direction of Field Rally Directors.
Major rallies and field operations.
Render assistance to field men and act as trouble-shooter.

ASSISTANT DIRECTOR - Shirley A. Bradshaw

Assist Director of Rally Group in capacity of Executive Assistant.

RALLY COORDINATOR -- Richard McCabe

Maintain schedules of routing field men.
Maintain contact with field men when on operations.
Maintain supplies at warehouse points in Los Angeles, Chicago and New York.
Schedule supplies for distribution to rally locations.
Maintain reports from field group to be coordinated into master report.

FIELD RALLY DIRECTORS - 10 men

Coordinate operations in the field as describe in Rally Group Manual.