

## **1960 boycott campaign plan**

This boycott campaign plan was produced in 1960 – over 50 years ago. But it is still relevant today. It was sent round to everyone who expressed an interest in taking part in the 1960 March Month of Boycott of South African goods.

It suggested other local organisations they should contact and gave practical advice on how to organise a wide range of activities.

Some of the writing is hard to read because it was typed on a manual typewriter and then duplicated on a hand-operated roneo machine. There were no computers or even photocopiers, and no internet or email.

# THE BOYCOTT MOVEMENT

BOYCOTT OF SOUTH AFRICAN GOODS — INTENSIFIED CAMPAIGN

## PROTEST AGAINST RACIAL DISCRIMINATION

### C A M P A I G N P L A N S

#### THE FIRST STEP

A meeting must be convened urgently to set up a local committee which will organise the intensified Boycott Campaign March 1st to March 31st. This meeting must be non-party and representative of all local groups sympathetic to the Boycott.

We suggest you approach the following:

- a) all political parties, including the Conservatives;
- b) trades councils and trade union branches;
- c) all religious organisations;
- d) all women's organisations (remember this Boycott depends on the shoppers);
- e) any group interested in Africa and the Commonwealth, eg. United Nations Associations, Movement for Colonial Freedom, or local Africa Councils;
- f) all co-operative organisations;
- g) all student organisations;
- h) any others you consider important, for example the local Chamber of Commerce, Rotary clubs and Inner Wheels.

#### At your delegates meeting:

- 1) Elect your committee;
- 2) Adopt your title - The.....Boycott Movement

N.B. Your committee is responsible for its own finance.  
Your committee is legally autonomous.

#### DISCUSS YOUR PLAN OF ACTION

We suggest below some of the activities you might consider worth while. These should be discussed by your committee.

- a) Distribution of Leaflets and sale of "Boycott News". For costs see the Order Form. Re-sale of "Boycott News" will make some money for other things.
- b) Posters cost 9d each. Supporters should be urged to buy one for their front windows. Stickers saying "WE DON'T STOCK SOUTH AFRICAN GOODS" are available for shopkeepers who support the Boycott. Help these shopkeepers by advising people to shop there. Why not give them free advertisements in the local paper?

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- c) Public meetings on our theme "Against Apartheid - Boycott South African Goods" are a necessary means of informing the public of the evils of apartheid and the reasons for the Boycott. If you want speakers, let us know quickly.
- d) Picketing local markets and large stores to ask shoppers to refuse to buy South African. The pickets must be organised and peaceful, done at busy times to get maximum effect and publicity. You might think it a good idea to lobby local Councils to get them into the movement.
- e) Placard parades are a direct way of getting ideas across.
- f) Letters to local papers cause discussion. Make sure every critic is answered. Letters to M.P.s will inform them of your feelings. Contact local V.I.P.s for support. Get their permission to announce this to the Press. When their fame is national, let us know and we will give their decision publicity.
- g) Films on South Africa and the problems of racial discrimination can be obtained from us. Please write for details. A filmshow can raise money for you, in addition to its educational and entertainment value.
- h) Approach for support all retail and distributive organisations locally.
- i) If you would like to distribute a petition for signatures, protesting against apartheid and supporting the Boycott, we can suggest the wording. This would help to make the national campaign more consistent.

(The above are suggestions. You may have more ideas. If you do, let us know so that we can pass them on.)

#### OUR RESPONSIBILITY

The vast majority of the people of South Africa have appealed to us, the people of Britain, to help them in their struggle against oppression. The situation grows worse and their appeal is desperate. Strikes are illegal and there are now almost no forms of protest left to them, short of revolution. Millions of people are imploring you to help. Do not fail them.

We ask you to spread the news to everyone. People must ask their shopkeepers "Are these goods South African?"; if the reply is "Yes" then it is your Committee's task to see that they are refused. Your Committee must campaign. It is not enough for supporting organisations to pass resolutions of sympathy. This campaign must be fought in the streets.

The National Committee wishes you good fortune in your campaign. If you want help, let us know. We need your co-operation too. We need to know about your activities, failures as well as successes, so that we can get the national and international publicity which is necessary for this great onslaught against the policies of the Union of South Africa.

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