

WHAT MAKES A BOYCOTT EFFECTIVE?

Boycott (n.): a direct-action protest that aims to change a policy by removing financial or social support from a person, company, or institution.

**BOYCOTTS NEVER
WORK OVERNIGHT. WE
CAN'T EXPECT THE
TRUMP REGIME TO
FALL RIGHT AWAY.
DON'T BE
DISCOURAGED! WE
WILL FIND A WAY TO
WIN.**

By the BAD Collective:
Buddies Against Donald
Trump, etc.

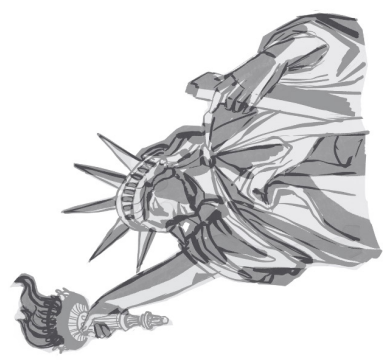
Be Bad. Copy this Zine
and Give it to your
Buddies.

Boycotts work by withdrawing our cooperation from people and systems that need our participation to function. They are a way of using our collective power.

*Let's use
boycotts to force
Trump out of
office!*

*Heck yeah! No
money for
fascists!*

- Boycotts get results! But they take strategy. They are most effective when:
- 1.They have a clear target and demand, e.g. "Trump, Resign! Fire Musk!"
 - 2.They generate publicity and expose an injustice, damaging the target's reputation.
 - 3.They are used alongside other tactics, like strikes and civil disobedience.



DEMOCRACY NEEDS YOU AND ME!

- What can we learn from boycotts?
1. Make our boycott visible! Organize demonstrations and pickets. Write letters to the editor. Explain why you believe Trump is a threat to our democracy.
 2. Involve existing organizations. Ask your union, club, religious group, or other group to join.
 3. A boycott is only the first step. Gather your friends and start brainstorming other tactics.

Case study: The United Farmworkers Grape Boycott

In 1965, Delano, California farmworkers faced unsafe working conditions and starvation wages. They were forced to live in company housing and some faced deportation. The workers bravely formed the United Farmworkers Union. Thousands voted to strike, but they knew it would take more to win. So, they organized a boycott.

Farmworkers who picked grapes contacted other unions and ask them to tell their members to stop buying products made by Schenley Industries, the second largest grape grower in Delano. The unions banned together, refusing to buy or sell Schenley products. Across the country, other people joined in. They picketed businesses where Schenley grapes were sold. They explained what the company was doing to its workers. Soon, Schenley's reputation was in the toilet. Thanks to the extra pressure generated by the boycott, the strikers won!