

Mobilization over Education

Many conservative and libertarian organizations make the mistake of focusing on education rather than mobilization. The educational model says that the way you win in politics is by convincing people that you're right. This can build a popular book club or national event, but it doesn't actually create political change. If we want to avoid these mistakes, we have to understand why the educational model is wrong and what qualifies as mobilization.

Education is not an efficient way to achieve political change but is often pursued because it is safe and comfortable. Consider a liberal family member of yours, how often have you been able to change their mind? If someone deeply disagrees with your position, you are not going to be able to overcome their pride and convince them that you are right. If someone doesn't have a position on your issue, it means they don't care and you are not going to get them to do work for your cause. We only have a limited amount of money, people, and lists and organizations that prioritize education spend an immense amount of those resources on people that will never care and people that will never agree while never directly affecting policy change. We are much more interested in identifying the group of people that already agree with us and mobilizing those of them that are willing to take action.

The way we mobilize our people and lists is by taking up fights to win elections and change policy. In politics, nothing moves unless it is pushed. What creates more change: a member who spent their time learning every possible argument for gun rights or an *activist* who knocked 1000 doors for a pro gun candidate that will sponsor pro 2nd amendment legislation? You cannot create state law simply by having good ideas that you can communicate well. Laws are made by legislators that are elected and these elections are won by mobilizing activists to knock on the doors of voters. Elected officials do not care about philosophy, they care about winning their next reelection, and they will change their vote on legislation if enough angry voters are mobilized to call them and threaten to withhold their vote in the next election. When you are knocking doors or organizing righteous outcry you are mobilizing aligned people and lists rather than trying to educate them.

Mobilization demands more of organizers and it creates more enemies. Instead of doing endless speaking events and debates we must plan, prepare, execute, and evaluate our political fights. Planning begins with selecting the most advantageous fight possible with a decision matrix called Red Fox Four that we will teach later. When choosing an electoral fight, it's necessary to analyze the district and the opponent. For policy change we have to figure out which body of government has the authority over the issue, what the rules are, and run a Five Column Analysis to estimate voting behavior. Never go into a fight without understanding what motion you are asking officials to make. Preparing includes the gathering of money, people and lists through actions like fundraising and petitioning. The execution phase is when these resources are applied and the vote or decision takes place. Whether we win or lose, after the fight is executed we want to evaluate what we did well, what we learned, and what we can do better next time. We have a clear pathway to take our rights back and restore the constitution: mobilize like minded people in the battle of electoral politics.

Discussion Questions

1. What's an example of an event we can do on campus? How can we keep our events focused on mobilization?
2. Why does mobilization create more controversy than education?
3. Why is the education approach so common?
4. Why do we have to prioritize mobilizing over educating?

Select a speaker from your group to summarize the discussion.