

Southern Victory Campaign

Heritage Operations Committee, Sons of Confederate Veterans

www.MakeDixieGreatAgain.com | LegionStaff@VictoryStaff.org | 844-772-4621 | Version 1, September. 15, 2020

“Changing the Narrative”

The Beginning

In the summer of 2018, Paul Gramling became Commander-in-Chief of the Sons of Confederate Veterans (SCV) largely due to his campaign promise to “change the narrative” throughout America from “anti-Confederate” to “pro-Confederate”. He wanted to shift *public opinion* toward *our opinion*. The SCV’s Heritage Operations Committee was charged with the task, and Walter D. “Donnie” Kennedy became the chairman.

Donnie staffed his committee and launched the Southern Victory Campaign in October 2018— from scratch. The SCV had never before attempted such a grand campaign. “Make Dixie Great Again” became the slogan and a website bearing the same name was launched. That website is the tactical headquarters and supply base of the campaign, which is funded by Confederate Legion membership dues and by donations and ad revenue.

What Is “the Narrative”?

For our purposes, “the narrative” is the public’s *opinion* about the Confederate States of America (and Liberty, too) and the way the public *expresses* its opinion in words and deeds. To understand public opinion, we must remember that it’s composed of millions of individual opinions; therefore, our focus must be on individuals.

If an individual has a *negative opinion* about the Confederacy, he will *express* it in anti-Confederate words and deeds. Some people have extremely negative opinions about the Confederacy and true Liberty. If they are intelligent or have money, they become leaders of the Marxist, anti-Confederate, anti-Liberty forces. Other Marxists might have similarly negative opinions, but their stupidity makes them merely cannon fodder and pawns. They are the people marching in the street, vandalizing monuments and rioting until government officials haul down our flags and change the names of schools and streets named for our heroes.

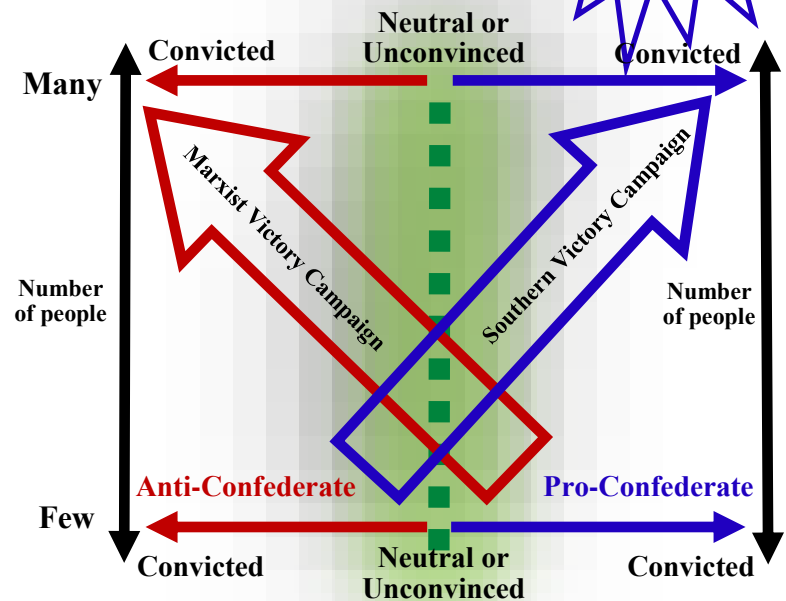
Most people are in the vast middle ground. Yes, over the decades the Marxists have shifted the entire spectrum toward Communism and against Liberty and our Confederate Heritage, but there is still a middle ground of neutral people who are not convicted in one way or the other. Many of these people lean in our direction, but they’re afraid to express themselves because Confederate Heritage forces have been ineffective... until now!

The Southern Victory Campaign now empowers you and your organization to shift public opinion toward the pro-Liberty, pro-Confederate side of the spectrum, *ultimately shifting the spectrum itself*. Some people would call that event a “paradigm shift”. Others would call it a revival or a renaissance. If its based on freedom tied to Godly principles (true Liberty), nothing could be better!

When you work in the Southern Victory Campaign to provide people with enough information to move them toward a convicted, pro-Confederate, pro-Liberty position, you change the narrative for those people. Even if you only move them a little, it changes their narrative. Our mission is to steadily change the narrative in the minds of millions! We want to turn negative opinions into neutral opinions; we want to turn neutral opinions into positive opinions; we want to turn positive opinions into a powerful army of pro-Confederate, pro-Liberty activists!

Are you with us in this undertaking?

The Culture War Spectrum



The *Marxist* Victory Campaign offers despots and traitors effective tactics and weapons to continue moving people toward the Communist, anti-Confederate side of the spectrum. It has taken time to move so many people and conquer so much territory. Politicians and people of influence have responded accordingly.

The *Southern* Victory Campaign offers you and your organization the tactics and tools (some say, “weapons”) needed to start moving people toward the right side of the spectrum shown above. It will take time, money, courage and God’s blessing. As it gains ground, people will express themselves in favorable ways. Politicians and influential people will respond favorably and join with us, and the Marxists will lose conquered territory, as our forces start winning and advance.

Wouldn’t it be perfectly proper for true Liberty to be restored in America through the efforts of a Confederate Heritage organization? We think so. Are you with us?

Guide to Campaign Tactics and Tools

1. Inspire Active Support

Despite the damage that's been done, polls show that most Americans still have a positive view of Confederate monuments. Why then, if most people support our monuments, are we losing them? It's because people who support our cause have been passive, while the Marxists have been active.

2. The Confederate Legion, Donations, and Advertising

While membership in the Confederate Legion is not required to participate in the Southern Victory Campaign, membership is the chief way the campaign is financed. Annual dues are \$50.00. To run the campaign effectively we need at least 3,000 dues-paying members as shown on the chart below. Visit MakeDixieGreatAgain.com to enlist yourself or your organization, or you can start a group from scratch.

Additional support comes from donations and advertising, which is under development at our website. Once the advertising system is functional, ads such as those on page 3 can be beneficial in many ways. Note the "Build Your Campaign Shirt" and other apparel that's available. Show the world where you stand with flags, bumper stickers, shirts, and more!

3. The *Southern Defender*[™] & Other Publications

The *Southern Defender*[™] is the cornerstone of the Southern Victory Campaign. If you and your colleagues are "infantry" in the culture war, the *Defender* is your primary "weapon" or tool. It can be downloaded as a PDF file and shared by e-mail and social media or printed locally. Each issue can also be purchased in bulk from the marketing company that designs it for the Southern Victory Campaign. Find ordering links and PDFs at MakeDixieGreatAgain.com.

Any campaigner can hand out 10-15 *Defenders* per month, especially if group leaders make copies available at meetings and ask for monthly reports (number distributed, success stories, etc.). As we go through our daily activities, we should look for respectable people of every race and social status, hand them a *Defender*, point to a good story or feature, then be quiet and allow the recipient to respond. If he's really interested, get his contact information for your group's prospect database and recruit him.

As an alternative, select neighborhoods and pass out *Defenders* through door-to-door canvassing. Take names.

The most cost effective distribution method is newspaper insertion. Start by making a list of newspapers in or near your community that conservative people read—papers with a "home town" image versus a big city daily paper. Call to get the insert fee per 1,000. Ask if you can insert your *Defenders* on a day when no other inserts would be placed in the paper. If that's not possible, ask if you can pay extra to make sure your inserts are on the outside of the bundle, so they stand out from the grocery store fliers. Order or print enough copies to cover the quantity the newspaper needs plus spare copies for members to hand out. Newspapers with paid subscribers are better than free, give-away papers. In the long-run, you'll get good results if you insert *Defenders* 4-6 times per year and hand them out, too.

Festivals and public events in nearby communities are a great way to have fun with your distribution efforts. Rent a display booth and/or pass through the crowd handing out *Defenders* as already explained. Aggressively extend the hand of friendship and hand out a *Defender*. Don't sit down and wait for people to come to you.

Continued on Page 4

Southern Victory Campaign Strategy Led by the SCV's Heritage Operations Committee

3,000 Confederate Legion Members = \$150,000.00 in Annual Revenue



www.MakeDixieGreatAgain.com

Home of campaign weapons & tactics, including...

Southern Defender[™] & Pamphlets | Radio Free Dixie Ads | TV Quality Ads & Videos | Special Ops
The Rest of the Story & Other Videos | Commander's Comments | Social Media Support | Direct Mail

Counter-Offensive

Prong 1 from
Heritage Opera-
tions Committee

Select Southern Cities

Counter-Offensive

Prong 2 from
Confederate Legion
Individuals &
Groups

Your Local Community



SONS OF CONFEDERATE VETERANS

740 Mooresville Pike • Columbia, TN 38401

931-380-1844 • www.scv.org



Shop at our on-line store for these great items and much more

OXFORD SHIRTS



TEE SHIRTS



FISHING SHIRTS



GOLF SHIRTS



HATS

BEANIE CAP



JOIN

The Sons of Confederate Veterans

P.O. Box 59
Columbia, TN 38400
www.scv.org

The Southern Victory Campaign

Taking back the narrative & making Dixie great again
www.makedixiegreatagain.com

VICTORY ★ FLAGS & MORE

COTTON EXCHANGE PLAZA
740 HIGHWAY 49, SUITE L-2 • FLORA, MISSISSIPPI 39071
844-772-4621 • 601-879-3524
VICTORYFLAGSANDMORE.COM

FLAGS



American, State, Military, POW, Liberty, Fire, Law Enforcement, Custom

FLAG POLES



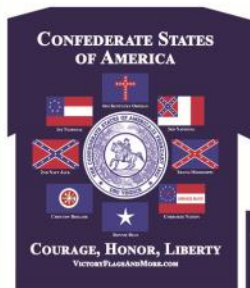
Residential and Commercial
5' to 80'
\$9.95 to \$12,995.95

FLAG POLE ACCESSORIES & PARTS

AUDIO & BOOKS

CUSTOM APPAREL, SIGNS & MORE

APPAREL



BUILD YOUR CAMPAIGN SHIRT!

LICENSE PLATES



Many Designs

DECALS & STICKERS



HATS

Many Designs



Inter-changeable Patches!

15% DISCOUNT

All Active Confederate Legion Members
Use coupon code "ConfederateLegion"
at on-line checkout, by phone or in the store.

prices & availability subject to change without notice

4. Radio Free Dixie Advertisements

Boost your offensive with radio advertising. It softens the market and builds prestige, increasing the effectiveness of your local campaign. If you and your colleagues are the “infantry” in the culture war, and the *Southern Defender*™ is your primary “weapon”, radio ads are the heavy artillery.

We call our ad series Radio Free Dixie. Two ad styles are available. One uses a “friendly”, indirect approach. The other uses a “marching orders”, direct approach. Download the scripts and audio files at MakeDixieGreatAgain.com. All ads are 60-seconds long and ready to air or share through e-mail, website links, and social media.

Once you identify the ads you want to sponsor, look for radio stations that produce local conservative or sports talk and call-in shows. Stations that play blue grass, country and classic rock are other choices that might work.

Try to buy an ad package for a specific program or group of programs. Often, a package includes “run-of-the-station” ads and the option to be interviewed periodically. It is best to bunch your ads together, rather than spread them out.

Example: Your Confederate Legion group has \$1,500 to spend. You could spread your ads over a 12-month time period, running them throughout the day and night, or you could air them from 4-6 p.m., 5 days per week for 3 months with run-of-the-station ads thrown in as a bonus. The latter option would be best. Time a heavy distribution of the *Southern Defender*™ to coincide with the airing of your ads.

5. The Rest of the Story, Face of the SCV & Other Videos

One of best ways to turn *weak* supporters into *convicted* supporters is to share our videos with them. Our information is rock solid and true. Our videos are designed to broaden the understanding of new and longtime supporters. Show the videos at recruitment meetings, and promote them using website links, e-mail and social media.

Our *Face of the SCV* videos are television-quality and would make excellent televised ads. In choosing a TV ad package, use the same guidelines you would use for Radio Free Dixie, adjusted for the likelihood that you and your colleagues can only afford a few ads during any time slot. Find all these videos at our website and You Tube channel.

6. Commander's Comments Videos

Periodically, the Commander-in-Chief of the SCV makes short videos designed to inform and motivate campaigners, supporters and friends. In these videos you'll hear progress reports and announcements about special operations designed to be intense, short-term surges in our on-going campaign.

7. Direct Mail Advertising

One of the most efficient means of advertising is direct mail. The post office has made it simple and inexpensive. Cap-off a year of counter-offensive activities with a big rally, banquet, or Old South ball. Use direct mail to advertise it to the whole community. What a blast! Think BIG!

8. Raising Funds and Cooperative Advertising

A Confederate Legion group of 10 average-income people can execute a counter-offensive based on the Basic Tactics shown in the chart below. Individuals in the group would only need to donate approximately \$10 per month to their club. Advanced tactics could require \$50 per month, per person, or the group would need more than 10 members. Studies show that many members are happy to donate as much as \$100+ per month to an organized local campaign.

Cooperative advertising is available, as funds permit, for any Confederate Legion group that's conducting an offensive based, at a minimum, upon the Basic Tactics shown below. Call for 844-772-4621 for details. Let's get going!

9. Help Us Make Videos

If you can help us make videos, please phone 844-772-4621. If you're in Central Mississippi, where many of our videos are produced, assistance is available. If not, use your own video equipment, and we'll handle the editing. We would be glad to give you an opportunity to make videos on the subjects we want. We would also be happy to review your pre-produced videos, especially if you would allow us to add our lead-ins and exits, and make edits.

Share Us on Facebook
Make Dixie Great Again



Tactics Used by Successful Confederate Legion Groups:

Individuals, S.C.V. camps, other groups, businesses & churches can join. Independent Legion groups can be formed from scratch.

Basic Tactics

Each member distributes 10-15 *Southern Defenders*™ per month during his or her routine activities.

Displays are set up at festivals to distribute *Defenders*, talk to people & take names of membership prospects.

Educational videos are shared via email & social media. Training videos are shown at meetings.

Special Operations, when called for by Heritage Operations, are deployed by local group leaders.

Advanced Tactics

Radio Free Dixie ads & interviews of our national spokesmen are aired throughout the year.

Lectures, dinners, Old South balls, etc. are held to educate, motivate & recruit new members.

Thousands of *Southern Defenders*™ are inserted in a community newspaper 4-6 times per year.

Mass mail advertising is used to boost attendance at public events or generate support for our legislation.

Target: Every Respectable Person in Your Community

For assistance & cooperative advertising info, call the Marketing Director of S.C.V. Heritage Operations at 844-772-4621 or legionstaff@victorystaff.org.