

The Southern Victory Campaign Strategy

Making Dixie Great Again



Sons of Confederate Veterans

Heritage Operations Committee

P.O. Box 59, Columbia, TN 38402

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www.SCV.org

www.MakeDixieGreatAgain.com



1. Let the Counter-attack Begin

The neo-Marxist¹ attack on our Confederate heritage and its supporters has gone on too long without an appropriate response. That situation will change if you and your pro-South organization become active in the Southern Victory Campaign sponsored by the Sons of Confederate Veterans (SCV).

This campaign could be the most important initiative ever launched by the SCV. It could be the best opportunity you and your organization will ever have to defeat the neo-Marxists that are turning people against us and destroying our monuments and heritage.

2. Why Do Neo-Marxists Attack Us?

The Confederate States stood for the principles of liberty (freedom tied to morality) that the United States stood for when they were founded. The neo-Marxists hate those principles! So, it's natural for them to hate the Confederacy, its symbols and its supporters. We have no choice but to defend ourselves!

After decades of relentless misinformation and agitprop² against the Old South and Southerners, the neo-Marxists smell blood—*our blood* flowing from wounds they inflicted, figuratively and literally. To the neo-Marxists our heritage and those who support it are wounded opponents they now intend to finish off.

While patiently undermining liberty throughout these United States, the neo-Marxists are launching a vigorous frontal attack on everything that represents the Confederate States: monuments, flags, songs, street and school names—everything that honors our heritage and heroes.

After they eliminate Confederate monuments, flags, songs, etc., it's only a matter of time before Christian flags, crosses, nativity scenes and more will be attacked; in fact, they're already under attack! And, think of what's in store for America's Founding Fathers and our Constitution that once granted legal protection to slave owners and still asserts States' Rights through the Tenth Amendment? They'll attack those things, too.

3. 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 neo-Marxists have been active.

With God's help, our goal is to turn our passive supporters into active supporters.

4. You Should Join with Us

Join the Southern Victory Campaign by becoming a member of the Confederate Legion. Please go to MakeDixieGreatAgain.com or return the application provided below. Membership is open to everyone, *regardless of membership in the SCV*. Annual dues are \$50.00. Donations are greatly appreciated. To run the campaign we need 3,000 dues-paying Confederate Legion members.

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¹Modern Communists, Marxists, and Socialists.

²Communist-style psychological warfare that combines agitation and violence with propaganda.

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...

Printed Publications | Radio Free Dixie | TV Quality Ads & Videos | The Rest of the Story

Commander's Comments | Special Operations | Social Media Support | Direct Mail Ads

Counter-Attack
Prong 1 from
Heritage Ops.

Select Southern Cities

Counter-Attack
Prong 2 from
Individuals & Groups

Local Communities

8. Printed Publications

Individuals and organizations can print or buy pre-printed publications including *The Southern Defender*™ which features condensed articles from *Confederate Veteran* magazine. Pamphlets such as the one you are reading are also available. Individuals can hand out these items as part of their daily routines. Groups can distribute them at rallies and festivals and through newspaper insertion and door-to-door canvassing.

9. Radio Free Dixie

Join us in airing some of the best pro-South radio ads ever made! The ads can be customized for your organization or aired as they are. And, radio stations often grant interviews to organizations when they advertise. We can furnish spokesmen if you need them.

Studies show that print media, direct mail and radio advertising are among the most cost-effective ways to find *new* supporters.

All of our videos (described below) offer another good way to reach new people, especially young ones, to create interest in our campaign, the Confederate Legion and the SCV.

10. Rest of the Story & Face of the SCV Videos

One of best ways to turn *new* supporters into *loyal* sup-

porters is to share our videos with them. Our information is rock solid and true. These videos are designed to broaden the understanding of both new and longtime supporters, strengthening their loyalty to our cause and campaign so we can achieve a lasting victory.

Go to our website and You Tube channel under Make Dixie Great Again.

11. Commander's Comments

Every month, the Commander-in-Chief of the SCV makes short videos designed to inform and motivate our members and allies. 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.

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Artwork by
Aubrey Hayden

12. Social Media & Internet

Social media and Internet are good ways to put our message in front of friends and acquaintances. Follow Make Dixie Great Again on Facebook. Share posts and links to our website, etc. You know the routine.

13. Direct Mail Advertising

One of the most efficient means of advertising is direct mail. The post office has made it simple and inexpensive to put our message into the hands of new membership prospects. Cap-off a year of counter-attacking with a big rally, banquet, or Old South ball. Use direct mail to advertise it to the whole community! What a blast! Don't think cheap and small. Think BIG!

14. Expect Phenomenal Growth

When we *publicly prove that we're leaders* in the fight for liberty (freedom tied to morality) and our Southern heritage, we can expect phenomenal growth in terms of new, active members and donors, locally and nationally.

15. Expect Political Change

When politicians *see and feel* the groundswell of public support we've created, they will respect our cause, heritage and monuments. Then, they will bend over backwards to defend the things we love, even if it means calling out the State Militia or National Guard to defeat the neo-Marxist vandals and destroyers of civilization.

Please pray that God would make it so!

Confederate Legion Membership Application

Also available online at www.MakeDixieGreatAgain.com

Complete this form & mail it to Sons of Confederate Veterans, P.O. Box 59, Columbia, TN 38402

If paying by check, make it payable to Sons of Confederate Veterans. Write "Confederate Legion" in memo.

Select all applicable options below.

I am an individual enrolling in the Confederate Legion for one year at \$50.00. I agree that my membership may be cancelled at any time for any or no reason by the Sons of Confederate Veterans or me.

I represent an organization enrolling in the Confederate Legion for one year at \$50.00. I attest that I am authorized to enroll my organization. I agree that my membership may be cancelled at any time for any or no reason by the Sons of Confederate Veterans or me.

I want to donate \$ _____ to the Confederate Legion, with or without joining.

Instead of paying by check, I want to pay my dues and/or donation using the credit card listed below.

★ _____
Signature Date

Your Name: _____

Organization (if applicable): _____

Mailing Address: _____

City, State, Zip: _____

Phones: _____

E-mails: _____

Name on Card: _____

Card Type: _____

Card Number: _____

Expiration Date: _____

Security Code: _____

Billing Address if different from address shown on left.

City, State, Zip: _____