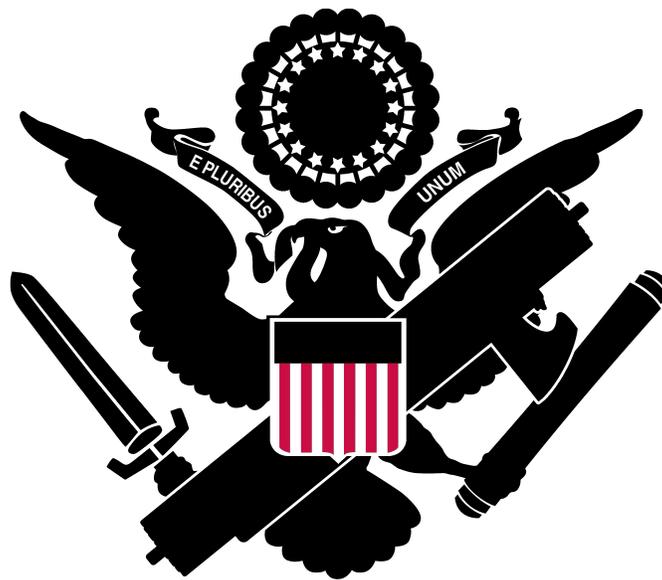


STRATEGY GUIDE 2017



NATIONAL FEDERALIST PARTY

SUBVERT.PW

PART 1: THE PROBLEM

The National Federalist Party is a group centered on fixing a basic, often misunderstood, problem among American far right groups. After seeing many groups come and go, we believe that a fundamental change in strategy and tactics is needed to succeed in the future. This document will serve as a short overview of our strategies and our structure as a group.

Many groups have started to spread awareness of our shared ideals in the US. However, even with the proper resources, ideas, and people, few have had considerable impact. Some never make it past the stage of putting up a few simple posters. Examination of these failures shows us that the problem is due to fundamental flaws in the long-term strategy building process. It is this process which we intend to improve.

These groups often create a central theory as to how they will propagate their message through the community. Throughout the course of the groups' lifetimes, they adhere to this theory without change or adaptation. Sometimes their ideas are a bust to begin with. Other times the strategy works for a period but begins to fail as new circumstances are introduced to the environment or the opposition adjusts accordingly.

On top of this, there is little to no "memory" after the fall of an organization. Resources produced by past groups are sparse, making it almost difficult to study past successes and failures. Information from inactive groups is often void of anything that may help anyone moving forward.

Finally, these groups often have either an extremely rigid structure or an extremely loose one. This leads to a situation where either:

- A. Too few ideas are produced and tried by central leadership (too rigid)
- B. The group falls to factionalism and loses all unity (too loose)

Our strategy aims to maximize cohesion as well as the ability to remain dynamic. Group cohesion is a critical element that is often overlooked by more inexperienced activists.

The bottom line:

- Groups do not properly understand how to propagate their message
- Groups are not adapting to new circumstances well
- Groups do not record what works and what does not
- Groups are not properly structured to handle this type of activity

PART 2: THE PLAN

Unlike other groups, the **National Federalist Party is a research apparatus** designed to identify, quantify, sharpen, and distribute the best strategies and tactics. We strongly believe that the secret to success lies within cold, hard data, and through rigorous testing we can quantify accomplishment.

To do this, our group has set up what we call “the bunker.” The bunker is a set of tools designed to help quantify how successful posters, links, and other forms of media truly are through the tracking of clicks and the analysis of browser metadata.

When an idea gets tested, a campaign “concept” is created. Each campaign should boil down to an idea, a way to test it, a clear vision of what success should look like, and action. With the help of other members, anyone in the NFP can test out their own ideas with the group's resources.

Campaigns will be well documented and, if successful, referenced to produce a manual. The main strategies and pitfalls should be written into an easy-to-read PDF so that any member can pick up a manual and replicate the success that the original campaign had.

With these manuals, the NFP can then fulfill its main function as an activist group. These manuals will guide strategy in the field and help the group efficiently gain publicity. Already we have quite a few strategies that work well – strategies that we have learned from other groups.

WHAT DOES SUCCESS LOOK LIKE?

For the NFP, overall success can be gauged with three factors: the number of people **aware** of the NFP, the factor by which their ideas and actions are **influenced** by the NFP, and the overall **scale** of the NFP itself.

Internal success is also an important factor for the NFP's long-term lifespan. We would like to see a high level of interactivity between group members by fostering an environment where group activities are common and fun. General social events should be held along with demonstrations and propaganda-related activities.

The bottom line:

- The NFP serves as a research apparatus as well as an activist group
- The NFP seeks out new strategies for testing to identify what works best
- Infrastructure has been/is being created to help better serve this goal
- Overall success is based on key factors like **awareness** of the NFP, the factor by which people's ideas and actions are **influenced** by the NFP, and the overall **scale** of the NFP itself

PART 3: THE STRUCTURE

The NFP has two wings. The first of these wings are the individual groups. Each state has their own group where members meet up, hang out, and bond. The initial focus of the individual groups is networking. Time and time again, we have seen groups shift their focus away from networking only to get hit over the head by reality: There aren't too many of us out there and many people simply want a group to hang out with.

These groups should have regular meet-ups once a month or more frequently at a set time. Some sort of chat system should be devised so members can communicate when they aren't face to face. Everyone should be on the same type of platform. Leadership roles should not be put in place at a local level. If people start fighting at a local level, any sort of super-structure is impossible.

New local groups are to be given an identity of their own. Each one should have a name aside from "NFP [state name] branch". They should all create their own blogs and social media accounts to disseminate information. They should hold their own events, have their own traditions, and have something that they built from the ground up. These local groups make up the basic building blocks of the party and should be strengthened in as many ways as possible.

The second wing of the NFP is the super-structure group, or a collection of state groups that collaborate and compose the NFP. This super-structure is designed to allow people from different states to work on projects together. There are three main project types: publicity campaigns, media campaigns, and intelligence campaigns. The publicity campaign should focus on researching ways to boost our group's visibility to the public and drives real world activism of the local groups. This is the largest of the three projects. The next largest project is the media campaign which focuses on creating content for the publicity campaign to distribute. The last of these projects is the intelligence campaign which should retain information on those who oppose us and find new ways to counteract their attacks.

People should be distributed into these projects according to their skills as well as circumstances. Someone who cannot participate in public activism should be utilized to help create media, while someone who loves to disseminate posters and plan demonstrations should help with publicity. People should not be restrained to one project. Instead, they should be able to move around from project to project depending on what they like to do. The main projects are split into sub-projects. For example, the media blog website subvert.pw is only one form of media the group will focus on utilizing.

WHAT INFRASTRUCTURE DO WE HAVE?

Many groups have no technical infrastructure built for their group beyond a chat room for planning and a small website. The NFP has gone beyond these simple necessities to build something much bigger and more versatile. Our group currently has a tiered resources center to store manuals with hotlink protection to prevent outside leaks, a small imageboard for long-term planning, a redirection/analytics engine designed to track campaigns (and also gathers information about the browsers viewing it and other details), and a database of leftist groups

that operate in the same areas as we do. All of these have been built from scratch in php and we are constantly building new tools for our members to utilize in their campaigns.

The bottom line:

- The NFP is split into two main sections
 - State localized groups
 - An overarching super-structure split into three main projects:
 - A publicity project to gain traction with the public
 - A media project to create media for public consumption
 - An intelligence wing designed to retain information on our opposition
- The NFP has infrastructure designed to serve their members' needs