0. Untitled introduction;
   A. Definition: *party activists*
      1. People who work within the *party organization*
      2. Party activists can be
         a. Paid professional staff (relatively few in number)
         b. Unpaid amateurs (both skilled and unskilled)
   B. With goals of their own, either type of activist can advance or retard the party organization’s basic goals:
      1. Mobilize the party in the electorate
      2. Get the party in government to put the party’s platform into law

I. What draws people into party activity?
   A. Material incentives -- "spoils" (tangible rewards)
      1. *Patronage*:
         a. Definition: preferential distribution of appointed government jobs (in exchange for partisan support)
         b. USSC has strictly limited patronage by ruling that politically-based hiring, promoting, and firing of government employees can now be used only for policy-making positions – e.g., top-level executive and legislative staff positions
         c. Other factors in decline
            (1) Civil service
            (2) Collective bargaining - public employee unions
            (3) Candidate-centered politics
            (4) Issue-activist politics
      2. *Elected government jobs*
      3. *Preferments*:
         a. Definition: preferential distribution of government services, contracts, or law enforcement (in exchange for partisan support)
         b. Importance: now arguably more important than patronage
         c. Heavily used to court support from all classes & interests in society:
            (1) Economic groups: business, labor, consumer groups
            (2) Non-economic groups: religious, ethnic, racial, gender, regional, etc.
         d. Limiting factors:
            (1) Competitive & sealed bidding
            (2) Conflict of interest statutes
            (3) Privatization
            (4) "Sunshine" and "sunset" laws
   B. Non-material incentives (intangible rewards)
      1. Solidary (social/psychological) needs
      2. Purposive (ideological) goals (that are not individually self-serving)
   C. Mixed incentives Box, p. 89
      1. Across individuals
      2. Across time
<table>
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<th>Professionals and amateurs</th>
<th>D.</th>
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<td>2. Incentives: material v. purposive</td>
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<td>7. Recruitment: within v. without</td>
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<td>8. SES level: middle v. high</td>
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II. How do parties recruit activists?
   A. Finding volunteers: is anybody home?
   B. Means, motive, and opportunity

III. What kinds of people become party activists?
   A. People from “political families”
   B. Better educated and wealthier than average
   C. Different agendas
   D. More extreme views

IV. Party activists and democracy
   A. The problem of representation
   B. Amateurs and pressure for internal party democracy
   C. Activists and party strength – limits on strong parties
      1. External controls
         a. Indirect
            (1) Social pluralism
            (2) Electoral market discipline
         b. Direct statutory controls
      2. Internal controls
         a. Values
         b. Bottom-up selection of leaders
         c. Factional competition
         d. Independence of officeholders