

SNCC WEST COAST REGIONAL CONFERENCE  
Saturday Workshop  
November 13-15

Community Fund Raising

The common problem among the Friends groups is that SNCC does not have a tax deductible status. When the tax question arises point out that although SNCC is a fund raising organization, it has been deemed political and has not been placed on the tax deductible list; therefore, people giving to this cause do so because they believe in the work SNCC is doing.

The big job in fund raising is salesmanship. The salesman must be convinced of the merit of his cause and convince these people that this is the right thing to do. By giving the money they will in fact be helping themselves. The salesman must know that he is challenging people to change their way of thinking because SNCC is a new and revolutionary project for most people.

It was found that mailings, and the asking for pledges from people has been quite a successful way of raising money in most of the Friends of SNCC groups. It was also found that most Friends groups have found success by using a concrete objective, such as raising money for a bus, or supporting a particular community project, or a particular group of people.

New ideas included direct soliciting; by this the start would be to go to one man and have him pledge, then take him with you to see someone else and use his influence to make that person give, and so on. It was also suggested that a group have an overall fund raising committee at the home base. Set up a committee for this one specific purpose. Keep all costs low; in planning a large concert or performance, try to keep the cost down so you don't have to clear so much money to come out ahead. Know your audience; keep in mind what type of people you are working with and find an approach that will reach them--folk singers are not the only source of performers to try to contact for performances.

In conclusion, we need to centralize our fund raising and broaden our base by going into the upper levels of potential contributors. Intensify the personal aspect of fund raising. Be sure to let people know why they are giving and make them feel they are doing right by giving.