

## Tentative Program for New Orleans, 1/1/65

### 1. Immediate Problems

- a. Money
- b. Make our presence known
- c. supplies
- d. get research program started
- e. integrate the activities of Mary's college groups and the city CORE chapter into the total program
- f. office
- g. liason with southern regional
- h. *select area for initial work.*

### 2. Long Range Problems

- a. To develop political muscle in the negro community in New Orleans
- b. Define very closely what we mean when we say develop political muscle. Are we working to bring the negro people into the system as it now stands or to change the system or do we mean to do both.
- c. Establish CORE's role and relation to the people of New Orleans.
- d. Build some kind of organization here or develop several different ~~text~~ organizations in various parts of the city, these organizations being basically of the same kind, structurally or to build several different kinds of organizations on a city wide bases or a combination of the above.
- e. Make New Orleans, not only self supporting in terms of its own movement but also develop here a major source of revenue for the Southern Movement or National Core.
- f. Decide what we are going to do with the CORE chapter. Do we let it die a natural death, changing CORE from a membership organization to an organization of organizers or do we let each branch stand, separate from each other in the manner of the NAACP and the NAACP legal defense fund. Is this kind of organization feasible in a direct action group?

- g. Build a staff. Should this be done by training local people or should we attempt to recruit from the college and university campuses or do we opt for a combination.
- h. Can we work effectively with part time people or do we develop people only if they are willing to work on a full time bases?
- i. Office equipment. Desks, chairs, ditto machines, etc. Expensive stuff.
- j. Automobile
- k. Can we design some kind of non-profit cooperation to receive funds.
- l. Defense committee for legal help for our people. Don't think we can rely too much longer on National CORE to provide legal help when we need it. Sounds to me asif CORE were so much in the hole that they may soon collapse.

m.

## MONEY

Money raising can be broken down into two main categories, short range and long range. The characteristic of short range fund raising is that it aims to develop the maximum amount of cash in the shortest period of time with the minimum effort. Usually takes the form of a one shot operation with the end in mind of getting in as quickly as possible and getting out as rich as possible. The most practicle way to short range raise money is with some kind of social function, ie dance, entertainment, concert, or with a drive, via campus or city committees, mailings etc. ~~Short range~~ possibilities here in New Orleans are, as far as I can see, the following:

1. We can arrange to set up some kind of concert in a large facility where <sup>we</sup> can hope to extract a large take at the box office. The problem ~~here~~ is that to pull a large enough crowd we need several people who are skilled in a) publicity b) making arrangements for the performers, c) money handling, ~~xx~~ people we don't have. To set something like this up takes at least six weeks after you have gotten your committeements from the performers if you have skilled people to handle the above problems. Without skilled people such an event would take at least three months. Must be cautious in scheduling that you don't conflict with any other major event that is occurring in the city. For a concert we would have to rely on the audience attracted by the performers we are able to get. Check the audience against other activities that are going on in the city at the same time to make sure were not trying to pull against another like attraction. For example, we wouldn't want to schedule a concert with Joan Baez against a big football game. The kids we might reasonably expect to want to see Joan would at the same time feel a responsibility to support their school's team/
2. Getting some of the college kids, local people, etc., to give parties where we would go and present our program and solicit funds. The problem here is that to be effective we need several people who understand the program well enough to be able to present it to a small group with all the questions that follow. Parties such as this dont yield a great deal of money. Even if drinks are sold at 30¢ a shot the most you can expect to raise is \$100 per party and that is a maximum figure. More reasonable to expect \$30 to \$50. Sometimes these kind of affairs work out better if they are allowed to remain pure social.
3. Get the social clubs to start having parties for our benefit. If we can get this one working we would soon

have our financial problems solved. There are over 200 social clubs here in New Orleans. If we could get five of these clubs to have a party for us each month, we would easily ~~have~~ developed a minimum monthly income of \$200.00 for the project. An additional asset is that we would reach well over 5000 people at these functions. I think this one is important enough that we should begin looking immediately for a young woman who will devote her full time to making ~~and~~ contacts and developing a program for these units. Perhaps Karen if she decides to come back to New Orleans although a negro girl, will develop in the social graces, someone like Mary, would probably be better. Whoever we select should work very much under us since, this could be our single most important source of leadership contacts in the city at large. I don't know what the effect of a form letter requesting that we ~~will~~ be allowed to place boxes at the door of their dances would be. It might be detrimental to developing a more extensive program since, if we let them get off that easily on the first round they might be more hesitant to commit themselves to more work than just watching the box and giving us permission to put it there. Perhaps it might be more practical to send out a letter asking the presidents of the clubs ~~xx~~ for a five dollar contribution. If we get a response I'd say that we have that particular club ~~scored~~ up as far as getting them to work for us; if not they still have heard of us and would be a little more open when we contact them in an effort to speak to their group.

4. The college campuses would be the best places to set up some kind of drive for CORE in the next two or three weeks. We should have a meeting with all of Mary's contacts plus anyone else we know sometime during the middle of next week (1/4/65-1/9/65) and attempt to get commitments from several individuals who would promise to work with one of us in setting up a campus drive for sometime between now and the end of January. They should set it up for a CORE week on campus. We could arrange speakers for them, people like Mrs. Hammer, yourself, Dave, people who have been in the movement for a long time and can talk knowledgeably about it to large groups of students. A minimum fee should be charged to all events (perhaps 25¢) plus a table should be set up somewhere on campus where we would sell buttons for 25¢, hand a literature, etc. We should be able to raise between \$250 and \$500 this way by Jan 31.

5. We should see if there are any mailing lists here in New Orleans we could get our hands on. Perhaps a list of professors ~~of~~ from the five campuses, the Jewish Fund, ACLU if there is such an animal, NAACP membership lists, Urban League, Unitarian churches, Concert associations, 500 families. Mailings always pay for themselves in a big city and usually, for a minimum of work, you develop a rather nice profit.

Perhaps we could get one or two people who would be willing to go around to all the churches in New Orleans asking the pastors if we could have access to their membership rolls. We could promise ~~that~~ we wouldn't let on where we got the names. Something like this should be worth at least \$25 per week. After your list gets above 500 people you can figure a return of a dollar per name.

The most important thing to remember in terms of money raising is that you don't want to let people get off too easily. Involving people in a one shot deal when they are the kind that should be (and if approached the right way, would be) committed to work on fund raising on a year round bases is an expensive mistake to make. One of our first staff goals should be to get a couple of people on staff who do nothing but work on getting money from the community. By the end of 1967 New Orleans, if it's handled correctly, should be turning out at least \$25,000 per year for the movement in general besides supporting its own needs. This means that we should be careful not to ruin long range contacts by an over hasty approach on the first round. Or, to put it another way, our first problem seems to me in developing trained people who specialize in getting money out of the New Orleans fat cats and little people. Everyone has to pay their dues.