

July 15, 1965

To: Friends of SNCC Chairmen and Northern offices
From: Betty Garman

ON FUND RAISING PLANS.

Some weeks ago we asked that each of you send in outlines of your fund raising plans for July and August. We thought we would be able to send out each group's and office's plans to all of you. Unfortunately two weeks later we still have not received information from most of you. But we're sending out here what we did receive -- largely in the form that the information was sent in.

It would be good if everyone in your office or everyone connected with fund raising in your group got a chance to read this memo. We are sending only one copy to a group because we lack the necessary paper and postage to distribute this more widely.

It may be that you will get ideas from one another. We've tried -- nearly in vain -- to encourage northern support groups to communicate with each other so that we could get ideas about fund raising/organizing into circulation and thus increase activity on the part of all our groups. This is a start, anyway.

Boston SNCC office July and August events and income (projected)

July 10	art sale and show	\$2,000.00
July 17	children's hootnanny	240.00
July 18	children's hootnanny	60.00
July 22	children's hootnanny	145.00
July 4-6	Newport Jazz Festival booth	100.00

July	Mailing to contributors	650.00
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August 1	late receipts from Newport folk festival booth	450.00
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August 3	joint beef dinner with Randolph Fair Housing Comm	75.00
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August 5	Harvard summer school ?	40.00
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August 24	Houseparty	100.00
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Total: \$3,860.00

-- Other August events still being planned.

Chicago SNCC office July-August prospects.

Dear Betty,

The first thing is that we must raise \$997.00 for fines from the State and Madison sit-in. Then Casey called the other day and said she needed \$200.00 for her fine, from sit-in that they had. The bright side of this is that our other bills are in pretty good shape, so its just the fine money, and money to send South.

We are trying to set up two large cocktail parties in Lake Meadows. this month. We should be able to get 500.00 at both. I am also going to send out people with cans on Saturday. If none of that money is stolen, we should do pretty good. On July 22 we will have a public SNCC meeting, and take up a collection, that should be good for at least 100.00.

That other party I spoke about the one with Peter, Paul and Mary is for August 9 or 12th. I don't have all the details will write as soon as I get them.

Fannie Rushing

New York office July 2, 1965

Dear Betty,

My inept estimate on the proceeds from the direct mail (based on test list returns) is that we should clear around \$61,000 in the next couple of months. The letter going out is signed by Nathan Schwerner and the whole mailing is very good. If other offices or Friends of SNCC groups have lists of names to whom they would like to have the mailing sent, they should write to Elizabeth Sutherland or tell you and you can let us know.

The photo show is not a fund raiser -- proceeds will be in the low hundreds. This is largely because we will try to make back what it cost to build the show (the exhibit, mounting, etc.) so that other cities when they have the show will make clear profit but for the expenses of the hall they obtain. We also cannot collect funds at the place where the show is being held but will distribute SNCC literature and the new SNCC photo brochure.

There are 4 parties planned. It is hard to estimate the proceeds but two of them should be very big (\$10,00 each). The other two are new territory and could be between \$1,000 and \$2,000 each.

Other than that we have precious little to forecast.

We are working on new plans for late August and September now and also will be doing street solicitation with the high school and college students each week through the summer.

Elizabeth Sutherland
Dinky Romilly
NY staff, SNCC

Detroit SNCC office July 2, 1965

Dear Betty,

We have some pretty definite plans for the month of July: on July 11th we will have a picnic at a near by park -- expect to raise a couple of hundred dollars; on July 11th and 12th or 17th and 18th we will have a canister drive in Highland Park -- should get over \$500.00; will be showing the 2 movies for people in the neighborhood this month - to interest them in the office but don't know what kind of money will be raised. We are also sending out a fund-raising letter based on Lowndes County to a select mailing list. We made about \$1,500 on the last mailing. We are also planning to have a barbeque and sell dinners and have a few smaller speaking engagements set up.

As far as the month of August goes we are talking with the Escott Social Club about co-sponsoring a cocktail party. The Adult Committee is giving a cabaret party that month and expect to raise about \$700.00. This month they are spending much of their time supplying the Reeses (people in Jackson -- 2 school teachers from Detroit) with books, medical supplies, etc that they need.

We are looking for ideas...

We are feeling around about the photo show but do not want to do it ourselves. Our group of professional fund raisers are still interested in doing something but we have to have a NAME -- house parties are really a virgin territory in Detroit.

A few other things. We will be sending down about \$1200 next week from the concert in Ann Arbor. (note -- received and spent already, bg).

Martha Kocel, SNCC staff

Bay Area SNCC office

(excerpts from a much longer letter from Mike Miller in San Francisco)

July 9, 1965

Dear Betty...

You should have recently received an outline of the functions, programs, services, etc. of the Regional office (note -- we didn't receive this but once we get another copy we will send it out to all groups since the Bay Area Friends of SNCC network seems to provide a good model for fund raising and support activities). What can I say in addition? You need, in the Northern offices, people who can move in a lot of circles, who can get other people to do things, who can interpret SNCC, who are political, who (and I increasingly find this to be important) have some history in the area so that they can find the right people to do the right things, etc. How do you program that? I don't know. How do you recruit those people? I don't know that...

Fund raising out here is now basically the following: a continuous stream of small activities: house parties that raise \$100 to \$250; the annual picnic that raised about \$800; 50% of the tickets sold to a Seeger concert; a rally for the MFDP at ILWU Hall with about ~~800~~ 800 people and a collection reaching about \$900; ILWU Local #6 gift of a pick-up truck for Mississippi; Marin County Friends of SNCC, East Bay Friends of SNCC sponsoring the Mime Troupe and picking up a couple or a few hundred dollars there; the stamp drive done by Marin Friends of SNCC getting two small buses and on their way to buying a third (note -- this was done with grocery trading stamps -- blue chip and S&H green); some mail appeals for money; an ad hoc appeal to good-guy trade unionists for \$150 to pay Cleveland's phone bill (for the MFLU); mid-Penninsula Friends of SNCC's pledges; Santa Clara Valley Friends of SNCC's rallies; Best thing is that there is so much going that I can't keep up with it all. I hope that in early September we can have 500 or so students go door to door for a one weekend big thing collecting money for SNCC. Of course there's a movement here that's capable of that...

Freedom, Mike

Individual reports from Bay Area groups:

July 3, 1965

Mid-Penninsula: Very rough estimate of funds from us to you for the next few months is \$1,000 per month...Our fund raising program is mainly contributions by mail in response to mailed appeals for funds. We have about 200 people who have pledged monthly donations ranging from 25¢ to \$25 and we send occasional mailings to our total list of 5,000 names basing the fund appeal on some attention-and-sympathy getting event such as Selma or the attack on our office. (note -- the Mid-Penninsula office was broken into and ransacked about a month ago). Also, there is a constant dribble of funds from sales of books and records and from donations as a result of speeches made by various people. We've gotten fairly good response to letters to the Editor in the local newspaper.

We made close to \$500 a while ago on a rummage sale and will have another one toward the end of the summer. This is a very efficient type of fund raising in terms of income per work expanded, and it involves no financial risk. The only other event planned so far for this summer is a house party next week which may make some money.

Charlie Stewart

Individual reports from Bay Area groups, con't:

Marin County Friends of SNCC

July 3, 1965

Dear Betty,

Our only July event scheduled so far is a house party on July 10. The same sort of a party was held last year and netted around \$700.00. Hopefully this one will have the same result.

A rummage sale we just held made about \$320.00 -- you'll be receiving this immediately.

We have no events definitely scheduled for August -- however, I'm working on a large house party with Cannonball Adderly. We're working on another much larger event for September -- a jazz festival held the weekend after the one held in Monterey. There's a beautiful mountain theater here on Mount Tamalpais, perfect for an afternoon, outdoor musical event and it holds 5,000 people.

We still continue to work on the stamp drive and are stepping up our attempt to get groups involved nationally to send stamps.

Paula McCoy

Washington SNCC office

July 13, 1965

From: Marion S. Barry, jr., Washington staff

Re: Fund raising prospectus, July and August

We in the Washington office want to point out that the Washington office was not well organized regarding fund raising. Moreover Washington is a strange city and it is very political. SNCC here by and large is either unliked or unknown. Therefore most of our fund raising program is one of building some kind of strong base here. We don't know if we will be successful, but below is an outline of our program.

1. House parties. We are working to get a number of house parties set. At least 2 parties are already set for August. We are also approaching 2 or 3 Negro women to set up a series of small parties, teas, etc. Prospects look good. Lucia Hatch, Marion Barry, Tina Smith are working on parties.
 2. Direct Mail. Approximately 10,000 Nathan Schwerner letters will be sent out during July. 3600 names will come from the Washington office list as well as others from special clubs, civic and religious groups.
 3. Social clubs. About 250 letters have gone out to many Negro social clubs in Washington. The letter asks their immediate support in terms of giving parties, picnics, teas, etc. A follow up phone call will be made to each. Tina and Marion will do this.
 4. Friends of SNCC. There is no formal Friends of SNCC group in Washington. A meeting will be held this week in an attempt to form a group or maybe several Friends of SNCC groups in the area. Marion and Liz Levey are working on this.
 5. Churches. An attempt will be made to get to the social action committees of the Methodist and Presbyterian churches. Also some attempt to get to the Catholics through the Catholic Inter-racial Council. In addition attempts are being made to get to the Negro Baptists but it seems difficult. James Phillips and Elissa Kraus.
 6. Jewish community. An attempt to get ~~xx~~ the Jewish community involved through their rabbi's and social action committees is being made. Also we are trying to get several Jewish women to set up a series of small teas or parties. June Malamud will follow up
- continued...

Washington SNCC office, con't

7. The businesses (drug stores, etc). We have 100 large posters with 5 different photos of different SNCC activities with "What is SNCC? Ask inside" printed on them. We will be putting these posters in strategic places along with literature about SNCC. Also the possibility exists of putting cans in some of these places. Sandy Leigh will handle this.
8. Boat Ride. There is a good possibility that we can have a boat ride late in August or early in September. The boat holds 2,000 persons. At \$2.50 per person and with expenses coming to about \$1700 for rental and food, we can net about \$3,000. No definite decision has yet been made on this. James Phillips is working here.
9. Peter, Paul and Mary. There is a possibility of a large house party with Peter, Paul and Mary in late July. Nothing definite yet.
10. Door to door solicitation. It will be late July before we can get our solicitation permit. A number of high school students will be available for canning and door to door solicitation then.
11. Conventions. We are trying to get a list of all conventions being held this summer in Washington and will approach those who may be neutral or friendly. Literature will be put out; also money collected if possible. Elissa Kraus is working on this.
12. Federal programs. Information on federal programs will be collected and distributed to interested staff members. Karen Treusch and Joe Gross are doing this work.
13. High School Friends of SNCC. The high school group is organizing to give greater support during the summer. Lynn Wells is working on this.
14. Press. Press people are being talked to in order to enlarge our press contacts. Marion Barry and June Malamud are working on this.
15. Congressional liason. A number of political events occur that affect SNCC nationally. It is important that we be represented at various hearings and meetings. Marion Barry does this.

There are 4 SNCC staff people assigned to the Washington office; We have 6 full time volunteers and 3 part time volunteers who work on fund raising and support projects plus people in the community who will plan and work on projects for us.

Philadelphia office

July 2, 1965

From: Reggie Robinson

Re: What Philadelphia SNCC plans to do in July and August.

The main problem in Philadelphia at the present time seems to be a very serious lack of organization. Therefore the summer months are seen as a time when the framework for an effective program could be set up.

Some ideas on what can be done are:

1. getting two prominent Philadelphians to agree to be co-chairmen of Philadelphia SNCC. Their names would serve as calling cards to other people and open news doors. It was thought that any visit by Reggie Robinson should be preceded by a letter from John Lewis to the people we hope to get as co-chairmen.
2. A visitation by Philadelphia area adults to their Congressmen around the issue of the challenge. This is being planned now.
3. getting together lists of who knows who in the high schools, universities and other organizations around the city, including ministers and labor leaders in order to get a framework for future activities down pat.
4. getting some of the big ministers in town to hold meetings with their congregations or asking permission to use part of their evening services for a pitch.
5. We are presently working on the possibilities of an art show in the fall along with the photo exhibit, if it is available on the date of the art show.

In other words, at the moment it seems that the summer months can best be used by working almost entirely on the organizational side of things.

Canadian SNCC office, Toronto

July 6, 1965

Dear Betty,

Re. your memo of June 30:

1. We are in the process of contacting all the Friends of SNCC groups throughout Canada. We have requested that they send us a prepared report of their current fund raising project, including an estimate of their prospective income. At this time we are unable to present a comprehensive idea as to the amount you can expect to draw from Canadian sources during the summer months. We will forward the information as soon as possible.
2. As to our current fund raising programme. In the Toronto area, a small fund raising blitz is planned for the coming weekend. This will include hitting the main corners of the business and shopping district between 9:00 am and 6:00 pm, Saturday, in addition to the local coffee houses.
3. A large scale door to door canvas is slated for early September. This will cover the entire metropolitan area with a minimum of 1000 canvassers. For maximum impact, we have need of the entire student body. As a result, it is necessary to defer this project until the early fall. It is hoped we can raise at the least, \$25,000.00.
4. Anne Cohen is making inquiries as to obtaining a hall for the showing of the SNCC Photography display. She will be in touch with you as soon as her arrangements are confirmed. We have included an additional push for the exhibit in our letter to the various Friends of SNCC groups.
5. A letter has been mailed to the entire CORE donors list, containing a fervent plea for funds. (I am unsure as to the ethics involved in this strategy. However, we are hoping the results will be favourable -- financially.)

Unfortunately this is all I can offer you at the present time by way of a report. I will send a more detailed one as soon as we have received replies from the Friends of SNCC groups in Canada.

We are making every attempt to expand our current fund raising programme. Here's hoping it brings about the desired effect.

For freedom,
Patricia Steenberg

Princeton Freedom Center

July 2, 1965

Dear Betty,

We have just sent out to about 1500 people a fund raising letter written by Nathan Schwerner with a postage paid envelope enclosed, for which we have high hopes. All the money received will be sent to Atlanta.

Still in the think stage are some of the fund raising suggestions made during the Washington lobby, e.g. setting up collection and letter-writing tables (with, perhaps, balloons and other interest gathering paraphernalia) at supermarkets, town square, etc. Also projected are speaking engagements before religious and civic groups, the 200 or so Peace Corps people who are at Princeton for the summer learning Turkish, and anyone else we can think of...

Freedom,
Al and Susan Draney

Madison, Wis. Friends of SNCC

Dear Betty,

Don't know how to answer your questions about fund raising estimates as all us us here now seem rather inexperienced.

We don't have enough money in our treasury to send anything right away.

Plans so far include: series of Saturday night beer suppers, series of movies, collection at grocery stores for one day and collections in student union. We have lost most of our staff to the Committee to End the War in Vietnam so can't promise much.

Freedom, Sue Gladstone

Cleveland Friends of SNCC

June 31, 1965

Here's what's happening:

1. FUND RAISING. We have four main fund raising events planned for the summer: first, we are holding a beer party on July 10. This should bring in around \$100.00; secondly, we received fifty plastic canisters today (cost -- \$8.00) and we should have them distributed with cardboard backing and signs by the end of next week. This could bring in anywhere from zero to \$100.00 per week - total cost will be about \$15 or \$20; thirdly, we will hold a Mexican buffet on August 21. Estimated income -- \$200; finally, we are going to hold a Chinese auction on July 21 -- estimated income, \$500.00...

Peace and Freedom,
 Roy Ginsburg

 Late report from Canadian office... rec'd July 19.

Here is the projected fund raising programme for the next couple of months:

- within the next two weeks Toronto will be launching a street corner blitz. This will involve about 30 people and we will be hitting shopping districts and coffee houses.
- in early September, a huge door-to-door canvass is being discussed by the Toronto group. If this is adopted at the next meeting, preparation will begin immediately. We hope to raise alot of money with this, but it depends on resources and publicity.
- fund raising letters to the CORE donor list went out a few days ago, and the returns have just begun.
- we wrote to Atlanta a while ago asking for a letter from the volunteer doctors and lawyers, and one from the Freedom Labor Union which we will print and send to every doctor, lawyer and labor union local in the city urgently asking for funds.
- a letter has been drafted to pharmaceutical companies asking for supplies.
- we have a benefit concert scheduled at the Mariposa Folk Festival, our equivalent to the Newport Folk Festival, in early August. Phil Ochs has agreed to perform.
- an art auction is being planned as soon as possible, but, again, it might be difficult this summer.
- a Celebrity Ball is being scheduled for the fall but I'll see what the Toronto groups say to moving it up to the summer.

- the Freedom Singers we hope will be touring here in October. Already several organizations have shown interest in having them. I've written to Mrs. Forman asking for confirmation on the dates.
- I'm going to push the photography show to the Toronto people at their meeting, and I've sent out an urgent letter to FOSNCC asking for dates.
- we want to tie Ivanhoe in at the same time as the photo show and send it to several cities in Canada, starting with a preview in Toronto.
- there will be information and fund raising booths at the National Convention of the New Democratic Party and the New Democratic Youth. This is our "socialist" party in Canada.
- we have a bureau of speakers being set up to speak at benefits and get contacts with the view of setting up adult support groups to sponsor workers in the South.
- a street dance is being planned quite soon in conjunction with the Student Union for Peace Action.
- a theater group is in the process of organizing to play coffee houses, etc. as a permanent fund raising project.
- N.B. I'm in the process of suggesting these plans to the Toronto group as a start, and a few of them have already been adopted officially. Some of them will be National staff projects. I've also sent out a letter to FOSNCC groups suggesting to them and asking for some sort of report. This enables me to let you know more definitely about it in the near future.

Freedom,
Anne Cohen
