

To: Friends of SNCC
From: Betty Garman
Re: Fund raising

July 20, 1965

Enclosed is a long report on various activities of Friends of SNCC groups and northern offices. We've circulated them because we are convinced that it is important for all support groups to communicate with each other. We've also circulated them so that we all can begin to develop some kind of overall picture of what SNCC fund raising ideas and programs are like. And, although this particular report was pretty much prompted by the financial crisis, we'll try to send such things regularly in the future.

A note on finances: Enclosed is a June expense report. The matching income in June looks like this:

personal contributions sent direct to Atlanta office:	\$ 7,491.02	
Friends of SNCC contributions, including \$12,000 from New York office:	\$23,664.59	
Contributions from other organizations (churches, labor unions, etc.):	\$ 3,711.24	
Sale items (movement books, buttons, zinn books, etc.)	343.40	
Freedom Singers	256.58	
Photo Dept income	260.00	
Other (travel refunds, repayment of loans, unused expense money, etc):	\$ 2,271.01	
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	\$37,997.84	Total

Expenses: \$64,350.53
Income: 37,997.84

26,352.69 Expenses over income

In a week or so I hope to be able to send a report on income sources with some additional comments on our fund raising base.

For a long time we have all had various discussions of what constituted a good, or functioning, or effective office or Friends of SNCC group. Certainly all aspects of the program must be taken into account -- educational work, fund raising, northern support, ties to the community, ability to organize around crucial issues and events and so forth. Hopefully we in Atlanta can begin to outline our own thoughts on how we think work by Friends of SNCC and offices should be evaluated -- and that you, too, will let us know your thoughts. These evaluations (except in the case of the northern offices where bigger

questions of personnel relations and expenditures are involved) are merely for the purpose of helping groups to develop better programs.

What I'll try to do below is to begin to outline the kind of fund raising program that seems to us most effective (in terms of raising funds) and most necessary (in terms of reaching people and involving the community in SNCC's work and purpose.)

First, it is my feeling that people should try to push beyond:

1. narrowly conceived approaches to the community you are fund raising from. By this I mean that many, many groups approach only one segment of the community -- the students; the middle class; the suburbanites; the white liberals and so on. Each of several groups may be directed at a slightly different segment of the community -- and this obviously is related to whoworks in the Friends of SNCC group -- but few groups reach deeply into all sections of a community -- nor do people try to reach beyond their own group.
2. Centralization of all planning and fund raising in the hands of a few people or in the hands of the SNCC office staff. This is another "danger sign" to effective community fund raising. So often a small committee of three or four people do all the planning and all the work. This means that the number and kind of events are limited automatically by the amount of time available to expend on fund raising and it means that the number of people reached by SNCC support action is smaller. True, people may be "reached" by sitting through a benefit concert and hearing the pitch maker relate tales of head bashing. But is this the kind of long term involvement we want to encourage? We want fund raising to be depth work -- although we admit that our urgent appeals for help, for money IMMEDIATELY, "we are broke" -- lends little to this kind of approach. Still, we are convinced that if the broader program is carried out in depth -- that urgent appeals for help can be made by you (and us) with good results since the people you appeal to should be regular enough involved to understand what "being broke" means.

What all of this means is that there should be hundreds or scores or dozens of people working every day on any number of different projects. Planning shouldn't be for one "big" event two months away -- and then after the event is over planning done for the "next" thing. This hardly allows for a constant flow of funds -- or support and involvement.

Now let me try to be more specific. Let me outline some of the elements, or levels, of a fund raising program. These things should be done simultaneously -- and there should be "time" for all of it if you have a decentralized operation with a lot of different people working on different projects with different communities plus a lot of different people working on different -- but necessary -- administrative tasks.

I. MAILINGS. Every group should have built a mailing list. Mailings should be regular -- and informative; some of the information we send you can be reprinted; local news can be published; urgent needs can be included in each mailing. Frequent mailings like this also bring in money -- enough to cover the cost of the mailing and more.

II. PLEDGES. Every office or group should have a system for encouraging people to make monthly pledges. Someone has to follow up on these. A way has to be designed to solicit them. One way is through the newsletter. Another way is with cards at every public function.

III. SPEAKERS AND FILMS. Every group or office ought to have a program which is always going on -- sending a speaker and/or a film to groups which have not been reached before. Most groups do this but the crucial factor is whether you wait for groups to call you or whether you go out and organize groups to schedule a SNCC speaker. Most do the former. That is not an active speakers program.

IV. STREET SOLICITATION, leaflet distribution, etc. Every weekend your community should be able to support some kind of street or shopping center solicitation. This involves either cans for street collections with an appropriate up-dated leaflet explaining SNCC and events in the South, or tables at shopping areas where people congregate. A team of 10 people can collect several hundred dollars every Saturday. Also, when you collect -- it is important to remember that you go to where people are -- the streets, the train stations, the shopping centers, the ball games, before and after concerts or theaters, etc. Street corner solicitation can be expanded to door-to-door drives and can also become a useful organizing tool for block clubs to support SNCC or a system of block captains who collect monthly pledges, etc. The crucial point here is that many people have to be involved and new people have to constantly be drawn in -- people with jobs and families can't be counted on all the time -- precisely because they have those responsibilities -- but new people can come in as long as the enthusiasm of the group doing the work is sustained.

V. Rallies. Most people think of a rally as a large event. They needn't be. 10 or 20 people can attend a successful rally. Small rallies can be planned -- by design. What about leafleting a group of apartment buildings, encouraging residents to attend a small meeting in the central area of the housing project? Get that group of people committed to going door-to-door in that project or to holding a party to raise money with residents there. Fund raising and involvement grows in a multiplier effect once people are involved and asked to do something themselves -- rather than simply "acting on" people by asking them to give money.

VI. LARGE COMMUNITY WIDE, open-to-the-public events. These are probably the hardest things to pull off and where they may make more money they take tremendous amounts of energy for what is gained. Unfortunately most groups think only in these terms. They want a BIG performer or star. And, while there may be value in big concerts, we usually can't provide the talent and groups usually don't pull off the concert to maximum potential. We encourage people to think about BIG events for once, at most, twice a year. And, if the base is built right by the utilization of other programs, then planning the concert is less difficult anyway.

VII. HOUSE PARTIES. House parties work. And, they work on all levels of a community. Some people think of a house party as a way to raise BIG money -- which means a fancy house and a star and expensive food and free drinks and NAME people. But there is no reason to feel that a house party cannot be successful if it raises \$50 or \$100 or \$200 -- depending on who is invited and who comes and who gives what. The important thing is to plan alot of them -- to get a multiplier effect going by having people at the first party offer their homes for another -- to reach all people in the community in this informal kind of way. While the style of the party may be different in the case of different groups -- a tea and cookie reception for the women's club members; a beer blast for the students; -- parties can be planned for twice or three times a week or a month, can bring in a constant flow of funds and involve people.

VIII. SMALLER COMMUNITY EVENTS. Group events. Another consistent way of pulling in funds is to plan small events in various "communities" within the larger community. A church group might plan a barbeque for its members. A housing project might hold a rummage sale. A social club might hold a block dance. The important thing here is that groups all over your city -- lower class, white, Negro, jewish, catholic, middle class, etc. -- will be planning fund raising events on their own -- on SNCC's behalf -- which involves little or no work by your Friends of SNCC committee. THE FRIENDS OF SNCC COMMITTEE BECOMES THE CONTACT AND STIMULATION CENTER FOR SETTING OTHER PEOPLE AND GROUPS IN MOTION.

Levels of Community Organization.

Although the whole concept of working on various levels of the community -- upper class, middle class, lower class; professionals, students; working people; union members; church goers, etc. is fairly well outlined above (though embedded in each of the suggestions), it can't be re-emphasized enough.

People have to be reached WHERE THEY ARE. Every community is organized. Even ghettos. Every individual has a set of friends, a set of working associates, a group of neighbors, etc. Everyone can be reached with in depth organizing. Also, going to people where they are -- rather than expecting that they will come to you -- is important. Various groups can be involved in different ways, depending on the group. Lawyers can be appealed to on some issue or basis which touches their work; doctors likewise; students, housewives, high school kids, teachers; union members, etc. can all be involved -- WITH WORK.

We hope you will comment on this outline of fund raising "style". We hope, even more, that people will really use these approaches and set every community in motion on SNCC's behalf.

Excuse the way this is squeezed on to the paper -- there is barely enough paper in the office to get this out. The postage meter is down to \$30.00 and this mailing will use \$10.00. Things are slowing up for lack of funds. If you don't get another mailing for a week or more you'll know we can't scrape up the money. PLEASE HELP US Now. A \$20,000 deficit is not too easy to manage with -- plus no pay. betty.