

Prefatory note: there is a general though rough rule that applies to all fund-raising. It can be summarized: by whom and for what and in that order. The point is that the best program can die on the vine if it isn't presented by the right people. And this rule applies for SNCC fund raising too. And this rule will continue to apply until SNCC is a household word--like March of Dimes. The rule reflects a feeling on the part of most people that they want to hear about a cause from someone they know, respect and trust. Or, at a minimum, they want to know that someone they know, respect and trust is involved in the project. That is why letterheads and sponsors are an important part of fundraising.

I HOUSE PARTIES FOR SNCC

The SNCC house party is the easiest and one of the most fruitful ways to raise funds for SNCC. All you need is a host, a home or hall, a program (which can be optional), refreshments and someone to make a pitch if you don't charge admission.

The principle in throwing a SNCC house party is that the host (or hostess) invites his/her friends. Or a group of hosts and hostesses may invite their friends. First, find someone with a large home and ask them if they will give a house party. Second, ask this person if he would make a list of all the people he would like to invite. If there are several hosts, ask each of them to make such a list. The Friends of SNCC group should address the envelopes, and print or mimeograph the invitations. (Where you have several lists of people who you are going to invite, you should alphabetize the envelopes or the address cards and pull duplicates.) You should give your guest list two or three weeks notice of the party. The invitation should be signed by your host (s) and hostes (es). The Your host and hostess should decide whether they want the invitation to be printed or mimeographed.

A house party could be a week-end breakfast, a cocktail party or a week-end evening party or a week-end garden party in the afternoon. It depends on how long a program you want and what your host is willing to do.

Program for a house party can range from nothing to a full evening. You may want to simply have a picture and literature display for SNCC. Or, you may want to have a speaker--like a returned summer volunteer--and a showing of one of the SNCC movies. One thing is for sure: you will want to have someone make a pitch (unless there is a substantial charge at the door,) and that person should be someone the guests are likely to know or know of.

Friends of SNCC groups should be willing to provide refreshments for the party. AND, Friends of SNCC should do the clean-up so that the house looks like it did when the people started. Just because you're in a good cause it doesn't mean that the rules of courtest can be forgotten.

A house party for SNCC may raise \$100, \$1,000 or \$10,000. It largely depends on who holds the party. A person who can give \$100 can invite 20 or 30 people who could also give \$100. Whatever kind of party you give, it all adds up and it gets the word to more and more people.

A last note: you should always be ready to involve people who come to parties in SNCC activities.

II SPECIAL EVENTS FOR SNCC

A special event could be educational or entertaining. It could be a panel or a theater party, a film showing with a major SNCC speaker or a folk singer. Whatever it is, it shares one major characteristic: you want to get a lot of people to it.

When you're planning such an event, you should assume that you need a minimum of one month to fill a big auditorium. And, you'll need a couple of weeks before the clock starts ticking on that in which to make all your arrangements.

1. Preliminary arrangements. You should have your program, a place for the program, tickets and publicity materials ready five weeks before your program starts. And most important, you should have a crew of people who are going to distribute posters, make phone calls and sales, contact press and media and so forth all ready to go so that your month of publicity and sales can be of maximum use.

2. Selling tickets. Usually, you can't print more tickets than there are seats in an auditorium. That means you have to get tickets out to people who will sell the tickets once they have them. You will need a system of keeping track of ticket numbers. You will probably need to call all tickets in at least one week before the event -- and then you'll be lucky if you get all tickets back the day before the event. It is probably a mistake to give any one person more than 25 tickets. People who say they'll sell 50 usually don't and at the last minute you have a lot of tickets which someone who took 10 could have used to sell his 12th, 13th, etc. friends who wanted to go.

You should also have a place where people can send in orders for tickets, money or check included.

3. Publicity. Your printed posters should be plastered all over town. In particular, they should be placed where your potential audience will see them: the Unitarian Church, good local trade unions, reform Democratic headquarters, offices of various and sundry liberal and radical causes, liberal churches, coffee shops, campus bulletin boards, community centers, store fronts, in Negro neighborhoods and in other store fronts if owners will let you.

Press releases should be sent to entertainment or datebook editors of the newspapers and to radio and TV stations that are willing to publicize community affairs.

4. Special event-house party. There may be times when a visiting artist would be unable to give a benefit concert, but could appear at a private house party. For example, if Theo Bikel, Pete Seeger or Dick Gregory were in town at a night club, they might be able to do a special benefit for SNCC, but would be willing to be the guest of honor at a house party.

III INDIVIDUAL SOLICITATION OF FUNDS FOR SNCC

The note prefacing this set of papers is especially important here. When you are asking individuals for large contributions from \$100.00 up -- it is very important that the right person ask for the contribution. These people should themselves have given a substantial amount, so they can say, "I gave \$500, will you match it?" or should themselves have been in the South as a SNCC worker so they can give a first-hand account of why the funds are so desperately needed.

In any good community in America, there are dozens of people who will give \$100 and up to SNCC. It is only a matter of finding people who know them and asking those people to become a committee of visitors for SNCC. This kind of individual solicitation can be done by phone, by visiting people in their business offices, by having a small dinner party, or by having an individual appointment in a home.

If it is easier for some people, ask them to give \$10/month as a pledge to SNCC, or \$50/month.

Friends of SNCC who give substantial amounts to the Southern movement may be very interested in southern program and activities. It would do Friends of SNCC groups well to add their names to a key list which would receive special reports on programs and progress in the South.

IV MAILING LISTS FOR SNCC