

March 26, 1966

" SNCC'S SPRING PROGRAM NEEDS YOUR SUPPORT"

\*\*\*\*If you have been following the weekly "News of the Field" reports you have some idea of the scope of activities going on across the South

\*\*\*\*This Spring primary elections for city, county, and state offices will be held throughout the South. These elections may well set a pattern for southern politics for many years. This means we must expand voter registration and political education programs. In addition, plantation workers who might normally expect to begin to get some little bit of money working the cotton fields will NOT be getting those \$3-4 a day jobs because of the decrease in cotton crop allotments and the ever increasing mechanization of the plantations. The economic situation is getting WORSE--we must help people to wage their own struggle against poverty.

THIS IS THE CONTEXT FOR OUR WORK THIS SPRING IN ALABAMA, MISSISSIPPI, ARKANSAS, GEORGIA, VIRGINIA AND THE CAROLINAS. THE SUCCESS OF OUR EFFORTS TO INTENSIFY AND EXPAND OUR WORK DEPENDS ON YOU!!!!

-----What you can do:-----

We have thought of a few ideas for fundraising projects you might plan. But, BE CREATIVE! And let us know what you are doing so we can pass these ideas on to other groups.

1. A CALL FOR SNCC COMMUNITY ORGANIZERS.

When SNCC organizers enter a community, they work by going door-to-door talking with people and building a continuing group within the community. This is just what we are asking you to do in your own communities go door-to-door with the 3-1/2 cent Pledge envelopes. And get the continuing support so necessary to keep SNCC alive.

Plan days (a special Saturday or Sunday), weeks, evenings when members of your group will go out talking to people and getting pledges. Go to Churches as people are coming out; talk to classes and professors; talk to Civic and other groups. This could be our most effective fundraising project. The success depends on you.

2. Have members of your group take pledge envelopes home with them over the Easter Recess to try to raise some support at that time.

3. The group at the University of California at Berkeley published in the daily school paper the letter we sent out 6 weeks ago telling of SNCC's \$40,000 debt. The response has been excellent. Other campus groups can do this also--just a letter to the Editor. (NOTE: go ahead and change the wording to assure responses from your particular campus.

4. Spring means Bazzars or Carnivals of some sort on most campuses. BE THERE!!!!--with a booth, literature, cannisters; or set up some type of concession that would make money--food, games, etc.

5. As finals approach more people study longer and later. You could sell donuts or cookies or sandwiches or coffee through the Dorms. (Also might get more pledges at the same time??)

6. There is always the idea of a Fast for Freedom, or perhaps a "Share a Meal" drive--where people would contribute an amount equal to the cost of their meal. This money can be earmarked specifically for areas where money is needed for food, such as the Tent Cities in Greenville, Mississippi, Lowndes and Green Counties, Alabama and Atlanta, Georgia. Make this pitch part of your drive.

7. How about renting a large lecture hall and showing a film on Campus (any crazy old film or a night of cartoons). When finals draw near people need all sorts of fun diversions.

8. Since people always like to party (anytime is a good time for that) try to get more parties to ask for a 50¢ cover charge and some donation for refreshments.

9. When Finals are ending and people are going home, you can get members of your group to go through the Dorms, and offer to return keys of the people (or towels or sheets or whatever) and let SNCC collect the deposit.

10. The end of the semester is a good time to send a letter to all the faculty members explaining the great financial needs of the SNCC summer programs. Ask for individual or department contributions.

11. The end of finals means that people will be selling back some of their books. You could set up tables at the Student Store, the local book stores and even in the Dorms where people could give you one (or more) of the books they plan to sell back to SNCC. Then your group could sell the books and collect the money.

A drive like this should be well advertised in advance. You can make it a "Book for a Book drive ; the money collected by your group can be earmarked specifically to buy books for Freedom Schools this summer.

\*\*\*\*\*SEND ALL MONEY RAISED TO THE OFFICE HERE IN ATLANTA. \*\*\*\*\*  
BE SURE TO INDICATE IF IT IS TO BE EARMARKED FOR A SPECIFIC PROJECT OR AREA.

Thank you and WORK OUT!!!

THIS IS THE CONTACT FOR OUR WORK THIS SPRING IN MISSISSIPPI, GEORGIA, VIRGINIA AND THE CAROLINAS. THE SUCCESS OF OUR EFFORTS TO INTENSIFY AND EXPAND OUR WORK DEPENDS ON YOU!!!!

What you can do: We have changed a few things for leadership projects you might want. Just be CREATIVE and let us know what you are doing so we can give you ideas on to other groups.

1. A call for SNCC membership campaigns. When you strategize with a community, they work by color door-to-door talking with people and building a coalition around the common goal. This is just what we are asking you to do in your own communities. We have a book with 10-15 case studies available. And get the campaign support so necessary to SNCC alive.

2. The basic special strategy of SNCC, which involves who members of your group will do our talking to people and getting people to churches to people to people and to churches and professors; talk to SNCC and other groups. This could be our most effective leadership strategy. The success depends on you.

3. The success of the group will depend on your relationship with the SNCC staff. Try to find some support at that time.

4. The group at the University of California at Berkeley published in the fall school year the letter we sent you a week ago telling you that we had a letter to the SNCC staff. The response has been excellent. We had a letter to the SNCC staff and a letter to the SNCC staff. We had a letter to the SNCC staff and a letter to the SNCC staff.

5. Before many people have heard of your work on such a scale as this, it is with a book, literature, and so on. It is with a book, literature, and so on. It is with a book, literature, and so on.

6. As this project goes through your group and letters, you could