



# Madison Chamber of Commerce, Inc.

615 EAST WASHINGTON AVENUE • P. O. BOX 71 • MADISON, WISCONSIN 53701 • 256-8348

Oct. 26, 1964

Miss Alicia Kaplow  
Chairman FSNCC  
Memorial Union  
770 Langdon St.  
Madison, Wis.

Dear Miss Kaplow:

Again I want to say how much I regret being so tardy in getting an answer to you regarding your application for a Chamber Solicitation Approval Card.

As you know, the Solicitations System was established by the Chamber as a guide for business and professional men to help them to evaluate the many causes (most of which are worthy) that they are asked to support financially.

Some of their general rules for granting approval, which would appear to apply to your solicitation are:

"The solicitation must be for an unmet need in the community."

"Support should come first from the membership of the group conducting the drive before placing an appeal to the general public." (Your membership income is \$16.00 of an \$8,000.00 income)

"The organization must be incorporated as non-profit and have a reasonable and satisfactory local management."

We appreciate the fact that your activity is primarily that of raising funds and materials. Consequently, as Friends, it is understandable that you need not become as well organized as one with a broader program of work devoted to a general objective of Brotherhood, for example. Nevertheless, it would not be in accordance with philanthropic fund standards to grant approval.

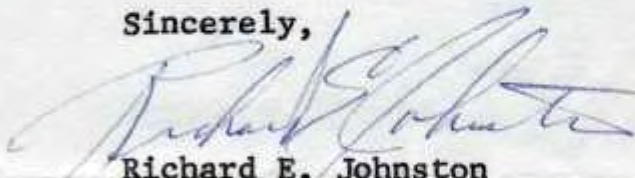
It is recommended, therefore, that an Approval Card not be granted. If, after reading over our enclosed Policy Statement, you question

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our reasoning, please do not hesitate to contact me. In any event, I want you, or any of your workers, to feel free to direct inquiries regarding your organization to us.

Sincerely,

A handwritten signature in blue ink, appearing to read "Richard E. Johnston", written over a horizontal crease in the paper.

Richard E. Johnston  
Manager  
Retail Division

REJ:lwn  
enc.