

January 15, 1965

TO: George Wiley

FROM: Marvin Rich

RE: Expense Projection, Community Relations,
January 1, 1965 through May 31, 1965

	<u>COST</u>
1. Brotherhood Appeal - 70,000 to CORE list half may come in January, but probability is that all bills will come in February	\$ 7,000
2. Outside Appeals	
a. Jan-Feb-Mar (Church Burning) 300,000	
Jan. \$ 2,500	
Feb. 15,000	
Mar. 6,500	
	\$24,000
b. Apr-May, Appeal - 150,000	
Apr. \$ 4,000	
May 8,000	
	\$12,000
	36,000
3. CORElator 70,000 per issue costs us \$1,000 per month	6,000
4. Special Fund Raising \$1,500 per month (includes fees, printing, travel)	9,000
5. Associate Membership Campaign (Feb. & Mar.)	3,000
6. Publications, brochures, reprints, mimeo material	<u>3,000</u>
TOTAL	\$64,000

These bills may not come in exactly as scheduled but the new obligations, exclusive of staff, will be approximately as indicated. However, postage must be available when needed for appeals if we are not to reduce our income,

This is a bare meat and bones budget. There should be provisions for a film and for more publications.

About 60% of our income comes from direct mail appeals. We have developed the CORE list so that it brings in money directly from appeals and can be used successfully in exchanges with other organizations. The balance of our funds comes from personal solicitation and from rallies, benefits and organizational contributions.

CORE List Appeals

By February 27, 1964, we had received \$107,335. from 8,138 contributors on our Fall budget card appeal. This was an average contribution of \$13.22. As of January 22, 1965 (not a directly comparable period), we had received \$97,609. from 8,590 contributors to our 1964-1965 budget card appeal. This was an average contribution of \$11.14.

We plan to mail our Brotherhood appeal to 70,000 persons during the first week of February. Last year -- 1964 -- we had received \$59,000. from this appeal by August 31. However, the great bulk of the money, \$48,000., was received by the end of April. Since the appeal was mailed later last year than this, we expect that we shall begin receiving money earlier this year.

Outside Appeals

We are now working on an outside appeal to approximately 300,000 names. This should begin going into the mail by January 29. It is my estimate that we should receive about \$45,000. in income from this appeal at a cost of approximately \$24,000. If this appeal appears successful, we will follow up with approximately 250,000 additional names in April and May.

A number of union leaders have expressed an interest in honoring Jim Farmer at a testimonial dinner late in the Spring or in the early Summer. This project could result in a very substantial amount of income for CORE at a very critical period. However, the prolonged strike at the New York City Department of Welfare has made it difficult for me to get this project rolling, since some of the union leaders are involved in that strike.

I'd recommend a memorial meeting on June 21, on the anniversary of the death of James Chaney, Mickey Schwerner and Andrew Goodman. We would make this a simple and dignified meeting and would present a book to the families of those involved. This book would be later published and sold. W. W. Norton Co. has agreed to donate to us their share of the profits. Mrs. Levy has secured a volunteer coordinator who would secure a list of prominent authors who would contribute articles to the book. We have a file of photographs taken by Mickey Schwerner in Mississippi that would make up one section of the book.

The following fund raising areas require some development and additional attention. The federal government has a number of programs which could conceivably support our projects both in the South and in the North. Some of these are the Anti-poverty program, Manpower Development and Training and some educational programs. We must explore these more intensively. We have discussed this possibility with a volunteer who is experienced in this field.

The Associate Membership Campaign has not been a great success in the past. We carry the campaign because it does involve joint chapter/national fund raising and because it gives us an entree to the Negro community which we do not get from direct-mail. This program should be gradually beefed up by use of additional publicity materials, speaking tours, and support from NAC members. This year, James Farmer, Mrs. Chaney, Barbara Moss Chaney and John Henry Faulk have agreed to speak for us. We are working to secure other speakers.

Public Information

Our public information program is centered on statements by Jim Farmer, our press releases, and the CORElator as well as occasional pamphlets and reprints. We also secure the publication of articles in outside magazines and journals. We maintain a file of photographs which is generally available to us, for pamphlets and fund raising, to our chapters and to publishers.

Farmer continues to do a magnificent job of interpretation of CORE policy and of responding to events of the day. We do a relatively poor job of securing the necessary background information for him. I hope that this can be done better partially by organizing a group of university people who will do research on particular problem areas.

Our weekly press releases are very widely carried in the Negro press. However, they could be still more effective if we secured real cooperation from chapters and staff so that we receive material from the field. Jim Peck has great difficulty in this area. He has particular difficulty in securing photos from the field.

The CORElator is mailed to associate members of CORE and serves a public information and fundraising function. Recent changes in paper, self-mailing and postal rates have allowed us to mail a six-pager for considerably less than we formerly spent on a four-pager. The CORElator is our major printed face to our supporters. As such, it can be very effective -- but its effectiveness depends upon the quickness and thoroughness with which we receive reports of action from the field.

The idea of a southern newsletter, mimeographed or offset, on a twice-weekly basis is a good one. It might help develop a news sense and a regular system of reporting from the South. To do this and to generally improve our P.R. situation there requires the assignment of a task force worker to this function in the New Orleans office. It also requires at least a workshop session (including news criteria, servicing the media and photographic techniques) with a few workers from each project area. The southern staff workshop on January 21-23 was a start in this direction.

Our pamphlets tend to be large runs of larger pamphlets for use with our entire list. I believe that it might be wise to experiment with smaller runs of say 10,000 for use with our larger contributors, our chapters and special lists. These would be of small-size pamphlets on a particular aspect of program or project. Such a piece designed for the Brotherhood Month appeal on the Freedom Schools is enclosed. Reprints of magazine articles are an inexpensive way of publicizing program. They have the disadvantage of not necessarily representing our exact approach, but this isn't fatal.

We hope to work with the department of organization in preparing training materials. These would be looseleaf manuals on community organization, public relation, fund raising, and specific programs such as the poverty program, negotiation techniques, etc.

Staff Development and Training

Our fund raising training program is going well. Fund raising is a difficult art, requiring skill, understanding and experience. The training program will not develop a competent staff overnight, but it will permit us to function and to expand with a force of workers on salaries far below the going professional rates. We should probably train one or two other people in this program now.

We have made use of professional volunteers on an ad hoc basis for major projects. We should begin to organize them into functioning committees to give us advice, do special jobs and secure discounts and entree to particular situations.

STENCIL SECTION

Staff

Peter Windsor
Susanne Hawkins
Laura Wynder
Dorothy Warren
Isel Rojas

Functions

Changes of addresses for actives and specials
type new stencils
filing new stencils
entering contributions on stencils
geographicalize all membership envelopes
pull TBD's out of master files
process daily deposits
process the contact list once a week for new and changes and drops
address press list once a week
address contact list when needed
address chapter chairman list when needed
processing the following lists
 MOW
 student
 parents for summer volunteers
 legal department lawyers list
 New York area lists
address these lists when requested
address exchanges and rentals
address the CORElators every two months
mail receipts and mail press weekly and other mailings
address appeals when due
packing and shipping and receiving for department
cross checking lists to confirm typing done outside is correct
confirming deposits with Babbette and Brenda