

873 Broadway
2nd floor south
New York, N.Y. 10003

September 18, 1968

TO ALL NO'ERS, ORGANIZERS AND FINANCIAL DIRECTORS

Dear Comrades,

Enclosed are several communications to the branches on the Militant 40th Anniversary Campaign.

Because of the special character of this fund campaign and the importance of using it to raise the monthly sustainer toward the \$15. per capita goal, we urge that in most branches the financial director be appointed fund drive director.

Comradely,

Jack Barnes

Jack Barnes,
National Organization Secretary

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September 18, 1968

TO ALL BRANCHES

Dear Comrades,

40th Anniversary Militant Campaign

The coming two months will mark the 40th anniversary of our party and of The Militant and will coincide with the homestretch of our presidential campaign.

Forty years ago on October 27, 1928, James P. Cannon, Martin Abern and Max Shachtman were declared expelled from the American Communist Party -- 19 days later on November 15, 1968, they launched The Militant.

The Political Committee has decided to launch an educational campaign and fund appeal around the 40th anniversary of The Militant. We plan to initiate these campaigns publicly with a special Oct. 4th 16-page issue of The Militant.

The campaign, to run from October 1 to December 15, will have two major aspects. One will be a national financial drive for \$40,000 -- \$1,000 for every year of The Militant. The other will be a ten-week propoganda campaign in the pages of The Militant centering on the paper's unique contribution to the struggle for socialism over the last forty years.

Each issue of The Militant during these ten weeks will contain a page of features drawing some of the lessons from the highlights of the forty-year history of the paper. These will include reprints of major articles by Trotsky which The Militant published for the world movement, reproductions of some of the historic headlines, front pages and stories from The Militant, reminiscences by some of the veterans of the international Trotskyist movement on what The Militant meant to their organizations at key points in their history. We will also reproduce some of the memorable photographs and cartoons from the past. To wind up the campaign, we will report plans for further improving the paper and for increasing its circulation and its size.

A special full-size facsimile of the first Militant which appeared on November 15, 1928, will be published at the start of the campaign and will be sold throughout the campaign.

We would like to propose that a highpoint of both the educational campaign and the \$40,000 fund campaign be a 40th anniversary Militant banquet to be held in each area around Nov. 15.

A second letter will be out within a week outlining suggestions from past experiences for making the Militant 40th Anniversary banquet financially successful.

* * *

The 40th Anniversary fund drive will be conducted by a 40th Anniversary Militant Fund Committee. George Novack is its Chairman and Evelyn Reed its Secretary-Treasurer.

We hope to reach three goals through the success of the 40th Anniversary fund appeal.

The first one has to do with The Militant itself. The fund campaign will enable us to establish the financial base to maintain the current election campaign 12-page Militant, to make improvements in photographic and field coverage, and to begin increasing the staff to lay the groundwork for a further increase in the size of the paper.

Second, it will make it possible to carry out the expansion we outlined at our last plenum in the area of field organizers and new branches and youth locals, especially in areas of the country where we have been relatively weak until now. We have increased our contacts and systematic trailblazing around the election campaign not only in areas adjacent to our large branches, but in regions such as the South. These can be consolidated following the election campaign only if we have sufficient organizational flexibility.

Third, in this past year of expansion in our activity, membership, and publications there have been in reality three centers to the movement -- the national center of the party, the national center of the youth and the national campaign center. We must have the resources to absorb the functions that have been carried out by the national campaign committee if, following the campaign, the national activity level and publications programs of the party are not to decrease.

* * *

The Militant 40th Anniversary Fund Campaign will have two major aspects. One, we plan to raise \$12,000 from friends through \$1,000 40th Anniversary Lifetime subscriptions to The Militant. This is explained in the enclosed letter from George Novack.

The remaining \$28,000 we propose to raise as a party Fall Fund Drive with quotas for all the branches and at-large areas of the party.

Every large branch in the country has now gone over to the new total sustainer system in which their regular monthly pledge to the national office combines their previous regular sustainer

pledge and regular fund drive contributions. That part of the total sustainer that we will have received between July 1, 1968 and December 31, 1968 which is above the former sustainer of the branch will be credited to the branch against their proposed public quota for the 40th Anniversary Militant Fund Drive.

The branches are basically in two categories:

(1) Those branches that were on or went over to the total sustainer system immediately following the last fund drive will have a very small additional amount to raise to make their quota. The overwhelming bulk of their quota will be credited to them from the funds they will have paid in. For these branches, most of the extra amounts to meet the fund drive quota can be raised by a small increase in their sustainer or the rest can come from contributions from sympathizers and/or a fund raising function.

(2) Those branches that went over on the new combined sustainer system later than July 1, 1968 or whose monthly per capita sustainer is far below the \$15. mark will have to take additional measures to raise this proposed quota. In those branches, regular additional quotas will have to be solicited from the comrades as in previous fund drives in order to meet the branch's share of the total fund drive responsibility.

Most important from the point of view of the national financial structure of the party is that this fund drive be seen as a transitional one. That is, we hope to use this fund drive not to maintain the pattern of bi-annual regular fund drives which have been the financial backbone of the party in the past, but use it to raise the permanent monthly sustainer of each branch further toward the \$15 per capita goal. That is, we hope, as a result of or even in the course of this fund drive, that many branches will find that they can regularly maintain a higher monthly sustainer to the national office than they had prior to the drive.

All raises in the regular monthly sustainer during this fund drive period will be credited to the branch's fund drive quota. For example, Philadelphia now pledges \$200 per month to the national office as a sustainer. Of the \$1200 which Philadelphia will have paid in on sustainer for the last six months of 1968 to the national office, \$900 will be credited to their public fund drive quota this fall. That amount is the portion of the total sustainer over what their sustainer used to be under the "old" system. Philadelphia's public quota is \$1,300 which means they have to raise \$400 more than what they will have sent in to the national office by the end of December, 1968. If, in the course of the fund drive, Philadelphia decides that they can raise their regular monthly sustainer to the national office to \$250 per month and makes this change as of Nov. 1, they will be credited \$100 extra toward their fund drive quota (\$50 for Nov. payment, \$50 for the Dec. payment). That means they will have

to raise only \$300 additional instead of \$400 by December 15.

* * *

Enclosed is a national financial chart. It indicates the progress of each branch in instituting the new total sustainer system and approaching the \$15 monthly per member norm.

The column entitled "Proposed Quotas for 40th Anniversary Fund" are the totals which will appear in the public scoreboard in The Militant for the branch. However, the branch will have to raise in addition to their sustainer only the amount listed in the final column minus any sustainer increase. By the end of the campaign, the national office will have credited on the branch scoreboard the amount listed in the column "Total to be Credited to the Fall Fund Drive" plus any sustainer increase.

The list of proposed branch quotas was established not only on the basis of the size of the branch but also as much as we could on the basis of our estimate of each branch's total financial situation.

Please give immediate attention to the fund drive quota and reply by returning the enclosed acceptance form.

Comradely,

Jack Barnes

Jack Barnes,
National Organization Secretary

\$40,000 MILITANT ANNIVERSARY FUND APPEAL

<u>Area</u>	<u>Current Monthly Sustainer</u>	<u>Number of Members*</u>	<u>Monthly Per Capita Payment to NO</u>	<u>Total to be Credited to 40th Anniv. Fund Appeal</u>	<u>Proposed Public Quotas for 40th Anniv. Fund Appeal</u>	<u>Amt. to be Raised to Fill Public Quotas</u>
Chicago	\$ 475	32	\$14.84	\$1,650 + any	\$1,950	\$ 300 - any
New York	1,530	104	14.71	7,085	7,200	115 sustainer
Cleveland	450	31	14.51	1,800	2,050	250 increase
L.A.	767	62	12.35	4,000	4,400	400
Twin Cities	410	38	10.79	1,980	2,200	220
Detroit	320	32	10.00	990	2,000	1,010
Philadelphia	200	20	10.00	900	1,300	400
S.F.	385	44	8.75	1,950	2,300	350
Boston	270	31	8.71	800	1,600	800
Oakland-Berkeley	350	49	7.14	1,200	2,000	800
Portland	30	4	7.50	000	300	300
Allentown	20	4	5.00	000	150	150
St. Louis	6	3	2.00	000	100	100
San Diego	13	7	1.86	000	300	300
Newark	00	8	0.00	000	150	150
Seattle	00	10	0.00	000	300	300

* As of August report