

P. O. Box 482  
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May 22, 1974

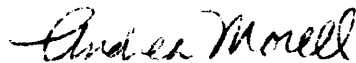
TO CAMPAIGN DIRECTORS AND FINANCIAL DIRECTORS

Dear Comrades,

Collections reported by Socialist Workers 1974 campaign committees around the country are the highest ever. The accompanying article entitled "Organizing the Collection for the New York State Campaign Kick-off Rally" by Arthur Hughes, the state campaign financial director, may be of help to campaign organizers in further maximizing contributions at special events and in successfully collecting the pledges afterward.

Also enclosed is a supply of campaign monthly financial report forms. They are due on the fifteenth of the month following the one to which they apply.

Comradely,



Andrea Morell

Organizing the Collection  
for the New York State Campaign Kick-Off Rally,  
by Arthur Hughes, State Campaign Financial Director

Of \$4,600 pledged to the state campaign at its March 1 kick-off rally, only \$245, or 5%, remained uncollected by mid-May. An additional \$70-100 is collectable. In realizing an actual collection of \$4,330 -- the highest ever for a New York campaign -- several factors were important.

First, we had obtained seed loans from individual supporters of the campaign at its beginning. Of the \$1,800 in loans, a full \$1,095 was pledged ("forgiven") at the rally; this was nearly one-fourth of the collection. Those who have made loans to the campaign are sometimes quite willing to turn them into partial or total contributions at a rally if they are asked. Of course, the campaign must have a serious attitude about repayment of all loans in full if that is what is requested by the supporter.

Organizing contributions in advance was the key to success. The financial goal of the rally -- which was \$4000 -- was projected and explained as part of campaign reports so that it was known to campaign supporters. Then, as much as two weeks ahead of the rally meetings between potential contributors and campaign organizers were scheduled. In these discussions the relationship between the financial needs of the campaign and its political effectiveness and pace were explained. This relationship is often an abstraction to campaign supporters and it's best to be as concrete as possible in explaining it. It's important, however, to avoid saying things like, "We are desperate and have such-and-such a debt to our printer -- what can you pledge next week." Instead, what the campaign is planning politically and how it is going to use the funds should be the focus.

Those arranging the meetings should have a clear idea of how high a pledge a supporter might give if properly inspired and in the course of the discussion, may indicate the range of contribution they hope the supporter will consider giving. Discussions should not be limited only to those from whom higher pledges are anticipated. In the case of the New York rally, well over half the collection was in pledges of \$20 or less. A total of \$2,500 was promised in advance, including pledges of \$5. Enough time should be left for this phase of the work so that nearly everyone can be spoken with.

The day before the rally a meeting was held with the person making the fund speech. She was given an up-to-date list of all the pledges, in descending order, indicating the number of individual pledges in each category. Based on this information the decision was made for the fund raiser to start by asking for contributions of \$300. Also, we had secured a matching fund of \$500 and, based upon the list of advance pledges, it looked as though the fund could best be used to try and maximize the number of \$10 contributions. This was successful and 50 \$10 contributions were raised to match the \$500. In some cases, people who had made advance pledges of \$5 pledged \$10 at the rally to match the fund.

A systematic approach to pledge collection was taken. The loss of a sizable part of a collection through unpaid pledges is usually the result of taking the attitude that a pledge will pay itself, rather than an actual inability of the donor to fulfill a pledge, although this can occur. The time element is paramount in pledge collection follow-up for the longer the payment is deferred, the more the rally and pledge become ancient history in the mind of the would-be contributor. In our case, collection of the unfulfilled pledges was sped-up by providing the persons in charge of collections with lists of the contributors and their pledges within three days of the rally. Each of the three local campaigns in New York specifically assigned someone to campaign pledge collection and they went to work on it immediately. They worked out concrete payment schedules with each campaign contributor. This schedule then provided a basis for approaching those with outstanding pledges at the times they had said they would pay. Through this process, 95% of the pledges were systematically and steadily collected. The summary below shows the rate of collection.

Payment of pledges should be arranged so that various fund-raising events do not cut across each other. For example, those fulfilling their March 1 pledges in May were less able to participate financially in the May 5 Intercontinental Press 10th Anniversary Banquet than those who had paid earlier.

SUMMARY

Total collection:	\$4,600
	1,095 forgiven loans received by campaign before rally
	926 paid at rally
	<u>2,021</u> sub total 3/1
	889 collected in first two weeks
	528 collected in second two weeks
	<u>3,438</u> first month sub total
	502 collected in second month
	392 collected in May
TOTAL TO DATE	<u><u>\$4,332</u></u>

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