

November, 1962

POINTS ON FUND RAISING

Personal visits to request money

1. Have firm belief in cause
2. Decide which parts of the program to present to prospect  
Projects prospect is likely to be interested in  
Projects you want money for  
Projects about which you have an interesting story to tell

Present parts of program in following order:

- a. What prospect is known to be interested in or what is non-controversial - first
- b. Controversial parts of program or things he or she is not so likely to be interested in - in the middle of presentation
- c. What you are most interested in and want the money for - last

After you have made the presentation (see paragraphs 3, 4, 5 and 6), ask if he or she will consider contributing to this special project - then stop.

If he says he needs time to think it over, grant the time happily - but when you leave ask whether he wants you to call again to remind him and when.

3. Decide how much to tell  
Your visit should be limited to a reasonable period of time, i. e., 15 minutes when calling on a busy man in his office.
4. Have enthusiasm  
You have to believe absolutely in your cause so that your enthusiasm is reflected in your voice and manner as you make your presentation.
5. Be positive  
The cause of peace is possible and progress is being made today.
6. Tell people how much money you want  
For instance, when you are speaking to a regular contributor who has been giving a fixed sum (say \$25), and you want more, say so. Say that because of budget increase due to growing membership and activity, increase in cost of materials (postage, paper, etc.), you need more and ask whether the person would this year give a certain sum which you name (such as \$50).

THEN STOP (Don't help prospect to say No. He knows how to do that!)

Letter to Request Money

Opening sentence or paragraph - First consider what there is about the present circumstances that offers a challenge to a person to give money. Then, in opening sentence or paragraph ask a question or make a statement that puts the challenge.

Middle paragraph - Present program in order and in such a way as to sustain the challenge.

End - Last paragraph is the appeal for money - it should be warm and can be emotional and should contain specific figures - what you need and what you ask for.

November, 1962

POINTS ON FUND RAISING  
WOMEN'S INTERNATIONAL LEAGUE FOR PEACE AND FREEDOM

FOR: Branch Chairman  
Branch Finance Chairman or Treasurer

FROM: National Finance Committee, Betty Polster, Chairman

SUBJECT: Direct Fund Appeal by visit or letter

Every spring, sometime after March 1, the National sends out a finance appeal to every member. Therefore, if your Branch plans to raise all or part of your budget through contributions from your own members and from others in the community, your appeal should be made in the Fall with follow-up early in the New Year.

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POINTS ON FUND RAISING taken from the speech of Guy Solt at our Annual Meeting will be helpful in making such an effort.

BEST WISHES FOR YOUR EFFORTS!

(See Reverse Side)

HANDBOOK CHANGES

- ADD to your Board List  
Bartram, Betty (Mrs. Howard) Co-Chairman, Membership and Extension  
353 Hewitt Road Committee  
Wyncote, Pa. TU - 4-6214
- CORRECT on your Board list the zone number for Phyllis Grunauer - it is New York 21
- ADD to your list on Consultants, referents, etc.  
Picon, Elsie (Mrs.) Referent on South America  
101 W. 80th St., Apt. 9 D  
New York 24, N.Y.
- ADD to your list of Branches
- MICHIGAN - Northville-Plymouth Branch (somehow omitted - deep apologies)  
Mrs. Margaret Kauffman (Paul) Chairman  
720 Parkview, Plymouth, Mich.
- CORRECT your list of Branch Chairmen
- ARIZONA - Tucson - new address for Mrs. Turner - 6305 N. Canyon Drive  
297-2301
- ALABAMA - Tuskegee - New Chairman Mrs. Vera Foster (Luther)  
502 Montgomery Road, Tuskegee Institute
- CALIFORNIA - Los Angeles - Mrs. Dorothy Hampton (John) substituting for  
611 N. Fairfax Ave. Nancy Reeves for  
(OL 3-2389) Los Angeles 36, Cal. six months  
office - 4356 1/2 Melrose Ave., Los A. 29 NO 6-0145
- Santa Cruz - Mrs. Trumpler's correct address is Aptos, Cal.
- COLORADO - Boulder - new organizing contact is Mrs. Joan Traibush  
in care Community Peace Center, 1839 Broadway
- HAWAII - Honolulu - new chairman is Heather Lockwood, 2956 A Varsity Circle
- MARYLAND - Howard County - Mrs. Rettger's address is Box 322 - PA 5-5591
- MASSACHUSETTS - State - Mrs. Lindemann's correct address is Newton Center 59  
Cape Cod - New Chairman is Mrs. Margaret Moseley (Emerson)  
Neck Lane, Centerville, Cape Cod
- MICHIGAN - Ann Arbor - Mrs. Pilisuk's address is 122 Westport
- NEW JERSEY - Princeton - new chairman Mrs. L. Dratfield, 81 Harris Road
- OHIO - Delaware - new chairman Mrs. Helga Muladore, 141 N. Franklin St.
- PENNSYLVANIA - Pittsburgh - chairman's correct name is Dalglish, telephone  
is JA not SA.
- ADD to your list of Bulletin Editors  
OHIO - State - Mrs. Elfrieda Daiber, 3211 W. 90th St., Cleveland 2, Ohio