

September 1962

For: Branch Packet

To: Branch Membership Chairmen

From: Marii Hasegawa, National Membership Chairman, Pro Tem

I know that you are looking forward to your tasks as Membership Chairman in your state and local branches. Some of you are continuing and others of you are new, but all of us are filled with a sense of urgency to do our work well.

I had finished my term as National Membership Chairman and after the Annual Meeting, Camille Marker was chosen to take my place. Unfortunately, she has found that her study and work schedule will be too heavy to enable her to carry on as chairman and she has resigned. So, I am continuing as "pro tem" chairman until a new person can be found. In the meanwhile I am pleased to be working with all of you devoted Membership Chairmen as we start our activities. We are assuming that you have a Membership annual and access to your Treasurer's Manual and the Leadership Handbook which your Branch Chairman has received. Your Branch Chairman has been asked to request these aids if they are not in hand.

Last year our United States Section increased almost 20% - from 4600 members to 5500, with the total number of local branches increasing by 23 - from 70 to 93. Two branches, St. Petersburg, Florida and Richmond, Indiana were dropped, leaving a net increase of 21, and the total number of branches now 91. We must at least keep up a 20% net increase this year, and surely we can have 25 new branches.

May we suggest:

October is membership enrollment month in WILPF, and we will all be paying our 1962-63 dues. Your Treasurer has been busy getting the dues bill ready for mailing. She may need help from you. Also, she may help you in sending out a mailing to your list of prospective members, inviting them to join at this time, if you wish to use the regular dues bill for enclosure, and if your treasurer does not have a sufficient number, you may request them from the National Office. You might follow up the letter with telephone calls and offers of rides if you think this is feasible.

A short, simple, sample suggestive letter may stimulate you to act. You may add your own details and flourishes:

(Branch Letterhead)

October 1962

Dear _____:

You are acquainted with our local branch of the Women's International League for Peace and Freedom. We have appreciated your interest and your expression of concern for peace.

National
officers
listed
and
possible
sponsors

Those of us who have joined the WILPF, because of our sense of need for such an organization and it's obvious need for us as members, are re-enrolled and paying our annual dues during this month. We need you, and we feel that we can assure you personal satisfaction as you participate in the program of the Women's International League for Peace and Freedom. Together, this year, we can extend our knowledge, expand our know-how, and actively participate in the "passion and action of our time".

*descriptive literature is enclosed, together with a reply form for your convenience. But, whether or not you are ready to join, we hope that you will come to our next meeting.

more.....

Branch Membership Chairmen - con't

Do let us hear from you, or see you, or both.

Very sincerely,

- Enclosures: (including announcement of next meeting or year's program. ---
-*Look over your literature chairman's sampling and supply of literature for your
--choice. National Literature office will fill your order promptly. ---

NOTE: Next Packet will bring you encouraging information about a good start toward
a new goal for 1962-63 - Membership increase from May 1 to October 1.