

Report on New York Fund Campaign -- Fall 1966

Another good example of a well-run campaign last Fall, is the one conducted in New York City under the able direction of Reba Aubrey.

Reba introduced two innovations:

1. A regular, weekly scoreboard, showing pledges and payments of all members, went out with the City Letter. This speeded up payments as all comrades wanted to see themselves in the "Paid in Full" column. As a result, the end of the campaign found all but three persons paid in full.

2. A systematic canvas of all friends of the branch -- old-time sympathizers, forum attendants, and Militant subscribers, was conducted -- to get pledges, not one-shot contributions. More than 15 per cent of the total \$4800 pledge was collected through these friends. A total of \$560 was pledged; \$599 paid in!

Now, while New York has the largest membership of any branch in the party, it also has the largest component of party and youth national functionaries. Also, its general membership is very young, many of whom are students.

In previous campaigns, as we neared the end, a frantic rush had to be made to fulfill the quota. Income sources, generally depended upon to keep up regular branch expenses -- socials, bazaars, meetings, etc., had to be thrown into the special fund. This year not one single regular money-raising affair had to be devoted to the fund drive! I am sure this is as true of other branches as it had been in New York. But I am equally certain that this old crisis atmosphere is over.

Marvel Scholl
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