

YOU
CAN
HELP

SUPPORT PROGRAMS FOR
SNCC

STUDENT NONVIOLENT COORDINATING COMMITTEE
8-1/2 RAYMOND STREET, NORTH WEST
ATLANTA 14, GEORGIA

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688-0331

INTRODUCTION

We in the Student Nonviolent Coordinating Committee (SNCC) look upon Northern support as more than fund-raising: we want to find a way for concerned individuals and groups outside the South to play a role in creating racial justice in the South. The primary job of any group supporting SNCC will be fund-raising, for we have no source of income except these efforts. However, each fund-raising drive should be seen as an educational effort also, for change in the South depends on a climate of opinion all over the country which will cause people to support the movement in the South and demand action from the Federal government. In addition, individuals who give their time to these efforts will, we hope, broaden their own understanding of the South and its problems.

SNCC has no Northern organization to support it, and the Southern communities in which we work are poor. Only the work and contributions of friends all over the country can provide the funds necessary for the work that must be done. Generosity in the past has been deeply appreciated, our hope is with each of you in the future.

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I. SOME FACTS ABOUT SNCC

The first step in gaining support for SNCC's work is to have the facts about our work clearly in mind. The following should help and you can secure more information, if you need it, from the Atlanta SNCC office.

1. History

The Student Nonviolent Coordinating Committee (SNCC) was organized in April, 1960, at a general conference of sit-in leaders held in Raleigh, N. C. Its purpose then was to circulate information about the Southwide protests and to promote joint activities by the protest groups that made up the Coordinating Committee. SNCC employed an Executive Secretary, set up an Atlanta office, issued a newsletter, and served as a clearing house for information about the sit-ins. The Coordinating Committee met regularly to exchange information and plan joint protests.

But the summer of 1961 and the advent of the Freedom Rides which saw New Yorkers and Californians taking an active personal interest in segregation in Alabama and Mississippi brought a change in SNCC's thinking. In many areas, after lunch counters had been integrated, the movement lagged. In others, it had never begun. It became clear that if the movement was to have any meaning for the millions of degraded, disenfranchised and exploited Negroes of the Black Belt South, someone would have to take the theories, methods and actualities of the protest movement to them. SNCC organized to do just that.

2. Structure

The Student Nonviolent Coordinating Committee now consists of representatives of 24 autonomous protest groups which are considered the prime expression of the movement. The Coordinating Committee elects an Executive Committee, employs a staff and accepts volunteer workers. SNCC is not a membership organization, but rather an agency attempting to foster the growth of indigenous protest movements which may then affiliate.

3. Staff

As of August, 1963, SNCC had on its staff 12 office workers, 60 field secretaries, and 121 full time volunteers for a total of 193 staff people. Most of these are southern students working in rural areas and small cities in Black Belt counties. Some are Northern students who have come South to work with the movement. The average age of staff is 22; 80% of the staff are Negroes.

4. Northern Relations

We have twelve Friends of SNCC groups, primarily concerned with supporting our action in the South. The Committee is fraternally related to almost every major national student group (such as the United States National Student Association, the National Student Christian Federation, and various liberal student groups). SNCC's activities have aroused civil rights action on college campuses and in student groups in every state in the country.

5. Program

As of fall, 1963:

Colleges - 24 affiliate groups receive help and advice from SNCC with local campus and community direct action programs, send representatives to the Coordinating Committee, attend educational conferences.

Travellers - Traveling field secretaries visit campuses and local protest areas who request help. As of fall 1963, SNCC had initiated or participated in 54 local projects in 13 states. Traveling field secretaries worked in these areas during crisis periods.

Projects - SNCC has voter registration and direct action projects operating with offices and permanently placed staff in Mississippi (out of Greenwood and Greenville offices), West Alabama (out of Selma Office), Central Alabama (out of Gadsden office), Southwest Georgia (out of Albany), Eastern Arkansas (out of Pine Bluff), Southern Virginia (out of Danville), Eastern Shore (out of Cambridge office).

These projects, the real heart of the SNCC program, are manned by students taking a year or more out of school, living with the community at subsistence wages, building new institutions and ways of thought in the hard core areas.

Atlanta office - Provides central headquarters for SNCC, publishes materials for and about the movement, acts as clearing house for reports and needs of field staff.

6. Budget

Nearly all of SNCC's budget comes from individual voluntary contributions. Friends of SNCC groups and Northern student groups raise the bulk of our funds.

1962 Budget	\$ 71,927.00
1963 Budget (projected)	267,750.00
Total funds raised January 1st-June 30th, 1963:	\$123,800.00

II. ORGANIZING AND OPERATING A FRIENDS OF SNCC COMMITTEE

Area "Friends of SNCC" committees have recently formed in several Northern urban areas and have contributed significant amounts of money and materials to support our work. These committees seem to provide the most viable means of fund raising and spreading information about what is happening in the South and SNCC's role in the changes taking place there.

SNCC plans to keep in close contact with each of the Friends groups,

facilitate exchanges of information among the various Friends groups, and be a source of materials about SNCC.

A. Organizing a Friends of SNCC Committee

1. One to five people can form the core of organization for a Friends group. At first, it probably is not a full-time job, but if the amount of funds ever justifies it, some secretarial help can and should be employed.

2. Getting a permanent seat of operations is essential along with ready access to typewriters, mimeograph machine, and volunteer labor. An office of a student government or civil rights group of a local college or university is sometimes available. Unions, churches, and liberal groups may also have available space and equipment. Organizations in your area that are affiliated with groups supporting SNCC can be approached with a letter of introduction from us if that is necessary.

3. Using whatever contacts you have and any materials that we can send you, a most important step is acquiring an impressive list of community sponsors for the Friends group. Civil rights leaders in the community (officials of the local NAACP, CORE, Urban League, etc.), are the people most likely to lend their names as sponsors for your group. If you can get an "inroad" with a few prominent people, ask them to contact others on behalf of the group.

B. Operating a Friends of SNCC Committee

1. Once a board of sponsors has been obtained (10-20 community leaders), print up letterhead stationary with their names on it, including stationary that can be used for mimeographing. When you put out leaflets or any kind of publicity have these persons' names on it. If an offset machine is available, you can use SNCC releases as the body of material for a leaflet, with your group's name and address (where more information can be obtained and where contributions can be sent) and the sponsors' names on the top or along the side of the sheet of paper.

2. You should keep some of the funds you raise for SNCC for future operating capital. Ten percent of your gross should cover your expenses. Be sure you have enough to cover current costs plus a minimum with which to continue educational efforts and begin your next fund drive.

3. Avoid the Friends' group being centered exclusively around one institution in the area, even though one location will probably have to be used as a source of volunteer labor. Individual contacts with other institutions can help avoid too much centralization. Try to develop as broad a group of active participants as possible; avoid allowing the group to seem or become exclusive.

4. If possible, you should be ready to move at any time: when Jimmy Travis was shot, every city in the country should have been appealed to for funds while publicity from the mass news media (a rare thing indeed) was freely available.

5. Getting a wide distribution of information about SNCC as preparation for fund raising is very helpful. You might write letters to the editors of the major daily and weekly newspapers in your area whenever something important happens concerning SNCC's work in the South. Some papers might even do a feature if approached personally.

6. Again, keep in touch with us about what you are doing, both before and after. We might have something ourselves you didn't know we had, you might have something we didn't know you had, or we might be able to put you in contact with another Friends group that has experienced problems similar to yours.

III. CAMPUS GROUPS

In some areas campus groups have spearheaded the effort to develop an Area Friends of SNCC group. In other places the campus SNCC supporters have formed a campus Friends of SNCC group. In still other areas, students have worked through existing civil rights organizations on campus. Any of these is workable; you will know better than we which is best for your campus. The important thing is to institutionalize the fund-raising efforts in some way so that we know there is a group on the campus who will be responsible and long range in their support efforts. Real support efforts. Real support will come only when we have individuals dedicated to the work we are doing, but we need groups through which students can develop this dedication. Thus we should have the names of groups doing work for us which are not Friends of SNCC groups, and we should have the names of one or two persons with whom we should correspond each year. The following may help you:

1. If you do set up a Friends group, try to get as many campus organizations as possible (faculty, too) to act as sponsors. It is particularly effective if student government will sponsor the group and give it office space.

2. The same type fund raising that can be done for a city area can be used on the campus: mailings to the faculty (preferably over the signature of faculty members), leafletting with collection tables, benefit concerts, parties, folksings, house-to-house canvassing, etc. Try to get regular contributors signed up.

3. Each campus group that is active on a campus located near other colleges should try to find ways to introduce SNCC to the other campuses. You might write the student government or civil rights group on that campus telling them of your existence and appealing for funds or asking for an opportunity to explain SNCC and perhaps help set up a fund drive or Friends group there.

4. The school newspaper, as we're sure you realize, is a major aid or hindrance to any fund raising. We will be glad to put any school newspaper on our mailing list to get all the releases and publications of SNCC. You

should encourage them to write stories on SNCC (or write the story yourself and get them to publish it) or write letters to the editors. Do this before fund raising events.

5. Imagination can be useful: Using the reverse poll tax idea at campus elections could be a means to inject something of substance into the elections if nothing else. Have students who are able to speak about the South and about what SNCC is doing go to the living units. Get names of really interested persons for our mailing list - it keeps them informed, and if they leave and go to another school or get some money we will keep our contact with them through mailings.

Keep us in touch with what you are doing.

IV. APPEALING FOR FUNDS

A. Some current needs

You will probably find in any fund drive or continuing fund raising program that your efforts at securing support will be more successful if you can give detailed and concrete information about what money is needed for. Listed below are some of the needs which became pressing during 1963. These projects, programs, and physical needs and others like them will be what money will be used for in the future, and any of these could serve as the focus for raising funds. Funds earmarked for specific programs are noted in the Atlanta office.

1. Support for Field Workers. SNCC field workers operate at subsistence wages. We do have an average breakdown of expenses, which follows. You might organize a drive around securing support for one or two or more field workers for a year.

NEEDED:	Per Month	Per Year
Room, board, personal expenses	120-160	1440-1920
Gas and auto repairs	30-40	360-480
Paper and supplies	10-15	120-180
Phone	10-15	120-180
Office overhead	6-10	72-120
Miscellaneous	20-30	120-180
		<u>\$ 2352-3240</u>

2. Project reporters. There is a real need for someone trained in reporting urgent atrocities, collecting data on complaints and investigating local problems, and taking pictures, to be stationed with each SNCC project. This person would relieve the field staff of the burden of these tasks and take responsibility for developing these skills in local citizens.

NEEDED: Up to 10 reporters at \$3,500 each.

3. Stenographer for office. For more than two years the SNCC office staff has functioned without stenographic help.
NEEDED: One stenographer at \$4,000.

4. Travelling secretaries. We have a need for travelling secretaries whose primary function will be to assist in trouble shooting in local areas. Permanent staff often need relief or aid.
NEEDED: Six travelling staff at \$5,000 each. (Includes transportation and other expenses.)

5. Cars for projects. The success of our field projects depends on mobility. We have tried to use second hand cars, but we found that used cars do not hold up under the strain of the driving our field secretaries must do on rural roads. Since we work in communities where people cannot afford automobiles, we must be in a position to provide transportation to take them to register and vote.
NEEDED: 13 cars at \$1,800 each.

6. Buses. Our movements in deprived areas have reached a stage where numbers of people must be moved...to workshops, trials, visits to jails, outings, on canvassing trips for registration. We have rented buses in the past, but local people who own buses use them mostly for hauling day laborers and will not rent them to us. Further, one Mississippi citizen who rented us his bus lost his permit.
NEEDED: 4 used buses at \$3,000 each.

7. Audio-visual equipment. The need for this is clear. There is no such equipment available in the areas where we are working and we must have audio-visual educational materials. The need for filming and taping our ongoing work and the treatment of Negroes in the areas where we work is also important, not only for our use, but for documentation of these cases for official prosecution.

NEEDED: 10 cameras at \$150.00
Four 16mm projectors at \$625.00
Film and processing costs (estimate for a year)\$1,000.
10 tape recorders at \$180.00
Tape (estimate for a year) \$500.00
4 slide projectors at \$50.00

8. Scholarship fund. While we ask students to work on a sacrificial basis, we do feel that we have an obligation to help them with their education later. We are attempting to set up a scholarship fund which can receive monies tax-exempt for students who wish to return to school after work with SNCC or who have lost their financial assistance for schooling because of their civil rights activities.
NEEDED: Money in unlimited amounts.

9. Welfare fund. We must be able to assist people whose husbands or breadwinners are denied their livelihood because of their civil rights activities. This is a constant problem in the deep South areas where we work. We are planning a welfare fund which will be used for this purpose.
NEEDED: Money in unlimited amounts.

10. Mississippi Project - physical needs. The Mississippi Voter Registration Project is operating out of a two story building in Greenwood. The building is perhaps the best one available in the community and has become a center for various meetings and citizenship training sessions, as well as providing facilities for the feeding and housing of staff members. However, the building is in need of remodeling and equipment is needed. Projected facilities would include an adequate kitchen, office space, and library facilities.

NEEDED: \$4, 000 for remodeling and refurnishing.

11. Staff workshops. The accelerating pace of civil rights activity in the whole country makes it imperative that we have an opportunity for staff training. In addition, SNCC sees one of its functions as providing leadership training to student-age staff members who are going to provide leadership in the South in the years to come. Projected staff workshops would take place year round and would focus on goals of the movement, nonviolent techniques, political education, and the training and developing of local leadership.

NEEDED: \$5, 000 for materials, transportation, housing and feeding of staff at workshops.

12. Not included in the above are the continuing needs of SNCC - publications, pay for office staff, office equipment, telephone, transportation for necessary trips by the chairman and executive director, rent for the Atlanta office, etc. We assume that you know these needs exist and that your fund raising efforts will take them into account.

B. Materials Available from SNCC

We have a number of materials which can help you in your fundraising efforts.

1. Film: "We'll Never Turn Back" This film about the lives of the people in the Delta of Mississippi and our work there was produced through the efforts of the Bay Area Friends of SNCC in California. It is available to groups working for SNCC and runs about 30 minutes. Each of the Friends of SNCC groups has a copy and the Atlanta office has copies for distribution. The film and suggestions for its use are available from Friends offices or from Atlanta on request.

2. SNCC Buttons. The Atlanta office has available pins in black and white with the SNCC crossed hands emblem and the letters "SNCC". We are unable to keep large stocks on hand, but we can supply them to groups doing SNCC fund raising in limited amounts. We do not charge for them and we ask that they be sold for \$1.00 each in the North. Southern affiliates receive them free. They can be sold for fund raising or can be given out to people doing soliciting as identification.

We have larger pins available with "We Shall Overcome" and "Student Nonviolent Coordinating Committee" on them. They are available at \$5.00 per hundred and can be used in the same ways as the above.

3. **Photographic Exhibits.** Each Friends of SNCC group is supplied with an exhibit of 20 photographs about our work. The photography is by Danny Lyon, SNCC staff photographer, and is excellent. The photographs can be used for display in a public place during the drive, to accompany a speaker, or as an admission-charging exhibit. The exhibit can be secured for your area from the Atlanta or New York office or from the Friends group nearest you.

4. **Literature.** We can supply bulk reprints of stories about SNCC or of our publication, The Student Voice, to groups having drives. Please order in advance of the date the drive begins, so we can ship by bus.

5. **Records: "Freedom in the Air", "We'll Never Turn Back"**
Both of these records are available from the Atlanta office. Both are sold at \$4.00 each. Selling the records is a good fund raising device and any group having a fund drive should have the records for use in groups with speakers, to publicize the drive, to learn the songs of the movement. "Freedom in the Air" is a documentary of the Albany, Georgia movement. "We'll Never Turn Back" is a recording of freedom songs by the Freedom Singers. Both are excellent, well worth the money.

C. Fund Raising Plans

In addition to the uses to which you can put the materials available from SNCC, there are a few other special fund raising ideas which we have developed. More information is available on any of these programs on request.

1. **Voluntary Poll Tax.** Student groups in the North developed a plan of handing out flyers and setting up contribution tables at polling places during elections. The flyers ask that voters make a contribution of \$1.00 or more as a "voluntary poll tax" to help SNCC workers registering voters in the South.

2. **February 1st Concerts.** February 1st is the anniversary of the sit-in movement. While concerts are good fund raising programs all year round, February 1st is one date which is very significant to SNCC and to the movement in the South. Large benefits on that date are very appropriate ways to raise funds, as well as providing a method of educating the North to the work SNCC continues to do.

3. **Freedom Stamps Campaign.** SNCC needs physical equipment for field offices and for the Atlanta office. This can be purchased with trading stamps of any kind (Green Stamps, Blue Chip, etc.). Supporters who cannot give money can give stamps. We ask that drives for the stamps be organized on a community wide basis and that the stamps be put into books.

4. **Speaking Tours by staff members.** We can arrange for a field staff member to be in your area for speaking engagements, but it is much

easier to schedule his time if you can arrange for fund raising programs for a week or two weeks in your area. This saves transportation costs for several visits and allows for a full and coordinated fund drive in a given area.

5. **Food and Clothing Drive.** We have a continuing need for staple foods and good used clothes to help people in the areas where we work. Often the local citizens suffer economic hardship as a result of their participation in the movement, and even those who are not fired live at below subsistence levels. The Atlanta office can be contacted as to where the food and clothing should be sent.

D. Other Methods of Soliciting Funds

In addition to the fund raising projects suggested by the materials we have available for your use, there are several standard fund appeal methods which you can use:

1. Letters sent out to selected mailing lists is one of the easier approaches. Their effectiveness is enhanced if the mailing concentrates on what SNCC's efforts have been in a special area and details on what the money is to be used for. Try to get the mailing lists of organizations whose head is on your list of sponsors. It is good if the sponsors will sign the fund appeal letter. If you are short on workers, try to get the organization to give you the addresses on tape or already on the envelope.

2. Collections at meetings of community organizations should be tried. Have students or community people who are willing and able speak at these meetings for SNCC (and also see individuals). Community organizations (from women's clubs to "keep your block clean" groups), churches (particularly in predominantly Negro areas where a personal visit to the pastor or priest helps spread the movement in addition to getting contributions), labor union locals, ADA and other liberal cause groups, and other civil rights groups; all these should be approached to hold collections for SNCC - with someone from your group speaking if that is possible.

3. Handing out leaflets with special appeals for funds has proved quite successful. Two hundred dollars was collected in money sent in by mail as a result of leaflets handed out a year ago outside a Pete Seeger concert in downtown Chicago (right after the criminal anarchy charges). Collecting food and money outside supermarkets for the starved-out Mississippi Negroes was an effective means of appeal and makes contributing very convenient. Going door to door with leaflets and shopping bags can be a profitable project for food and money in some neighborhoods. Every time SNCC leaflets are handed out, the message hits more people who may remember SNCC at some more convenient time.

4. Personal appeals for funds: Every area has a number of well-to-do liberals who can contribute substantial amounts of money, but who will

only contribute if personally approached. Your sponsors may be able to give you at least a start of names.

Building up a reservoir of regular contributors to SNCC is a pressing need and interest at this time. SNCC's work is in areas of the South where long term resistance is a fact. Getting people to pledge \$1, \$5, or \$10 a month to SNCC could tide us over the summer months, for example, when contributions come in rather slowly. Over a period of the next year SNCC should be able to find 10,000 people who will be willing to become regular contributors in bringing freedom to the South. Mailings that are sent out should include, in addition to an "urgent" appeal for funds, an appeal for regular contributors.

5. Benefit Concerts are probably the most successful single fund event SNCC has used. There are a number of artists who are willing to hold benefits for SNCC, however, their commitments limit their participation. In all areas, local talent should be considered and pursued; this adds more artists to the list of those interested in SNCC and is quite successful financially. The Atlanta office, the Chicago Friends of SNCC, or New York Friends of SNCC offices should be notified of your plans, and can help in securing performers.

In addition to big name artists, SNCC has its own Freedom Singers, a group of young SNCC staff members. Contact the Atlanta office for further information.