

873 Broadway  
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New York, N.Y. 10003  
November 30, 1970

TO ALL FINANCIAL DIRECTORS AND BRANCH ORGANIZERS

Dear Comrades,

November 1970 Financial Notes

Attached is a chart showing the situation in the party branches with respect to back dues and sustainer owed to the branch. The figures are given in percentages -- the percent of money pledged by the members in October that was still owed to the branch at the end of that month. Watching branch performance in this area is a central task of the branch leadership since a major part of the party's income comes from these voluntary pledges of our members. The branch budget is figured on the expectation of collecting a certain percentage of the sustainers pledged by the members and if this expectation is not realized, all areas of branch functioning are hampered.

Branches operating with a serious discrepancy between the amount pledged and the amount collected should consider these possible sources of the problem as a first step toward turning the situation around:

(1) The leadership has not paid enough attention to regularly talking to comrades to ensure prompt payment of pledges. This is the most common source of the problem.

(2) The branch may be still operating on a monthly pledge system. This means that comrades can fall behind more drastically without noticing it than if the pledges were weekly, smaller amounts.

(3) Comrades may have made unrealistically high pledges. If this is the case, the leadership should talk to the comrades concerned and adjust the pledges to reflect more accurately the potential branch income.

The Detroit financial director prints up charts of how much is owed in sustainer pledges every month as part of her report to the branch. She reports: "the charts (sample enclosed) have a definite impact on getting comrades to pay up and keep on time....Also I contact comrades all during and especially at the end of the month if I see that they will be behind and let them know that I will be closing out the books and don't want to show them behind on the chart so they should try to pay up. It really works. It's a social pressure and it has also helped to get comrades to raise pledges and be consistent in paying."

As you can see from the chart, Detroit has only 14% of its pledges outstanding at the end of October and has a \$14 per capita

pledge to the N.C. so they're dealing with sizable amounts of money.

\* \* \*

A number of branches report that they have begun to work with the YSA financial directors in their areas on tuning up the finances of the YSA. The party has the responsibility to set the example in this area and collaboration on finances can also help the party financial picture in the long run.

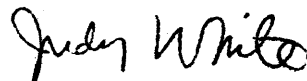
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Last month we reported that the Boston bookstore was able to pay the branch \$50/month rent. A letter from the branch organizer came in this month correcting this information -- the bookstore pays the branch \$125/month rent! The letter goes on to say, "The guidelines we generally work with -- and these are recently established guidelines -- are that a minimum of 60% of our income from sales each month has to be reinvested in the store just to replace stock -- maintain our levels. After this another 3% goes for Mass. Sales Tax. After paying the constant sum of \$125.00 each month for the rent we are thusly left with \$97 on \$600 sales, \$134 on \$700 sales, or \$171 on \$800 sales, etc. to increase stock levels, buy new equipment (adding machine, etc.) or make general improvements. One rather large expense lately, for instance, has been \$90.00 worth of advertising in Boston After Dark to drum up new business. Next month we'll be putting out a special poster for paste-ups on the bookstore, and so forth."

\* \* \*

These reports from Boston and Detroit are what we need more of for the Notes -- from all the other branches. The experiences of one branch -- both the negative and positive -- are very helpful to others in tuning up their financial apparatus.

Comradely,



Judy White  
National Financial Director

DUES AND SUSTAINER OWED TO PARTY BRANCHES  
Figures as of end of October 1970

<u>Name of branch</u>	<u>Percent of what pledged for October still due at end of month</u>
Atlanta	31%
Austin	89% (end of May; most recent report received)
Boston	61%
Chicago	81%
Cleveland	20% (end of August; most recent report received)
Denver	0%
Detroit	14%
Washington, D.C.	5%
Houston	32%
Los Angeles	48%
New York	70%
Oakland-Berkeley	60%
Philadelphia	75% (end of September; most recent report received)
Portland	0%
San Diego	87%
San Francisco	145%
Seattle	59%
Twin Cities	14%

DETROIT SUSTAINERS: WEEKLY

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<u>Name</u>	<u>Amount</u>	<u>Arrears</u>
Ma...	\$25.00	0
Li...	25.00	0
Ro...	23.00	0
Ev...	20.00	0
Sa...	11.50	0
Ge...	10.00	10
To...	10.00	0
Ba...	10.00	0
Do...	10.00	0
Je...	9.00	0
Wa...	8.00	0
Da...	8.00	0
Ca...	8.00	0
Ja...	7.00	57
Hi...	5.00	0
Jo...	5.00	0
Jo...	5.00	0
Ed...	5.00	10
Te...	5.00	0
Jo...	5.00	0
Ge...	4.60	0
Mi...	4.50	0
Su...	4.50	0
Mi...	4.00	0
Mi...	4.00	0
He...	4.00	0
Ge...	4.00	16
Pe...	4.00	0
He...	3.70	0
Ru...	3.70	0
Ba...	3.00	0
Ed...	3.00	0
El...	3.00	18
Ha...	3.00	0
Lo...	2.50	0
Ma...	2.00	0
Jo...	1.00	55
Bo...	1.00	0
Pa...	.75	0
No...	.75	0
Totals	\$275.50	\$166.00