873 Broadway
New York, New York 10003

March 30, 1968

TO ALL ORGANIZERS AND CAMPAIGN DIRECTORS

Dear Comrades:

As you are aware, we are conducting the most extensive and effective presidential campaign in party history. It is also by far the most costly. For example, we have already printed over 700,000 pieces of literature for the national campaign alone.

Such expenditures require extra local fund-raising efforts. We would like to call attention to certain aspects of this activity which are under-cultivated.

1. Speaking Fees. Many colleges which invite candidates to appear will, if asked, pay fees, traveling and personal expenses for the speaker. This can be a significant supplementary source of income for the national campaign. Such fees for Halstead and Boutelle should not be absorbed into local quotas but sent to the national headquarters which is responsible for subsidizing the campaigners.

2. Special Contributions. The current scale of the campaign would not have been possible without special contributions from individual supporters of the Halstead-Boutelle ticket. Local campaign directors should look for sympathetic sources to supplement the efforts made by the National Campaign Committee to secure extra -- and extra large -- donations.

3. Please note that the well-planned takeoff of the national campaign, beginning last September, was almost wholly subsidized through the National Campaign Committee. Now that the campaign is well underway in most localities, we cannot continue such subsidies but must rely more and more upon local fund-raising efforts to keep the campaign going on the same scale.

4. Tour quotas in most places have been set at a modest figure. This is only the minimum financial obligation of the localities. The total raised should be well above that sum.

5. Detroit has been outstanding in raising special campaign funds. It has raised about $1,400 for that purpose. Most other cities are lagging behind.

6. Every branch should have appointed an election fund director by now. Has your branch done so? Have you sent the name of the director to us? Have you developed plans for election fund raising? Let us hear from you on this matter.

There are seven months to go in this unprecedented campaign. We cannot afford to let our activities slacken midway because of sagging finances.

Fraternally,

George Novack
Treasurer: National Campaign Committee

873 Broadway
New York, N.Y. 10003
March 30, 1968

To All SWP and YSA Organizers

Dear Comrades,

The Militant, in conjunction with Young Socialists for Halstead and Boutelle, is publishing a special "Choice 68" edition to be widely distributed on campuses during the final few days before the Choice 68 voting.

The special "Choice 68" edition will be published in addition to the regular weekly editions of The Militant, and will be designed for massive free distribution. Present plans are to publish 100,000 copies. The purpose of the special edition will be to introduce students to the Socialist Workers election campaign and to acquaint them with The Militant.

In addition to winning people to our campaign, we hope to increase the circulation of The Militant itself through the distributions.

Bundles of the special issue will be sent to every active YSHB organizer and group throughout the country.

In order to distribute 100,000 copies, we are urging every local area to order thousands. New York intends to order between 15-20,000 and Los Angeles, 10,000.

They will cost branches and locals only 1¢ each. That comes to $100 per 10,000. Please send your order to the campaign committee immediately so we can decide on the precise press run. They will be printed and mailed out so that you will receive them some days before April 24. You should also plan to have distributed in advance the blue Choice 68 brochure, so that maximum effort can be made in getting the special Militant out.

Comradely,

Doug Jenness
Doug Jenness
Assistant Campaign Director

Barry Sheppard
Barry Sheppard
The Militant

- -
Send to: Socialist Workers Campaign Committee, 873 Broadway,
          New York, N.Y. 10003

Name.................................

Address.................................

City................State...........Zip........

Number of special issue..........