

CONFIDENTIAL

TO ALL ORGANIZERS AND CAMPAIGN DIRECTORS

Dec. 15, 1967

Dear Comrades,

The 1968 Socialist Workers presidential campaign provides us with an opportunity to contact for contributions the traditional circle of financial supporters of progressive movements, defense cases, the National Guardian, and the antiwar movement. This sector has long been almost totally closed to direct contribution to the SWP.

However, the unprecedented scope of our 1968 election campaign, and its character as the sole oppositional antiwar ticket at this time, creates new possibilities of reaching into these circles (many of whom are contacts we have made in the antiwar movement) and widen our own financial periphery.

In every area there are a number of such contributors who should be approached in the same way that they have been approached by the National Guardian, defense committees, etc.

One method, which is very familiar to these circles, is the holding of private receptions or cocktail parties. When the candidates come to your area on tour, private receptions should be organized where Fred or Paul can present a more intimate account of their activities and successes to prospective contributors.

The reception should be held in the home of one of this circle of supporters and invitations should go out from the host. A collection should be taken and pledge cards should be available and pledges solicited.

In previous election campaigns, our periphery and circle of sympathizers was too small to make such receptions feasible or worthwhile. However, with the growth of the antiwar movement, which has groups of contributors accessible to us in every area and with the favorable response already expressed for our campaign, these receptions could be very fruitful.

A second method of raising funds for the campaign is to systematically visit all the potential contributors in your area, describe the campaign to them, show them the literature published by the campaign committee, and ask them for a contribution. Again, lists of contributors to the antiwar movement will be very useful.

The attached message, sent by James Aronson, former editor of the National Guardian to the October 28th rally in New York, indicates what kind of response can be obtained and should be used in fund raising activities.

The tour quotas assigned to each area barely cover the cost of the tours and represent only a minimum that is to be raised. In order to conduct the kind of far-reaching and dynamic campaign that has been projected, every area will have to do its share in helping to raise the necessary funds.

Reports on how receptions were organized and the response to them should be sent to the national campaign office along with any other fund-raising ideas.

Fraternally,

George Novack
National Campaign Treasurer

Message from James Aronson, former editor of the National Guardian, to an October 28th rally for the Socialist Workers 1968 Election Campaign.

"It makes eminent good sense that you joined the two reasons for your meeting tonight. Whether one agrees entirely with the course of the Soviet Union since the Revolution, or whether one agrees entirely with the politics of the Socialist Workers Party is not material. For my part, I may have some differences with each; but I am eternally grateful to the memory of Karl Marx that the Revolution took place and that the SWP exists to carry on the struggle for socialism in the United States.

The joining of the overriding issues of peace and racial equality--as embodied in the life and work of the two candidates--testifies to the clear understanding by the SWP of the nature of the domestic and world crises. These crises cannot be separated because the source of both is right here in our own country.

In this time of decision for radical Americans, there can be only one question: Which side are you on? And the only possible slogan follows from this question: Know your enemy and support your friends."