

MEMO : Small Fund Raisers
TO : Dennis
FROM : Theresa
DATE : March 15, 1982

To reach the objective of winning the 1984 Senate Campaign, two essential ingredients will be an organization and money. The basic function of a fund raiser is to raise money. However, other candidates have used this type of event as an organizational tool. A test of any organization is the level of commitment and participation at the local level. The success of the fund raising event can therefore be measured by the number of workers, the number of individuals attending, the publicity generated, and the number of dollars raised for the type of function. Some events may only raise \$500. and be a success while others which raise \$2000. may be a failure.

Included in this packet are the following sections :

1. Goal
 2. Schedule
 3. General overview of common items to every small fund raiser
 4. Types of events & how to make them a success
 5. Specific examples by type of event
 6. Mechanics of reporting
- > see Oct. 1982 revision.*

As of April 1, 1982, we have 40 weeks in 1982, 52 weeks in 1983, and 6 weeks in 1984 to reach the goal of \$200,000. This is an average of \$2000. per week. Some of those calendar weeks are inappropriate for fund raising. (Christmas, Chanukah, Easter week, etc. and long week-ends and popular vacation times except in high tourist areas like the Cape and Berkshires) The other problem in 1982 is the competition for funds because it is an election year for C. D.'s, statewide, and a U.S. Senate race. The goal has been adjusted for this.

Section 1. and 2. are not for general distribution. However, the other sections are written as a possible draft manual for field use. Your comments and recommendations of this draft will be gratefully accepted.