

P.O. Box 471 Cooper Station  
New York, N.Y. 10003

January 29, 1972

TO ALL ORGANIZERS AND FINANCIAL DIRECTORS

Dear Comrades,

One of the major lessons the YSA learned in last fall's financial campaign was the necessity of outside fundraising. An average of over 50 percent of our total income came from sources outside of our own membership. This money was raised mainly from the campuses by such activities as book sales, movie showings, donations from sympathetic professors, setting up speaking engagements for honoraria, etc.

Speakers Bureaus

The major source of campus funds is from honoraria for speakers. As the best builders and leading activists in today's mass movements, our speakers have a large receptivity among students. We want to apply for honoraria on every major campus, taking the approach that it is our speakers who are talking about the issues students are most concerned with. Because of the lessons learned about organizing our finances this fall, we are in an excellent position to raise money through honoraria while at the same time spreading our ideas to radicalizing students. Last fall many locals in regional centers established speakers bureaus for the first time. This provided us with an apparatus to get our speakers onto campuses throughout the country while at the same time raising thousands of dollars to build the YSA. Last year over \$13,000 was obtained through honoraria for 95 revolutionary socialist speakers. As we gain more experience in this new area of work, it is reasonable to expect that in 1972 we can raise well over \$13,000 through the speakers bureaus--if locals begin organizing now.

We have proved this fall that the money we need to function can be obtained if we tap the resources of the campuses. As outlined in the financial report, we want to see professional functioning speakers bureaus established in every regional center this spring. Locals that have not already done so should form a speakers bureau committee. In addition to the speakers bureau director, comrades from the financial committee, campaign committee, regional committee, and campus fractions should be assigned to the committee. To best coordinate the related activities of these different areas of work it is a good idea for them to be represented on the speakers bureau committee. It is especially important that there is communication with the locals in the region since most of them are campus based locals that can raise a lot of money through honoraria. Some locals have already found it necessary to put on a full-time speakers bureau director. Once the speakers bureau is functioning, it should be more than able to subsidize a comrade to work full-time on it. At this point locals should be in the process of choosing their speakers and having a professional looking brochure printed. Since money from school budgets is allocated early in the semester, we want to have our material out immediately. Because we will

be competing with other speakers bureaus for funds, it is essential that our brochure and other material be as professional looking as possible. The enclosed check list goes into detail about the steps involved in setting up a speakers bureau.

Regular mailings and articles in The YSO will be sent out from the National Office on the progress of the speakers bureaus. In order to better coordinate the speakers bureaus, it is important that reports be sent into the N.O. on experiences that locals are having. We would also like to request each local to send in 25 copies of any material they put out, such as the brochure, so we can send them out in mailings to all the regional centers. To help keep our files up to date, the attached questionnaire should be sent in as soon as possible.

### Regional Exchange Tours

In the fund drives last spring and fall, the YSA conducted regional exchange tours to raise money through honoraria. Each region released a comrade for two weeks in November to go on tour in another part of the country. Where the tours were well organized, they played an important role in helping locals meet their fund drive quotas.

This spring the YSA National Office feels that regional centers have developed their speakers bureaus to the point where local speakers can raise as much money as could be gotten from a person coming in on tour. Instead of having a regional exchange tour this spring in every region, we are leaving the decision up to the regions whether to have someone come on tour or not. If regional centers would like to have a comrade from another region come to their region on tour, this can be arranged by contacting Louise Goodman at the National Office.

### YSA Film

The YSA film, To Make A Revolution, was seen by most comrades at the convention in Houston last month. We are now in the final stages of getting the prints made, and they will be ready for locals to order in two weeks.

We are encouraging regional centers to buy their own copies of the film and incorporate it into their speakers bureaus. Besides being an excellent recruitment tool, there are real possibilities for making money with the film. If the film is included in the speakers bureau brochure or special promotional material is done for it, chances of obtaining honoraria for a film-plus-speaker combination are good. The cost of buying the film is \$125 and the rental fee is \$50 for three days. Since most locals will not be able to pay the entire \$125 in advance, we are asking that an initial \$50 be sent in to the National Office with regular payments following. For rentals, \$25 must be paid in advance.

Comradely,



Louise Goodman  
YSA National Office