

WOMEN IN FUND-RAISING

Women's Division in New York Federation was only beginning to be appreciated, we raised \$275,000 for the campaign. Last year the women gave four million. Reading the figures of the extraordinary progress of women in

fund-raising throughout the country, the handwriting on the wall is clear. Soon every fund-raising unit will have its women's division prepared to do its share to meet the needs of the community.

THE WELFARE FUND CAMPAIGN IN SOUTHERN ILLINOIS

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THE Jewish Federation of Southern Illinois operates in 62 different towns scattered over an area of 18,000 square miles. The farthest community is 155 miles from the office of Federation. The general chairman of the 1946 Welfare Fund Campaign lives 115 miles from Campaign Headquarters.

There are about 800 Jewish families in the area. The total population is estimated to be around 2,800. The largest Jewish community has about 170 families and is in a town of 80,000 population. No other single community has more than forty families. Some of the towns have as few as three or four, and one has only one Jewish family.

The entire area is divided into ten Councils which may be said to be Jewish "communal watersheds." These Councils are not uniform in size of Jewish population or in distance of the towns included from the Council center. Each one of the Councils has a community building of one sort or another, which is used for religious services, meetings, social affairs, etc.

Each Council has its officers and Board of Directors and its representatives on the Board of Directors of the Federation and on all Federation committees. The smallness of the Jewish population limits the scope of Jewish communal activities.

There are few Jewish organizations—a B'Nai B'Rith lodge and auxiliary and a Temple group.

All funds are raised, collected and allocated by the central organization, the Federation. The allocation process is that generally followed by Federations. A budget committee studies requests from agencies and institutions and makes its recommendations to the Board of Directors, which makes the final decision.

Fund raising in Southern Illinois has been on a high level. The first Welfare Fund Campaign in 1942 netted \$56,000. It went up to \$90,000 in 1943, \$130,000 in 1944, \$165,000 in 1945, and this year our goal is \$329,000.

The 1946 goal means a rate of giving equal to nearly \$120 per man, woman and child, which is more than four times the average rate of giving for all American Jews necessary to raise \$100,000,000 for U. J. A. and \$40,000,000 for other current Jewish philanthropic programs.

The Jewish Federation of Southern Illinois has earned for itself an excellent reputation as a fund raising organization in the last five years. Its 1946 record may not equal the tripling, quadrupling and quintupling of some communities, but this may be because we started from a higher level.

There are no millionaires among Southern Illinois Jewry. Ours is largely

a population of middle class retailers, with a handful of small manufacturers, and a few doctors, and lawyers. With very few exceptions all of our people are self-employed. Our largest gift this year is \$18,000. We have two \$5,000 gifts, one \$4,000 and two \$3,000. In 1945 we had a total of 1,100 contributors.

Last year 30.5 per cent of our contributions accounted for 80 per cent of our campaign goal as contrasted with a norm for Welfare Funds of about 15 per cent of the contributors donating about 85 per cent of the total raised.

Our Welfare Fund Campaign is centrally directed, but is organized on the basis of a separate campaign in each of our ten Community Councils. We have a general chairman and a chairman of the Women's Division for the central organization and a chairman and women's chairman in each Council. We begin early in January or February, when we schedule a meeting in each of our Councils with a speaker from either U. J. A., U. P. A. or J. D. C. We repeat the following month. The general campaign chairman attends all these meetings and addresses them briefly on the work of the Federation and the forthcoming Welfare Fund Campaign. Generally the Council Campaign Chairman is selected at the first monthly meeting.

We term these, our "educational" meetings, as contrasted with the actual fund raising meeting in each Council, which occurs in April or May.

Central meetings for the entire area are difficult to hold because of the distances involved. Such meetings must be of tremendous significance and of unusual appeal to bring attendance from 50, 100, and 150 miles away. Nevertheless, we do hold a number of such area meetings during the year.

1. The annual meeting of the Federation.

2. Four or five Board of Directors meetings.

3. Two budget committee meetings, one before the campaign to set the goal and the other after the campaign to recommend final allocations.

4. This year we had a central Big Gifts meeting in April which launched the campaign.

Extraordinary efforts are expended to draw attendance to all meetings, particularly to the Big Gifts and Council Campaign meetings.

Because we are dealing with a small total potential attendance, it is essential that a large percentage of the potential attends. Otherwise all effectiveness of a meeting is lost. This point may require some explanation. When the total potential attendance is 1,000 and only 10 per cent attend, it is still a sizable meeting. But when the total potential attendance is only 50 and only half attend, there is danger that a meeting of 25 people cannot be dramatized sufficiently to be effective. Generally attendance at both the educational meetings and the Council Campaign meetings is adequate, i.e., it only infrequently falls below that indefinite minimum which makes a meeting merely a parlor gathering and which limits a speaker's effectiveness.

Pledges are called for at the Council Campaign Meetings. We come into the meetings with two or three bellwethers and we generally raise 60 per cent of our funds there from big and small contributions.

This year for the first time we had a central Big Gifts meeting. It drew an attendance of over a hundred, netted us more than 25 per cent of our goal, and what is more important generated an enthusiasm, and set a level of giving which has carried over into the local Council Campaign meetings and throughout the campaign thus far.

Comparative giving is possibly more important in our tiny Jewish communities than in the larger communities, and the coverage is almost 100 per cent.

It is hard to keep from knowing what one's neighbor has given when there are only twenty or thirty neighbors, and it is hard to keep one's neighbor from knowing what one has given himself. There would seem, therefore, to be little reason for publicizing the contributions in a year book. Nevertheless, it is generally felt that the publication of a Year Book for the first time this year, just before the campaign opened, had a wholesome effect upon our campaign.

PUBLICITY

Our people throughout the year are never too far away from contact with the campaign. While most of the Councils do not meet regularly or frequently, nevertheless they do meet a number of times between campaigns, and at such meetings the fund raising aspect of the Federation is presented and discussed by the Executive Director or the Federation President or the Council Chairman.

Our official publication, "The Southern Illinois Jewish Community News," published monthly throughout the year, and with two extra Campaign issues has proven to be an effective year-round publicity medium. It reaches every potential contributor and we have every reason to believe that it is read.

Mailings of items supplied by U. J. A. are used sparingly. This year we used only two—the booklet "Who Shall Live and Who Shall Die?" and the booklet, "Our Child Survivors." These were mailed a month apart in between the issues of our paper.

We pay particular attention to the form and content of our notices of meetings. We have found mimeo-

graphing to be more flexible than printing, and we are partial to colored paper. We use letters on the stationery of our campaign chairmen extensively to recruit attendance for meetings. Publicity in the general press is not used to any great extent except in the one community where we have what for us is a large Jewish population, 170 families in a town of 80,000. We have no difficulty getting articles, or even editorials into the press, but we are not convinced that it is of particular value for our campaign.

OUR SPECIAL DIFFICULTIES

Perhaps the greatest of our difficulties is our lack of means to dramatize the campaign. That difficulty faces us at every step. We cannot, for instance, benefit from the enthusiasm which can be generated at a workers report meeting, because we do not in any one of our Councils need, or have, or can recruit a sufficient number of campaign workers to stage two or three report meetings with full play for drama. Our handicap in this area deprives our campaign of glamour and prestige value. There is prestige in being campaign chairman in a community of 50,000 Jews or 10,000 or even 1,500, but there is nothing but hard work in leading a campaign in a half dozen scattered towns with a total Jewish population of 50 families.

Another very real difficulty stems from the fact that our people with few exceptions are retailers, tied to their stores, with little time to spare, particularly in these times of labor shortages.

Nevertheless, Southern Illinois struggles along as best it can despite geography and the logic of numbers and when the tally is made, the record for some mysterious reason, comes out quite adequate.