

MS-763: Rabbi Herbert A. Friedman Collection, 1930-2004. Series H: United Jewish Appeal, 1945-1995.

Subseries 4: Administrative Files, 1945-1994.

Box	
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Folder 3

Student Coordinating Committee for the Israel Emergency Fund. 1971.

For more information on this collection, please see the finding aid on the American Jewish Archives website.

3101 Clifton Ave, Cincinnati, Ohio 45220 513.487.3000 AmericanJewishArchives.org

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Russ Goldsmith was in the office May 21st. He told me that they had sent out a solicitation letter last week to Jewish students. The letter was processed by CJF but they themselves did the mailing. Russ said that they will be on campus for about another month yuntil commencement (Harvard is later than most campuses) and they will try to wind up the campaign.

Last year the mailing produced \$1500 of which \$300 was allocated to UJA. All money raised this year will go to UJA.

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The purpose ofgoing to Michigan was to show "Let my people go" to the leaders of the Jewish fraternities and sororitdes. 10 people showed up and we got gifts from 7 of them for about \$150. The campaign itself stands a little over \$1,000 and solici= tation should end by May 26.

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Mark Edell and I went to Northwestern to help run the campaign on its most basic level, i.e. we solicited in the dorms going from room to room and door to door. Mark Wolf the campaign chairman, simply did not have enough workers including Mark Edell and myself there were most 8 people soliciting. However, the people we did hit responded well with an average gift of \$24. The campaign now stands at \$1490 and should reach \$2000. Allan Hecht has done virtually nothing as is the case with Keith Auerbach. Yesterday we went to solicit Keith, a past summer mission participant, who had not yet made his gift. Keith, whom I had spoken to before about this matter and who I think should be giving between \$100 and \$150 filled out a pledge card for \$25. We refused to accept it. Just one more example of the sterling quality of past summer mission participants.

During this time Mark Edell and I also attended the CJFWF and UJA Young Leadership Regional Conference being held in Chicago. We saw Howard Kival but he did not talk to us and we also attended a work shop in leadership development which proved to be a rather tedious exercise involving rather tedious people. It We were afraid that the federation might be developing its own SCIEF but they don't even know were to begin and can't even begin to contact students. Prof. Allan Polleck spoke on Seviet Jewry and was very good and should be used on college campuses. Neil Katz told us that the Chicago Federation had allotted \$2000 for students to go to Israel as well as \$2700 more for students to attend National Jewish Conferences, while at the same time substantially cutting its allotment to Hillel. A step in the right direction!

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I went to Rhode Island for 2 reasons, to help wrap up the campaign and to meet with one of the founders of the new Jewish Student Magazin.

As for the campaign, the response of the people I contacted has been good. The average gift being S11 .-. However, many of the workers were having problems covering their cards, so the cappaign consequently had been draging on for a while. I set down with the chairman, Carolène Hellman and Michael Lynn, to discuss the closing of the campaign. We agreed that those cards not covered by now probably remain uncovered and that the solicitation should stop by May 21st, with cash collection being attempted to end by May 28th. Since this time we felt perhaps that we could get the Providence Federation to help us in the billing as \$500 are yet outstanding. This, however, will have to be followed up. The main problem with this campaign was lack of tight enough control of the workers and the tremendous amount of time the campaign draged on. Also Michael Lynn was a problem. Even though the was chairman, he did very little and in fact didn'y even make his gift until May 17th. Then I managed to pin him down giving \$25.with the understanding that he will give more later, if he was able to. Our figures for the number of Jewish students at URI was high. The number is closer to \$300 or 400 than 600 or 800. I expect this campaign to end up mar between \$1200 and \$1500.

As for the magazin I met with its managing editor, Jac Friedgut. The name of the magazin is "Challenge" and the editor is Prof. Marnin Weinstein of CCNY. As far as I can tell the magazin is funded on an individual piece meal basis, has no systematic means of distribution, and has a conservative orientation and outlook. The last factor is due to the fact that the editorial board constists mostly of adults who have made a magazin not directed to students as they originally intended, but to adult audiences.

DO NOT WRITE BELOW THIS LINE said, however, that he would welcome an article by us. Pehhaps we should think it over.

INFORMATION

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I first spoke with Mr. Bernie Olshansky around 2:30 PM. Mr. Leonard Bell advised me that Mr. Olshansky was eager to meet with members of our committee so we could lay ground rules and make plans for next years campus campaigns in the Boston area. Our conversation was short and we really only discussed the best time for a meeting. Due to lack of time in the next few weeks, we decided to make the meeting very early next September.

About an hour later Rhoda Kopstein called me. She told me she just finished speaking with Mr. Olshansky and heard of the scheduled meeting next September. Rhoda asked if it would be possible for me to attend a meeting before I go to Israel so she could start working on plans for next year during the summer. Rhoda first asked me to chair the meeting "because" I handled things like that so well, and was so easy to work with". After the words of flattery, she started to tell me her recommendations for next year. The main point was that she felt we should have a fieldman (a student) in the Boston area. I agreed with that because we have already started to make plans for this type of arrangement. I went on to tell her that this field person would work with the Federation but would not force any of the student chairmen to do so. We would, of course, recommend that our chairmen work with and begin to understand the Federation. Rhoda agreed but came up with one last point. She wants our fieldman to be hired and paid for by the national SCCIEF, be a member of the committee, attend occasional national meetings, but be directly responsible to Boston Federation - namely Rhoda Kopsteil I told her that while I try to be reasonable and flexible, this was one point I could not give into. This was absolutely out of the question. Rhoda and I discussed this for a while and she felt that this would be detrimental to the Federation in the long run while I felt that it would not be good for our relationship with the students, it would in a sense force the chairmen to work through the Federation, and most importantly Rhoda has no reason to be the "boss" of our fieldmen. We know how to train our fieldmen and how to run a campus campaign - both of which Rhoda is not capable of doing. Take note that the last point I made I didn't tell her because at that time I saw no reason to hurt her feelings. I told her that even though we seemed to disagree on this issue we still had to have a meeting and come out with a conclusion that would be acceptable to all parties since it is imperative that we have a good working relationship next year. At the end of the conversation she advised me that she would take a "raincheck" on the meeting and would get in touch with me later.

I think it quite evident that Rhoda called with the idea of warming me up so I would accept her recommendations and work to put them igto action. When I didn't fall into her plan she then wanted to simply forget my participation in her work. In the beginning of the con-

on unothical and upprofessional approach towards me I see no reason to honor her request to

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Andy Tisch called today to report that the campaign has raised \$5001. He is mailing us a bank draft for \$4,730.11. Cornell raised \$2,200 in 1970. Andy gives their accounting as follows:

\$4,730.11	cash remitted
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Barry Silverberg was in the office on May 13th. Barry will be the campaign chairman next year. The campaign this year mever got off the ground. Paul Ruffer, the nominal chairman, just couldn't get things done - he was too involved in other things. Don Gould, of the Young Leadership Cabinet, was in constant touch and pushed hard to no avail. However, Don proposed Barry for the chairmanship next year. Barry seems very enthusiastic and knowledgeable and wants to do a job.

Barry reported that they had raised \$1,042 through a fast in connection with their Soviet Jewry Vigil. They got 1042 students on the meal plan to forego one meal and the University gave them a check for \$1,042. Barry turned the money over to Executive Director Morton Adell who credited it to the Israel Emergency Fund.

Barry told me that Hillel on campus is being turned into a new organization to be called "Jewish Student Alliance". He asked for materials to study over the summer, which I gave him. We will be in touch early in September to start getting things organized. Don Gould will participate actively and we have to get off to an early start.

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CC: HAF

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Rick Levin called to report that they have raised \$2,025.

Rick will be in Israel the first semester, at the Jacob Hiatt Institute of the Hebrew University. He will be back in Rochester on January 5th. David Sharon is graduating and will not be on campus next year.

Rick said that he and David have not been able to find a new chairman for 1972. He will take over upon his return to campus and set up the campaign. He will keep in touch with us.

SHA/I

cc: HAF IB

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This campaign has netted \$1700 todate and should be wound up next week. Co-chairmen Carol Braun and Samdy Adler will be attending school in Israel next Fall and new leadership will have to be found.



cc. HAF IB

ME/f

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Campaign totals a little over \$3600. Most of the on-campus cards have already been covered, about \$600 in cash remains outstanding. However, campaign staff is working diligently to collect these over a period of the nexttwo weeks. Some solicitation is continuing and I am projecting the final figure for this campaign to be in the neighborhood of \$3800.

cc. HAF

ME/f

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Chairman Leah Rubin informed me that her campaign had collected \$300 out of a Jewish student population of 1500. The campaign was run through Hillel and did not use our Manual or materials. Leah sent letters of solicitation to all the Jewish students at the Univ. of Missouri and Stephens College. The returns from the letter netted \$200. She attempted to follow up with personal solicitation, However, Betrofixher her group of workers shexwasxemiyxablextex did not make leadership gifts and could only collect \$1 and \$2 gifts. The total raised this year is double what was raised previously, which does not say much. An intense sh search for new leadership needs to be done early next yearf ith or without Rabbi Piemontel's approval.

cc. HAF IB

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I visited this campus and spoke with Marvin Tick and David Goldman who had expressed interest in running the campaign on this Champagn campus.As previously reported Jewish activities here are widely dispursed and no one group has the power to influence others in joint programming. The chairman for the campaign felt that they needed the support of all thn Jewish groups on campus and their efforts were wasted in trying to bring about a coalotion. This mistake will be avoided in the future. It should also be noted that the Hillel Rabbi here is responsible to a student planning board and this board refused to do fund-raising this year. The Rabbi did not attempt to influence the board either way. I would recommend that next year Hillel be completely avoided and other ways be found to obtain names of Jewish students. Because of the large number of Jewish students who attend this university a concerted effort should be made to open this campus next year. Unfortunately, we were overextended in this area and were not able to give this campaign the attention it needed and deserved.

cc. HAF IB

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Chairman Mark Wolf and I continued to recruit and train workers. The campaign totals \$835 to-date, this being workers gifts primarily. Since time is running out I told Mark that I felt a maximum effort should be made on two or three heavily populated dormitories. We have also managed to recruit enough workers to cover the fraternities and sororities. Off campus students will be reached by telephone campaign and Mark will work with Young Leadership, especially Neil Katz on arranging for phones and other facilities. I will return to this campus next week and continue to assist as time grows short.

cc. HAF IB

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Zvi Bistricer scalled today to report that their drive is about finished. They have raised \$1,800. He expects to get a little more money from the three student councils - hopefully \$50 - \$100 each.

Zvi will bring the money to our office next week for transmittal to 58th Street - as he calls it.

He also reported the Stern College has raised about \$900 with a little more to come in (separate report).

SHA/f

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I led a workers' training seasion of about 30 people. The meeting lasted about 3 hours and the people there really seemed inspired. We were originally planning to have one more meeting before we would let them go out to solicit but by the end of the night, many of them said that they wanted to go out right away and that they didn't need another session. So we sent them out, and the campaign is under way. So far it has about \$800 in. Everything is fine.

cc. HAF.

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I want down to an all night/igil in celebration of Israel Independence Day. The program was at the Jewish Community Center and was designed for high school kids. Seventy-three kids attended, and I was invited to speak by Fri Spivek, the Federation Executive, who like most adults, is a total idiot and was of no help whatsoever. Anyway, I spoke to the students, impressed them tremendously, and we had about 50 gifts for \$819.00 (some of the students took their cards home to make a gift later on). One of them, a girl named Dale Rafal, said she and some of the others in attendance would start a local hgih school campaign, and she asked for some materials. The meeting was a great success except for the typical fact that most of the adults present got in the way the with their goddamn big mouths and pomposity. It's a lot easier to work with high school students rather than college students because the former haven't been around long enough to become as cynical and as hardened and as skeptical as the latter.

cc. HAF

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Mark Edell and I led a meeting of 115 people, at which we showed "Lat My People Go" and tried to raise money and recruit workers afterwards. Paul Korda and David Bale sort of blew it afterwards when despite our telling them many times to do so both the week and the hours before the meeting, they failed to send out worker's sign up sheets and \$25555252 collect cards. We did manage to get 23 gifts for \$545. Fortunately, the people who filled out cards put down their phone numbers also so that we were able to contact them latr to be workers. This is really depressing. If good people don't do what you tell them to, what are the chances for bad people following instructions? Anyway, Paul plans to start workers' training over the next few days, and then solicitation for he next 2-3 weeks.

> cc. HAF IB

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RAISED	RAISED REGULAR REG. COMPARED LAST YR.				RAISED	RAISED SPECIAL SPEC. COMPARED LAST YR			ANSWERED		
REGULAR	C10 R	CURRENT CAMP.	LAS	T CAMP.		SPE	CIAL C	C10 S	CURRENT CAMP.	LAST CAMP.	1 talling
CURRENT R	AISED	VE STEAM	Caller,		COMP LAST YR V	ALUES CU	RRENT	RAISED			COMP. LAST TR VALUE
C	C22-29				CC30-37	342 22		CC22-29		A AGE IN	0030-37
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ALUES C	C38-45				CC46-53	V	LUES	CC38-45	and Change in		CC46-53
EST. FI	NAL	Contraction of the	CT T		DEATHS & REMO	VALS ES	τΠ	FINAL			DEATHS & REMOVAL
TOTAL RA	ISED	1.2.2.1.4.1.1	TAR. YE	197-05-01	TOT RAISED LAS	ST YR	TOTAL P	AISED			TOT RAISED LAST Y
	C54-61	The states of	hard and		CC62-69	100		CC54-61	and the second sec		CC62-69
EST FI	NAL			2200	ALLOTMEN	T ES	T F				ALLOTMENT
ALLOTMENT	CC70.77		1	and the second	LAST YEA	100	OTMENT	and the second second			LAST YEAR
CH TO	DATE			ANA	mic	A 1.	CASH TO	DATE		DIS-E TH	
	1.1	THE REAL PROPERTY.	-	STAAT	DATE	ALL DAY	NEXT C	30.8		1. 1. 1. 1. P.	DATE

cc.HAF IB

IN THIS SPACE	and the second s	NITY CODE CC12-21	COMMI	/71	DAT 4/28		n	F R O M H. Abramson	Sam	
		TYPE OF CAMPAIGN		ALLE .		CC8-9	EAR	UNITY. STATE. YE	COMM	
States S	REC'D	MB WF	IND C	/71	4/27		UNIV	IGAN STATE	MICH	1000
NOTED BY	REFERITO	OPENING DATE	CAMPAIGN			ECIAL GOAL		U.J.A. INCL. FOR		REG. GO
	HAF	E Later Ly E	11-20-20-20		PHONE			1000		
	Pr	TYPE		OF CAMPA	PORTING RESULTS		a las sentres		TYP	DATE
	ANSWERED	RAISED SPECIAL SPEC. COMPARED LAST YR.				LAST YR.	RAISED REGULAR REG. COMPARED LAST YR.			
	LAST CAMP.	CURRENT CAMP.	L COLO S	SPECIA	In Carton	T CAMP.	LAS	CURRENT CAMP.	C10 R	EGULAR
MP LAST TR VALU	00		ENT RAISED	LUES CURR	COMP LAST YR VA	T.			ISED	URRENT R
030-37	10	STREET, BAS	CC22-29	1941	CC30-37		Con R		22-29	6
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C46:53	C	Lis Lis a fra	1ES CC38-45	VALL	CC48:53	4	-		38-45	ALUES C
DEATHS & REMOVAL			FINAL	ALS EST.	DEATHS & REMO	COLUMN T	18,80	La serie de la	AL	EST F
TOT RAISED LAST	THE PARTY OF		TAL RAISED	TYR TO	TOT RAISED LAS	and the second		a start and	SED	TOTAL RA
62-69			CC54-61	173	CC62-69	x	1	Var and the second	C54-61	
ALLOTMENT	L. K.C. THE	I Land and	FINAL	EST.	ALLOTMEN	Real Property in	1000	19191	AL	EST F
LAST YEAR		19 - C. 20	MENT CC70-77	ALLOT	LAST YEAR	S Company			CC70 17	LLOTMENT
		CU	SH TO DATE	CA	EDUC	AAA			DATE	1 10
			IEXT CASH	AND DR. LIN	DATE	CONTINUES.	13 19			NEXT C

Paul Korda called to report that their campaign was now under way and going well. Mike and Mark's meeting with them Sunday night was attended by 115 students and they raised \$500. There are now some workers meetings this week and face to face solicitation will get under way next week. Paul said that the local community is supporting them by paying for ads.

cc: HAF IB

	1. / E.U.
TTAT	APR281971
To: SCCIEF	I ACTER TO
From: MICHAEL ROMANOFF	DATE
Campus: PURDUE	5/177
STATUS REPORT	
Cash \$ in to date: 1131.43	ANSWERED
Pledges outstanding to date: UNKNOWN AT PRE	SENT. HAIF
Combined total raised to date: 1131,43	(2
Number of gifts: <u>95 + proceeds from Purim</u>	Carnival
Date of campaign completion: <u>APRIL 30</u>	
1971-72 Chairman : JAMIE WICZER	

Please give your evaluation of the following:

		Excellent	Good	Fair	Poor
I	Campaign Manual				
11	Buttons Israel Must Live Red Fist			/	
•	Blue Israel) /		
111	Posters Hagana Ship Israel Man Against Wall Mark White Promise of Freedom Woman and Child Let There Be Life				
	Det mere be bile				

Did you find our cooperation helpful? Did you use any of our speakers? <u>NO</u> If so who? Please comment:

As you know this is the first year we have been working on campus. We would appreciate your comments and criticism to help us in planning for the 1971-72 program. Thanks and kindest regards.

I WILL UPDATE THIS AS SOON AS POSSIBLE REFORE SENDING IN MY FINAL REPORT _ Miles

	\mathbf{R}
T/T	APR281971
To: SCCIEF	in St REFER TO
From Lilly Campus: American	SHTA
Campus: American	5///
Cash \$ in to date: 250.00	ANSWERED CEIF
Pledges outstanding to date:we are not	taking pledges - no billing 2
Combined total raised to date: 230.00	0 0 Agentie
Number of gifts:	
Date of campaign completion: when I gt 1	verything back
1971-72 Chairman : Subly Duluch	1501 0
ARCHIV	
EVALUATION	

Please give your evaluation of the following:

		Excellent	Good	Fair	Poor
I	Campaign Manual				
II	Buttons		1.		
	Israel Must Live	11 20	VL		
	Red Fist		VI		
	Blue Israel		14		
III	Posters	1	2/		
	Hagana Ship		2		
	Israel	11 minute	U.	-	
	Man Against Wall	VIT V	-1		
	Mark White	S.			· · · · · · · · · · · · · · · · · · ·
	Promise of Freedom	V			
	Woman and Child	V_			
	Let There Be Life	X		÷	

Did you find our cooperation helpful? not especial the Too If so who? can't remember the Too name - tour guide for matly Israel fast year for a.U. - reft year should be easing Did you use any of our speakers? sugh the money raised may not be too

feel we have entributed greatly As you know this is the first year we have been working on campus. We would

appreciate your comments and criticism to help us in planning for the 1971-72 program. Thanks and kindest regards.

	State of the second	a second	- Contraction		1000	1000	MENO
The structure of the	FROM	C. S. S. S. S. S. S.	DATE	CCI-6 COMM	UNITY CODE CC12-	FIELL) MEMO
Sam H. Ab	ramson		4/27/71	2		DO NOT WR	ITE IN THIS SPACE
		R COS	DATE OF CONT	ACT TYPE	OF CAMPAIGN		
INTVERSTEV	OF ROCHESTE	R	4/26/71	IND C	OMB WE	REC'D.	
REG. GOAL	U.J.A. INCL. FOR		and a second second second second	T CAMPAIGI	N OPENING DATE		Contraction of the second s
Contraction of the second		The States	PHONE XX VIS	ят 🗍	/ /	110	Contra /
DATE TYP					ТУРЕ	AR	
Sam H. Abramson 4/27/71 DO NOT WRITE IN THIS SPACE COMMUNITY. STATE. YEAR COSP DATE OF CONTACT TYPE OF CAMPAIGN UNI VERS ITY OF ROCHESTER 4/26/71 IND COMB WFI REG. GOAL U.J.A. INCL. FOR SPECIAL GOAL CONTACT CAMPAIGN OPENING DATE DATE PHONE VISIT DATE DATE DATE COMPLETE THIS SECTION WHEN REPORTING RESULTS OF CAMPAIGN MEETING DATE DATE DATE DATE TYPE SPEAKER ATTENDANCE MO. OF GIFTS DATE NEXT MEETING TYPE RAISED REGULAR REG. COMPARED LAST YR. RAISED SPECIAL SPEC. COMPARED LAST YR. ANSWERED CURRENT RAISED COMP_LAST YR VALUES CURRENT RAISED COMP_LAST YR VALUES CURRENT RAISED COMP_LAST YR VALUES CC22-29 CC30-37 CC22-29 CC30-37 CC22-29 CC30-37 EST. FINAL DEATHS & REMOVALS EST. FINAL DEATHS & REMOVALS							
						PANDEL CONTRACT PERCE	
REGULAR CCIO R	CURRENT CAMP.	LAST CAMP.	Mature Tak	SPECIAL CCIO S	CURRENT CAMP.	LAST CAMP.	The seal of the
and the second s		Seller a		of many many second			COMP LAST YR VALUES
and the second sec			and the state of t				OUTSTANDING VALUES
Contraction of the second second second						221122	
EST. FINAL			DEATHS & REMOVALS	EST. FINAL		and the second second	DEATHS & REMOVALS
TOTAL RAISED		and the second	TOT RAISED LAST YR	TOTAL RAISED		ALT PLEP SEL	TOT RAISED LAST YR
CC54-61	and the second second		CC62-69	CC54-61	La contraction	Se Com	CC62-69
EST. FINAL	States Billing	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	ALLOTMENT	EST. FINAL	A CONTRACTOR	and the same	ALLOTMENT
ALLOTMENT CC70-77	1		LAST YEAR	The second second second	Property and the second		LAST YEAR
TO DATE			roici	The second second	ICLI	191929	
NEXT CASH	Carles 21	AUVI	DATE	NEXT CASH	DI		DATE

Rick Levin called to report on the campaign. They will reach \$2,000 in the next week or so. They have about 75 workers, of whom 40-50 were good. Average gift from workers is \$15.-. Of the eight sub-chairmen only four were really good. Total number of students reached is 350-400. Mailing going out to seniors whom they have not reached for personal solicitation. Rock feels that the drive was generally successful, they had lots of publicity and the whole campus knows about it. Will get a good start next year.

They have no friction with Hillel. Rabbi Joseph Levine is very co-operative and helpful and a lot of the Hillel kids made good workers. They have involved a good cross section of students. Rick is disappointed that they will not reach their goal of \$3,000 but feels that raising four times as much as 1970 is a pretty good result, they have gained valuable experience and will do better next year.

cc: HAF IB

	HAF
	RECEIVE
To: SCCIEF From: Caroline Hellman	APR261971
Campus: University of Rhode Island	NOTED BY REFL. TO
STATUS REPORT	DATE . SHA
Cash \$ in to date: \$444.00	
Pledges outstanding to date: \$40,\$130	ANGINEDED
Combined total raised to date: \$900.00	ce 1B
Number of gifts: <u>MM</u>	
Date of campaign completion: <u>Epril 24,197</u>	(2)
1971-72 Chairman : yet to be deci	ided

Please give your evaluation of the following:

	Ex	cellent	Good	Fair	Poor
I	Campaign Manual	-		<u> </u>	
II	I Buttons				
	Israel Must Live		- A. F		
	Red Fist		/		
	Blue Israel				
III	II Posters		5/		1.2.2. 1.2. 1.2.
	Hagana Ship		1		
	Israel	2 12	9	-t-	
	Man Against Wall			1	
	Mark White				×
	Promise of Freedom	_			the second s
	Woman and Child				
1.00	Let There Be Life				
Did	d you find our cooperation helpful?	absol	stely	•	
Did	d you use any of our speakers?	100 1	f so who?	Mitc	bloth d
Plea	lease comment:	2		mic	hael, Holdber
m	notch was instrumental	101	pringia	us.An	the . r
100	itial organization of	the c	mpaigh	D-CFU	cial to
8-t-	the abriences .		14		
le	Mike spoke to a tew	gran	ps of 7	octentic	el workers
As :	you know this is the first year we	have bee	n working on	n campus.	We would
app	preciate your comments and criticis	m to help	us in plan	ning for t	he 1971-72
mmou	Thomks and kindoot nogenda				
4	got us of good, Kids in general,	Deo	ple. His	> ILUD	202
00	n Kids in Generat.	has	10 sted	: theo	ughout.
790	a comparign. I only	dicion	he co	uid t	1000e

				It is the	11/11/	
		1	HAF .	APR	2 5 1974	
To:	SCCIEF			-HOLD BE	I mind 10	
From	n: CORINNE GOLDSTE	5.00		ut ti	STIA EME	
Cam	ous: WELLEDLEY COLL	30		1		n.
	1	STATUS REPORT			H.	
Casl	n \$ in to date: _//4/.	27		ANSWELLED	(3	
Plea	dges outstanding to date:	169.75 +	\$ 1000.00	from a	faculty memb	
	pined total raised to date			-	,	
	per of gifts: 119 stud					
Date	of campaign completion:	May 7	1 campaign c	resiconly forms	And Bat plaiges	
	-72 Chairman : I'm un				least and any	ent
	leader xn, p	to next year	- I win	t be let	ngo more	
*	. wellisting th	EVALUATION	new us	ze plans	Finis~	
	Please give you	ur evaluation of	the follow	ing:		
		Excellent	Good	Fair	Poor	
I	Campaign Manual	ML7	X			
II	Buttons Israel Must Live			1		
	Red Fist		X	1		
	Blue Israel	×				
III	Posters Hagana Ship	×	~			
	Israel		×		~~	
	Man Against Wall Mark White	String T		X		
	Promise of Freedom	SET >		X		
	Woman and Child	X				

Did you find our cooperation helpful? 4es!

Let There Be Life

Did you use any of our speakers? $\frac{1}{163}$ If so who? M_1k_2 <u>Getablerg</u> Please comment: I thought he was goed in that ometion usually mores deep to out particularly when combined with the amount of facts that he presented Bor 2 had to smooth over ruffled feathers of girls who either feit that he had come down too hard on them or who were turned off by the amount of emotionalism-they feit it was an insult to their intelligence and for retendents As you know this is the first year we have been working on campus. We would appreciate your comments and criticism to help us in planning for the 1971-72 program. Thanks and kindest regards.

I think what has been dene this first year is great, but it really worries in some what when I wonder how many or how tew, of the campaigns could not have made it on their own I don't the the committee should become so powerful that the success of most campaigns depends on the presence of one of the members of score i pushing things along the whole time. In the first year of operation, this dependence was probably inevitable, but I think in the future the societ. should help "setting up new campaigness but should make more of an edlege campaignes, (and providing speakers, poster, literature, etc.) offort to make particularly the campaignes not just being set up, more self-sufficient. What kind of leadership are we building if everything is dependent on societs?

AMERICAN JEWISH

RCHIVE

HAF	REGEIVED APR261971
To: SCCIEF From: ZVi BISTRICER	NOTED DI REFERTO
Campus: YESHINA COLLEGE STATUS REPORT	2
Cash \$ in to date: 500 CAHP Pledges outstanding to date:	ANSWERED EROM 4/20-30
Combined total raised to date: 500 Number of gifts: 100	
Date of campaign completion: <u>APRIL 30</u> 1971-72 Chairman : <u>2VI BISTRICER</u>	SH

Please give your evaluation of the following:

		Exce	llent Good	Fair	Poor
I	Campaign Manual				TO YESHINA COLLEGE
			BECOUSE OF	YESHINAS DIFFI	Prilt
II	Buttons '			FROM	SET-UP
	Israel Must Live			1 1107	HER WLIEGES
	Red Fist		~	5/	-63
	Blue Israel			/	
III	Posters	2	· vat./		
	Hagana Ship	/	AUL	the second	
5	Israel	Sec. 10			
	Man Against Wall	~PV			
	Mark White	1.00			
	Promise of Freedom			V	
	Woman and Child				
	Let There Be Life				
	· · · · · · · · · · · · · · · · · · ·				
Did	you find our cooperation	helpful?	VES		

Did you use any of our speakers? $\frac{100}{100}$ If so who? Please comment:

As you know this is the first year we have been working on campus. We would appreciate your comments and criticism to help us in planning for the 1971-72 program. Thanks and kindest regards.

	C APR2219/1
To: SCCIEF	
From: Joyce GREENSERS Campus: Simmons College	
Campus: Simmons Collige	Stiff.
STATUS REPO	ANSWERED
Cash \$ in to date: 1112.67 plus) tulal = \$1502.67	390.00 pledged three tone federations
Pledges outstanding to date:	2 the
Combined total raised to date: 1770	.17
Number of gifts: 193 (recence to day	t) + 28 (outdendie pledge)+5 (feduction)
Date of campaign completion: 3/1	9/71
1971-72 Chairman : Joze Geert	

EVALUATION

Please give your evaluation of the following:

		Excellent	Good	Fair	Poor
I	Campaign Manual		1	h-	
11		and any fac	ult.		
4.1	Israel Must Live		/		
	Red Fist		1500		
-	Blue Israel				
III	Posters	1.	2/		
	Hagana Ship	/	2		
	Israel		1	/	
	Man Against Wall	1mm	V		
	Mark White			Allowed and the	~
	Promise of Freedom	7			
	Woman and Child		~		
	Let There Be Life		1/		

Did you find our cooperation helpful? yes Did you use any of our speakers? yes If so who? <u>Pauli Borenten</u> Please comment: The didn't speak on whee I wanter - yet she Was net effective on the player who attended, who alcerdy "believed" - and then please increased.

As you know this is the first year we have been working on campus. We would appreciate your comments and criticism to help us in planning for the 1971-72 program. Thanks and kindest regards.

From: BARbARA Leby Campus: U. of Conn.	REGEIVED 'APR221971
STATUS REPORT	NOTED BY REFER TO
Cash \$ in to date: \$ 2236.80	DATE
Pledges outstanding to date: 3 1,200	SHA
Combined total raised to date: 23,536,80	
Number of gifts: 8300	ANSWERED
Date of campaign completion: 2	
1971-72 Chairman : MZRICAN IEWISH	

Please give your evaluation of the following:

11		Excellent	Good	Fair	Poor
I	Campaign Manual		~		<u> </u>
11	Buttons		143	• 1 (+ 1) ()	
1	Israel Must Live		~	1	
1. 1.1	Red Fist	V.		1	
4	Blue Israel	7	-	/	
III	Posters			automate.	14 1 A 14
	Hagana Ship		1		-
	Israel	A statements of the			
	Man Against Wall	N N	1		
	Mark White	NEV V			
	Promise of Freedom		V		
	Woman and Child		~		
1	Let There Be Life		1		-

Did you find our cooperation helpful? - If so who? Mike Traub U.ª Did you use any of our speakers? Mike, Goldberg, Bob Weiner he to lecture-ish & unemotional. Please comment:

inudued. to those plready interesting OULA As you know this is the first year we have been working on campus. We would appreciate your comments and criticism to help us in planning for the 1971-72 program. Thanks and kindest regards.

to lecture-i

(P)

From: Sandy Diversion	F	REC	CIVE	- 17
To: SCCIEF From: Saly Sibertin Campus: Uof Mr. STATUS REPORT			EIVE 221971	
Cash \$ in to date: 9/100 -	1.0	NOTED BY	REFER	TO
Pledges outstanding to date: \$50	11.5-5	1968	12.2	BATE
Combined total raised to date: #150			SHA	+
Number of gifts: 15			1	1
Date of campaign completion: April 25		ANSWERED		C

Please give your evaluation of the following:

		Excellent	Good	Fair	Poor
I	Campaign Manual		1	~	
11	Buttons			1 Co	1.5
	Israel Must Live		No.	-	
	Red Fist				
8	Blue Israel	-	2/		
III	Posters	J. 1844	2 / 3	1	
	Hagana Ship	1 mm	2	-	
	Israel	A.			-
	Man Against Wall	Jost /			
	Mark White	CIP.	1.		
	Promise of Freedom		~		
2.	Woman and Child		1		-
	Let There Be Life	· · · · · · · · · · · · · · · · · · ·	×		

Did you find our cooperation helpful? Did you use any of our speakers? Please comment:

As you know this is the first year we have been working on campus. We would appreciate your comments and criticism to help us in planning for the 1971-72 program. Thanks and kindest regards.

Extremely disupported that I was injosed upon re.

Trom: Barry Block Campus: Hunter College	REGEIVEL APR221971
STATUS REPORT	NOTED BY REFER TO
Cash \$ in to date: 7863 Pledges outstanding to date: \$104	SATA-
Combined total raised to date: \$890	ANSWERED

Please give your evaluation of the following:

-	Excellent	Good	Fair	Poor
I	Campaign Manual	x	1 ser	<u></u>
II	Buttons	11-1	14.	and the
	Israel Must Live	x	1	
	Red Fist	the 1		x
	Blue Israel	$-\Phi$		
III	Posters	. 1		
	Hagana Ship	x		
	Israel	x		
	Man Against Wall	Y		
	Mark White			
85	Promise of Freedom	x ·		
	Woman and Child	x		
	Let There Be Life	X		

Did you find our cooperation helpful? yes Did you use any of our speakers? <u>no</u> If so who? Please comment: used film "Never again to be deried" fair.

As you know this is the first year we have been working on campus. We would appreciate your comments and criticism to help us in planning for the 1971-72 program. Thanks and kindest regards. SCCIEF

University of Rochester From:

Campus:

To:

Cash \$ in to date	:; <u>5</u>	70.00		\$1	4/21 720.00
Pledges outstandi	ing to date:	0			
Combined total ra		and the second second	70.0 0	# 1,	720.00
Number of gifts:	approx.	300 but	havenot mad	e an offic	al count
Date of campaign	completion:	May 25		RE	GEIVEI
1971-72 Chairman	:	Levin	Co. Chair ?		APR221971
Ple		EVALUATION r evaluati	I VES		D BY REFER TO
free tarte .		Exce	ellent Good	Fair	Poor
I Campaign Man	ual	Exce X	ellent <u>Good</u>	Fair	
I <u>Campaign Man</u> II <u>Buttons</u> Israel Must Red Fist Blue Israel		<u>Exce</u>	<u>ellent</u> <u>Good</u>		
II <u>Buttons</u> Israel Must Red Fist			<u>ellent</u> <u>Good</u>	ANSWI	
II <u>Buttons</u> Israel Must Red Fist Blue Israel III <u>Posters</u> Hagana Ship	Live		<u>ellent</u> <u>Good</u>	ANSWI	

Posters and Mike effective in creating a receptive atmosphere ong

Please comment:

campus.

As you know this is the first year we have been working on campus. We would appreciate your comments and criticism to help us in planning for the 1971-72 program. Thanks and kindest regards.

I will have more to say when the empaign is over. Basically, one criticsm. In the infromation we gave to our workers, we concentrated on immigration and absorbtion. Our kit was for the

most part, compiled from various material Dave and I had: everyone got a copy of the <u>Jews of Silence</u>, Myths and Facts, a thing on the Warsqw Ghetto, and what I have included here. To make it easier for future Campaign leaders, there should be suggestions and samples of the type of material that should be in the kit...in the Campaign Manual. (Which was excellent, by the way...)

AMERICAN JEWISH

1

ARCH

You guys did a great job!

You'll hear from me soon

Rick Levin

Goals and Objectives of the

University of Rochester Student Appeal for World Jewry

The reason for the campaign is broadly, to increase student's concern as Jews for other Jews in the world. In a more narrow sense, primary aims of the campaign are to reach and involve apathetic Jewish students on campus in their commitment to Israel and to make students more fully aware of the problems Israel and World Jewry faces, and the role the UJA plays in helping slove these problems. Thus, education is the main goal and objective of the campaign. We hope that the practical outcome of this education is the realization by students that the only viable means of active commitment, (short of Aliyah!), is a monetary contributuiop.

A crucial secondary aim of the campaign is to begin the process of forming a core group of committed students on campus who in the future, will continue to implement the objectives stated above.

In view of the fact that we believe that a monetary contribution represents the only <u>realistic</u> avenue for demonstrating and actively supporting Israel and World Jewry, the outcome of a successful education campaignnecessarily entails significant individual contributions. The implication of the above is that the leadership of the campaign, both sub-chairmen and workers, should set the level of contributions of the campaign.

From: Campus: Barnard STATUS REPORT		RECEIVED APR21 1971		
Cash \$ in to date: \$ 18	NOTED BY	REFER TO		
Pledges outstanding to date: 226	JATE	SHA DATE		
Combined total raised to date:				
Number of gifts: <u>20</u>	ANSWERED			
Date of campaign completion: May 7				

3)

EVALUATION

Please give your evaluation of the following:

		ナナ	Excellent	Good	Fair	Poor
I	Campaign Manual	never	received		<u> </u>	
11	Buttons Israel Must Live Red Fist Blue Israel	ale	there	\equiv		
	Posters Hagana Ship Israel Man Against Wall Mark White Promise of Freedom Woman and Child Let There Be Life	Nonder 1 en in ante conne				
Did	assamble Saist (a	peakers?	EFERTZ	e Sor what t show	the si hado	to the before
appr	ou know this is the seciate your comments ram. Thanks and kin Make 50 mest 92	first year and criti dest regar ace the ac	we have been cism to help ds. the c the c the c	n working us in plat Barnar Barnar	on campus. nning for eont of to outd b	We would the 1971-72

From: Lavid Wolf Campus: Northern Allinois W. STATUS REPORT		EIVED R21 1971
Cash \$ in to date: _\$1,100	NOTED B	BY REFER TO
Pledges outstanding to date:	DATE	SHA
Combined total raised to date: #1200	4	
Number of gifts: <u>350</u>	ANGINERI	ED
Date of campaign completion: May / 1971	Landites	ce il

Please give your evaluation of the following:

San Carlo I		Excellent	Good	Fair	Poor
, I	Campaign Manual		\mathbf{X}	<u> </u>	<u></u>
II	Buttons			100	
	Israel Must Live			-	
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On April 14th I spoke briefly with Roger Kaplan who is ill with the possibility that he is suffering from monocleosis. He had just returned to campus and has not been able to do very much. He told me that he expects to work out peace with Hillel.

On April 19th I spoke with Russell Goldsmith. He is planning to show two films on May 9th. He also offered to solicit some students and arrange for a mailing. In addition he is going to speak with Professor Michael Walzer in an effort to finalize the working arrangement with Hillel.

or

cc: HAF IB

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Met with Jeff Kurzweil, who told SHA he was willing to be chairman. Jeff is very good; highly incisive, perceptive, and organized. He also knows how to raise money, and he agreed with our methods. His problem is that it's late in the year (school ends June 1st) and that he lacks workers. As a consequence, he's resorted to a perfunctorymailing. We tried to put a meeting together to show "Let My People Go" but lacked sufficient time to do so. I was tempted to let the campaign go until next year, but Kurzweil is good enough to try to put one on now (even it might only be limited to a couple of dormitories). I told Jeff I'd send him some UJA written materials on needs, together with a tape of one of my speeches and that I'd try to get back may 1st for a Kickoff (if not sooner). I later spoke to Elizabeth Hellman and Lee Meyerhoff and got them both to agree to aid vigorously in the campaign, finding them both excellent people and potential leaders. This campus could have a tremendous campaign.

cc. HAF

4/19/71

TO: SCCIEF From: BENNETT GREENSPAN Campus: UT AUSTIN

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Did you find our cooperation helpful? Yes Did you use any of our speakers? Yes If so who? <u>MB. Michael GoldBerg</u> Please comment: Same People said Mile Came on to Strongy + Turned thim off. Same also said the cited for marry to much. Personally I attribute this to the "embarraned flews" on campus, Mo Point I like to ppeak of their flewishness Proudly-Bennett Holenspen As you know this is the first year we have been working on campus. We would appreciate your comments and criticism to help us in planning for the 1971-72 program. Thanks and kindest regards.

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Mike Goldberg and I attended a worker strainings session on this campus at the request of chairman Jeff Glassman. 12 students were present and we raised \$450. - in gifts. Professor Robert Chacen and Gordon Zach's both lectured for a total of $2\frac{1}{2}$ hours, after which Mike and I did a abreviated role playing session. The workers decided to further recruite more workers for the campaign and we will hold another training session this Tuesday before the campaign kicks off. It's estimated that half of the Jewish students on this campus have already made gifts to the Cleveland campaign and this campus will concentrate on 500 Colombus students residents cards. Upon entering the community I tried to contact the executive director, Mr. Mandelkorn, without success on two different occasions. However, since his daughter is working on the campaign I trust that the results of the meeting will be dutyfully reported. Before I left I called him again, he was not there but I did leave word that I would be returning for the meeting on Tuesday.

If it's possible please send a letter of thanks to Gordon Sachs for the assistance he has rendered in this campaign.

OF JAA

cc. HAF

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Mark Edell and I met with the campaign Leaders, Paul Korda and David Bale. Although we're starting late here, the campaign still has a good chance to make it because of the excellent leadership. We did some role playing with the leaders and helped compose a publicity release about a meeting that will be held on 4/25 at which time we will show "Let My People Go," Itll speak afterwards to recruit workers and raise somebody to give some money, and then "It do workers' training. There are 1500 Jews here and we're aiming for \$10,000. I think that we just may be able to make it.

cc. HAF IB

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Dick Krieger called to report that the campaign at Memphis State University had bogged down and never gotten under way. He had tried to find some leadership through Hillel since Federation has put \$5,000 into the campus program. However, Hillel has collapsed. There is no Hillel director - the program director at the Jewish community centre fills that role. There was resistance to a fund-raising drive and Dick could not find anybody to take the leadership. He believes he had made a start for next year and will follow up.

Dick had ordered materials from us and he used them for his Teen Age program. He found them very effective. The Teen Age campaign raised \$3,000 as compared to \$500 last year.

SHA/f

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In a telephone conversation yesterday, Rabbi Joseph Levine, Hillel Director, said, "You've been a blessing to us. We're having a good campaign and it all started from your office and the boys you sent up."

It was good to get this unsolicited testimonial.

cc: HAF IB

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I have never seen such collectively poor leadership as there is at OSU. It consists of of Jeff Glassman (a former mission participant), Judy Mandlecorn (the federation exec's daughter) and a kid named (Topolofsky). Except for the lattermost, they lack dedication, worrying instead about meetings (meetings which at this late date are vital to the success of this resuscitated campaign) interfering with their schoolwork. They all kack brains, brains to even plan the simplest aspects of the program or to inspire their workers. Mark Edell, Gordie Zacks, and I conducted a worker-training meeting for about 14 kids. WE we them a lot of information in 3 hours time and managed to turn them on. We collected for \$400, but more importantly we got the kids to ask to have another meeting on 4/20 to do more workers' training (the chairmen almost stiffed this attempt). I don't think there's much chance of a good campaign at this school at this late date with this leadership.

CC. HAF IB

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Att. SHA. Interview Andrea(Andy) Schwartz Drake

Andy Schwartz is a soph. at Drake Univ. in Des Moines, Ia. and also happens to be the daughter of # Ben Schwartz of Marshalltown, Ia. His gift for 1971 is in the neighborhood of \$200,000 beaners.

Andy is ready to open up Drake for Jewish programing inspite of the largely apathetic 400 Jewish students who vegetate there on their parents money. She is anxious to particate in the summer mission because she feels she must incate herself first. Andy has been to Israel with her parents and has been exposed to a Vinitsky provided tour.

She is an attractive girl who has many Jewish friends on campus and could easily involve then when she returns. I think she understands what leadership means and is ready to assume it without hesitation.

I recommend her for the summer mission.

Her father also has an 18 year old sun who will be a freshman at the Univ of Kansas in the fall. Ben would like him to participate because his son definetely has leadership potential. He has gotten up at dinners and told adults who have refused to give to do so and has gotten results. I told Andy what the policy is regarding people with less than a year of college, however, I would expect her father to inquire further.

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Analysis of advanced gifts against last year:

nusber	Amount	1970 gift
1	\$650	#\$325
1	500	175
3	300	0, 100, 50
- 1	250	100
1	200	10
1	150	0
2	100	50, 10
4	75	50, 25, 25, 0
4	50	20, 0, 25, 10

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The worker minimum of #20 is holding up fairly well, although there are a few \$10 worker gifts.

tom to 1-

No dorm figures are available yet. I would place the current total (estimated) at about \$5,000 in advance and worker gifts.

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10.

The Holocaust Exploited: A Contemporary Blasphemy

Emil Fackenheim speaks of the two epoch-making events of our time--the Holocaust and the creation of the State of Israel--and in his words we perceive the emotions of merging historical time segments. Many of our most enlightened and learned sages cannot bear the onerous burden of attempting to comprehend the historical nature of the Jewish people as it is now revealed to us. empt to speak on our behalf now, to Te beb . to try to explicate the purpose of our continued existence and its contemporary thrust, is a task requiring, as a prerequisite, the ultimate in both courage and chutzpah. For our history is not, may not be taken lightly--it is the culmination of millenia of suffering, of songs, of brides and bridegrooms, of joy. of Torah, of destruction. To believe is so simple. And to cease to believe is so simple. To conceptualize is of no great consequence. And to refrain from conceptualizing is of no great consequence. How can we speak when we must be overwhelmed? Can a mute cry out? Do notes which resound through their bodies profoundly move the deaf? Do the blind perceive in their minds' eye the swirl of colors, of banners blowing in the wind, of the prayer shawl pulled over their father's head during the Eighteen Benedictions, the Shemoneh Esreh? How can we comprehend? And how dare we attempt to explain.

Elie Wiesel writes of his experiences: At times, especially at dawn, when I am awakened by the first cry I heard the first night behind barbed wire, a desire comes over me to say to all those illustrious writers who claim to go to the bottom of it all: 'I admire you, for I myself stumble when I walk this road; you claim to know everything, there again I admire you: as for me, I know nothing. What is to be done, I know I am still incapable of deciphering-for to do so would be to blaspheme"...

(Legends of Our Time, A plea for the dead, p. 221)

We dare not utter the obscenity of exploiting our name, the name of our incarnate deity. For our loss is too great, too unbelievable, too overwhelming for the human mind to appreciate. And our rebirth into a visible national entity is, as well, of a dimension of understanding which lies beyond the human. Life for us, or at least for those of us who so care, becomes a struggle to understand a specimen of the periphery, perhaps thus to inject our comprehension a bit deeper into the skin, rather than merely scratching the surface. To face agony continually, to internalize it, to never forget how superficial is our supposed profundity of emotion. And to strive to advance and progress in a manner befitting our legacy, with conscience. dignity, and pride.

If, then, we cannot understand, and, indeed may not speak, how much more so is it upon us not to exploit, not to callously invoke the names, faces, and memory of our brothers in terms which debase contemporaries, not to speak of spirits. How dare we equate the martyrdom of our people with a conscience-easing. Americanese form of charity? Who are we to assuage our guilt by slowly sinking our hands into our pockets, in response to an appeal which goes beyond the claim to explain, but now simply utilizes coarsely. And calls for sacrifice.

The United Jewish Appeal has gone beyond the bounds of the merely presumptive and the merely morally questionable. Its Student Coordinating Committee has sunk to the ebb of disgrace in invoking before our eyes the call of our dead brothers. "Thirty years ago," they tell us, "their backs were up against another kind of wall." But fear not, ye remnant of the destroyed six million, for, just as the UJA saved the Jews of Europe, so it is now saving the Jews of Israel. Awake, ye poor American Juden--sacrifice! Part with your few dollars! Commemorate yourself in the halls of the eternal. Give to the UJA--it will continue its historically glorious work.

"After 4000 years of crawling," we are told, "the Jewish people have a place to stand. Israel." And it is all thanks to the infinite humanitarianism and generosity of those giants of compassion in the American Jewish community-you.

The counter-argument is posed, allegedly in rational terms, that one must raise money for Israel, and that any means that is employed to that end is justifiable. There must, however, be a

morally acceptable limit to what one can tolerate insofar as the utilization of our history and tradition is concerned, and it is up to the individual to determine subjectively where and to what extent such a point is reached. Given, however, that even the despicable form of campaigning currently being employed is deemed morally acceptable, let us ask how it can yield its desired results. The campaign is directed solely towards Jewish college students, and the history of such financial drives on the college campus clearly reveals that financial returns will be, at best, minimal. The goal of the Student Coordinating Committee, then, is not strictly financial, but

aims at the increasing of Jewish consciousness on the campus, among Jewish college students. If this is so, then, the initial reason for utilizing such a public relations campaign is abrogated and subject to serious revision. We exploit our dead brothers, then, not for raising money and saving Israel, but for proselytizing 'the faith' among alienated university students. That 'rational argument', then, has no justifiable basis, either in terms of money-raising or consciousness-raising.

Jews of sterile compassion, with no profound comprehension of our history and our emotions. Crawl, cry, slaughter-the verbs of a psychologically oppressed apologist, both for himself and for his people. And a travesty upon those for whom it claims to speak.

Wiesel continues:

We can only lower our heads and be silent. And end this sickening posthumous trial which intellectual acrobats are carrying on against those whose death numbs the mind. Do we want to understand? There is no longer anything to understand. Do we want to know? There is nothing to know. It is not by playing with words and the dead that we will understand and know. Quite the contrary. As the ancients said: 'Those who know do not speak; those who speak do not know"....The Talmud teaches man never to judge his friend until he has been in his place. But, for the world, the Jews are not friends. They have never been. Because they had no friends, they are dead. So, learn to be silent.

(Legends, p. 225)

Wiesel, who experienced, cannot understand, and cries for silence. Surely we can listen. And surely we can respect our own people. His call may appear to be directed outward; at this time, and in this country, we are our own enemies, our own murderers. And we do not even realize it. — Howard Stanislawski Student Coordinating Committee for the Israel Emergency Fund

29th Floor, 1290 Avenue of the Americas, New York, N.Y. 10019 • Plaza 7-1500

TO UJA CABINET; YOUNG LEADERSHIP CABINET; WOMEN'S DIV. CABINET

NEWSLETTER

April 6, 1971

I. CAMPUS CAMPAIGN PROGRESS REPORT

As many of you already know, the Student Coordinating Committee for the Israel Emergency Fund (SCCIEF) was activated last September. It was created to stimulate and coordinate educational and fundraising programs on college campuses throughout the country. Our major reason for this undertaking was the realization that many Jewish students, although keenly concerned with human problems, were comparatively unaware of or unconcerned with the problems which affect them personally as Jews, and of the life-and-death problems of Israel.

Our first major program was a ten day University Leadership Mission to Israel which ran from December 20th to 30th. During this ten day period the 73 student leaders and SCCIEF members received an in depth look into the problems that confront Israel and the Jewish people. Realizing the needs, these student leaders spontaneously pledged their own money to help UJA raise the funds it needs in 1971, for a total of \$16,350. This figure, while not impressive when we are thinking in terms of \$400,000,000, represents 25% of the total money raised from 400,000 Jewish American college students in all of 1970.

Since December, organized campaigns have begun on over 75 college campuses with the assistance and support of the SCCIEF. As of today \$118,760 has been raised with only two campaigns completed, with the rest either in progress or about to begin. The figures thus far represent a 50% increase over the total raised last year, with a final total of \$200,000 well within reach.

A few campaigns which the committee feels are indicative of the attitude of Jewish students when aware of the facts, are the following:

	1970	1971		
Adelphi University	\$ 900	\$6,135	(compl	eted)
Yale University	4,200	7,500	**	
Boston University	4,200	3,300	(First	40 gifts)
University of Texas	145	3,850	(in pr	ogress)
University of Oklahoma	0	2,700	n	
Indiana University	0	2,900	**	
University of Iowa	51	1,275		
Univ. of Southern California	3,665	5,100	**	H

Director SAMUEL H. ABRAMSON Advisory Board MARC CARESKEY MICHAEL GOLD MICHAEL GOLDBERG RUSSELL GOLDSMITH CHARLES RIBAKOFF ROBERT WEINER April 6, 1971 Campus Campaign Progress Report

II. DODO COHEN MEMORIAL SCHOLARSHIP FUND

Faced with the task of helping develop future leadership for the American Jewish community, the SCCIEF several months ago established a scholarship fund to enable deserving college students to participate in UJA Student Study Missions. On March 11th we learned of the sudden death of Dodo Cohen, in Jerusalem. Having worked with him in the past two years and knowing how much the development of future leadership meant to him we, on that day, named our fund the Dodo Cohen Memorial Scholarship Fund. We feel that this is the most fitting memorial to a man who devoted his life to the objectives that we all work so hard for. We hope that in the coming years through student missions we can develop the leadership which meant so much to Dodo.

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Worked with local leadership in an effort to lineup a good attendance and worthwhile prime gifts for the meeting.

The meeting was held at the home of Ben Fixman. Unfortunately, in spite of HAF's efforts, Fixman refused to make his commitment that evening. However, all the others present reacted extremely well to HAF's presentation and it was reflected in their gifts. Some of the bigger gifts announced, not previously reported, were as follows:

	<u>1970</u>	<u>1971</u>
Louis and Milton Zorensky	\$ 32,000	\$ 50,000
Beaumont Foundation	50,000	100,000
Roswell Messing, Jr.	30,000	50,000
Norris Shenker	35,000	55,000
Joseph Friedman	5,000	25,000
Julian Meyer	40,000	50,000
Richard Yalem	0	25,000
Ralph Raskas	15,000	18,000
I. Millstone	61,000	75,000

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	<u>1970</u>	<u>1971</u>
Eugene Weissman	\$ 30,000	\$ 50,000
Fred Lowy	21,000	24,000
Permaneer Corporation	0	50,000
David Baron	21,000	24,000
Milford Bohm	6,000	12,000
Bernard Tureen	10,000	12,500
Dan Morgan	23,000	36,000
Marvin Deutch	8,000	10,000
Willard Levy	11,000	25,000
Samuel Goldstein	6,000	10,000
Franklin Jacobs	7,500	10,500
Hyman Stolar	12,000	18,000
Dr. Michael Karl	2,800	10,000
Phil Siteman	18,000	30,000

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	<u>1970</u>	<u>1971</u>
Harold Greenberg	\$ 10,000	\$ 13,500
Herman Deutch	10,000	15,000
Irving Shepard	5,000	10,000
Harold and Sidney Duller	6,000	12,000
John Levy	26,000	35,000
Al Colde	7,550	14,150
Al Fleishman	6,500	10,000
Boris Tureen	6,000	10,000
Al Goldfarb	5,000	10,000
Charles Sophie	5,000	10,000
Norris Moscowitz	7,500	10,000
Norman and Simon Rubenstein	7,000	12,000
Avery Fredman	5,000	10,000

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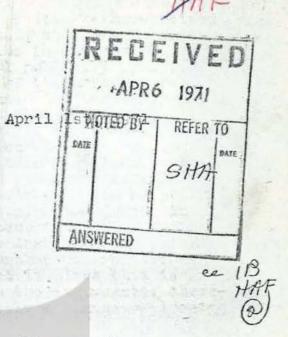
In spite of the host's non-announcement, the atmosphere of the meeting was extremely good and all those present indicated their readiness to go out and solicit the others, in an effort to get the same kind of increases. Since the local leadership is determined to conduct as aggressive a campaign as possible, I am sure that they will achieve very good results.



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Ross A. Klein 4659 N. 12th Av Phoenix Arizona 85013



Mr. Samuel Abramson United Jewish Appeal University Programs 1290 Avenue of the Americas Suite 2900 New York, New York 10019

1 1 1 1 1

Dear Mr. Abramson,

I figured I'd drop you a short letter letting you know how our campaign is going as of now at Arizona State University.

Things are actually going quite well. Monetarily we have been doing quite well since we have already raised between \$400-\$500 and we still have not begun personal solicitation, our telephone or mail campaigns. How things look now, we have a very probable chance of reaching, if not exceding our goal.

Our programs have been as follows:

March 28th: Neal Weinberg and his slide program which was very well accepted by the students. It was very interesting and increased or created interest in many of the students that appeared at their first Jewish organization event. We raised in excess of \$200 from about 25 students that pledged out of 35 students there.

March 30th: Dr. Relph Keplan came in and led a discussion after we showed his film "Let My People Go". This program was attended by about 40 students (many different than those that appeared on Sunday) and was really so good I cannot put it into words. Dr. Kaplan is just an interesting and fascinating person. \$100 raised.

March 31st: Mr Mike Traub led a discussion of Israel, the Middle East Crisis, and talked about JDC and ORT. This program was also a very enjoyable and educational program. We are getting a write-up in the school paper on it. We did no solicitation here.

In the future: We have postponed our Sabbath service until mid-April when we are having some Israeli singers in (at no cost) and also when we will have a Rabbi to lead the services. A teach-in has also been tentatively planned for mid-April right after all of our solicitation has ceased.

All I can say is the campaign is going great. We have raised over \$25 from passing students on the mall at the university and have received an additional \$100 plus in pledges out there. In addition we got some free and helpful publicity from being out there; publicity on the front page of the school news-paper as a result of Arab confrontations. On Tues. (March 30) an Arab started an arguement with us at about 10:00 AM which continued until after 12:00. Fortunately we were prepared so were able to lead the arguement (which was being watched by over 200 students). After about an hour the Arabs started in about the Palestinian refugees which aroused a Palestinian Jew who was listening in. Upon the Arab's comments about the Palestinian refugee problem, the Palestinian Jew jumped in and further made us prevail in the arguement. By 12:00 the crowd began to disperse and some of the Arabs gave in which brought an end to the arguement. No further confrontations have been experienced and I don't expect it since this is the first year we have been able to win the arguments; therefore, I don't think the Arabs want to take a chance of loosing again.

That more or less, describes our entire campaign so far. I will write to you again after we have raised all of our money and have had a few more programs; thus, giving you an idea of the total outcome.

I would also like to let you know the buttons and posters you supplied us with have been excellent in attracting and spreading the fact that we're have a campaign to the entire student body.

> Sincerely, Ross a. Mein Ross A. Klein

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Mark Edell reported that he had spoken with Sonny Romer yesterday. Sonny told him that to date they have 250 gifts in for a total of \$2900.

She and Gayle Rabkin will be in Columbus and they are going to give Jeff Classman a hand with the slow moving campaign at Ohio State.

cc. HAF

HAF

april 3, 1971 Dearest Sam, REGUIVED) he meeting I bod at my apartment APR 5 1971 NOTED BY 1 REFER TO Wed, march 31, was a tremendous BATE DATE success. The 25 people who watched SHA " get Try People 120" came away with ANSWERED a real commitment and will each a B contact five people for to attend another HAF 2 phowing of this inspiring bilm thom. night at the TE & House, One student darly newspaper, run by our jeurch Drethren, is giving us good coverage. We're currently working on securing "arodus" bor an Opril \$ 12 showing at the student Union, also; we plan to sell tickets to the Ihuns, evening, tray 20th chowing, of "Hair " in Jay, The Jewish

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brato and pororities will man the fight REGEIVED booth on campus, with 20% of the APR 5 1971 ticket solds going to U.J.A. The fints NOTED BY | REFER TO I poroities get nothing monetarily SHA from this service project. We assume no rish or quarante - The ticket ANSWERED we can't sell we return. Dicket a B HAF prices range from 5-9. We stand 2 to mobe \$1000 or so on this vertue. I b you have any objections, please let me know. We haven & made concreto anargements yet, although I we met the "Have" representative, Francin Jachushy, who travels around with his shapdog , and we have the approval of the Presidents of the pororities & broternities, ,

Could you possibly send me, 3 C/0 the Hillel House, many lumper RECEIVED stichers, "Survival means pacrifice. also, 30 small poster -" The Promise APR 5 1971 REFER TO of Freedom." I really dig the NOTED BY 1 DATE SHA Hasid proging at the Western Wallkt has a powerful message. ANSWERED Doryou mind perding me = 30 more a B HAF of those posters as well? 2 The individual policitation parts of the campaign should last 2-3 weeks, Wish me will - I wake my bust pites for bread him might, A & they 're not going to give ofter seeing that film, then they're never going to give. Proce (site), Sam (But let's get the arab) Jach Betting

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Re: PHILADELPHIA MEDERATION COLLEGE CAMPAIGNS

Spoke with Carol Haltreck today who is a student stuff member handling college campaigns along with several other responsibilities. She didn't have specific details on any of the campaigns but I squeezed out the following information:

- UNIVERSITY OF PENNSYLVANIA: There is a campaign. They have already sent out a mailing. On April 21st they will have a film. They have a group of about 20 who will do personal solicitation. Next year's chairman has been picked already but will not be able to go on a summer mission.
- 2) TEMPLE UNIVERSITY: There was a foul-up in the computer center and none of the organization on campus has gotten the proper computer mailing lists. Therefore, we never got the list of Jewish students which would have been used for recruitment of workers and probably a mail campaign. This campus has a very large off campus living population. There is a small group of about 15 students who are working very hard but their efforts will probably not produce a great deal of money or a very good educational campaign. They plan to set up a table in a students center to give out information and solicit students there with pledge cards. I doubt that this will be very successful.
- 3) SWARTHMORE COLLEGE: The campaign is working through a Shalom group. Workers have already been solicited and the average being somewhere between \$10 - \$20. Their group will go out and do some personal solicitation.

Remarks: This is another one of those Federation deals where they asked us not to step in and they are running the campaigns like the other campaigns where Federations in large cities are running them. The staff member has little idea how much money is being raised and what kind of campaign is going on. All the information given to me was vague and Carol told me that she just has too many other responsibilities to put in a full time effort here. I suggested she call us when she needs any help and she said she would, but I don't think she will. She also told me that she will not know any specific amounts of money raised until Nav. and she really does not worry until then about the money.

Dear Mr. Abramson:

I am Alan Mayper, a Freshman at Drake University, and I need your help. I'm trying to start a UJA campaign, but almost completely lost.

Some local facts are: there are about 500 Jewish College Students in the Des Moines area. I would say that about 98% of them are apathetic to UJA, if not more. I have about 16 people behind me, but I am sure I won't be able to count on all of them. The Des Moines Campaign said they'll help me, but suggested I contacted New York for advice.

Last year I worked a little bit With Bennett Greenspan(U of Texas in Omaha, Nebr., still I need a hell of a lot more experience. I don't know how to go about erasing apathy or getting publicity out for getting pledges.

I would appreciate all the help you could give me, for it must almost all be done before May 7.(Start of Finals & end of school Thankyou for the Cooperation-- hear form you soon,

Sincerely,

Alan Mayper 1215 - 30th Des Moienes,Ia. 50311 (515) - 271-2383

MAR31 1971 NETER TO 140 -01 DATE 303 SH ANSWERED ce the

MIAMI UNIVERSITY

DEPARTMENT OF PSYCHOLOGY

OXFORD, OHIO 45056

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Dear Sam,

Just a quick note to remind you that we plan to begin our campaign during the second week of April. The reason for the helay is due to our being tied up by administration (the University) formalities. We have been waiting for approval for two months, and we can not do anything until we get the University's approval. They are slow, but I sust met with the University Secretory who promised me we would get action Soon.

As for our unofficial activities, we have been able to present two programs to the compus. We've also been publicized on three occosions in the student news paper. I've had three general meetings with my committee Chairmen,

MIAMI UNIVERSITY

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DEPARTMENT OF PSYCHOLOGY

Telephone: 513, 529-3015

at which time we've made plans for the upcoming Compaign. I will let you know the exact dates for our campaign, as soon as I receive the O.K. from the University to go ahood. ARCHIVES

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Mark Edell and I attended a meeting at which "Let My People Go" was shown to an audience of 40 people. I spoke afterwards.

We have got a problem here. Gregg Herman, the chairman, is nothing to write home about but he is willing to cooperate. A lot of these other people aren't however. They intend to be Hillel Bouches who are ar meek mannered and who use any excuse in the world not to gut give. Example: When I arrived on campus I was told that the week before our own soft spoken low-kyy Bob Weiner had been there "and really come on hard, turning people off left and right". I took this stuff too hurd heart and after the emotional movie I spoke in a very unemotional manner. There was still flack. While there wass good positive reaction no money came in and I feel torn, I guess I could have come on stronger but then again even if we had raised the money at the meeting, myxpumpinxik might people still have been alienated and not worked?

cc. HAF

MG/f

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Semi-final results of the Wellesley campaign (with two dorms still not in, and a couple of potentially large gifts to come in after vacation, from my former girl friend and my former girlfriend's former roommate who, were it not formy current limited availability might well be my surrent girl friend --follow that? :

105 gifts for \$1273.02.

No, I don't know who gave 2 cents.

When this is coupled with that crazy \$1000 matching gift and the other totals, the results should be in excess of \$2500, not a bad increase.

This campaign is very encouraging --it was run by the book, and had few major hassles. It goes to show that we can do the things we've been talking about given proper leadership and supervision.

Yet another G memo. Can't I go back to swearing?

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INFORMATION

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Water from Stones Department:

There are apparently a few nervous twitches left in the corpse of the Haraard campaign (and I use the terms advisedly).

Russell has gotten progressively more unhappy with the way Roger is doing things --it must be said that he's certainly not losing sleep over the disaster-- and has decided to do a limited scope campaign in defiance of the harvard ruling on fund raising. The campaign will be personal soliciation of "alimited number of people, probably not amounting to very much, but certainly a start.

Chances of there ever being any major campaign there are next to zero, given the attitude towards fund raising officials there seem to have. I'm not sure what can be done about it, but this is something we all out to give some thought to before nextx xyear, or we're going to have to sit through the whole scene again.

This memo is rated G, for general audiences, and is very dull.

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Bob Weiner and I went to the Queens kickoff dinner. Rev. John Grauel spoke and afterwards I made the pitch for money.

About 50 gifts totaling over \$870. Exact amount to follow.

cc: HAF IB

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Results of the TUSHI (as it is fondly known) campaign to date are 29 gifts for \$600. They are breaking for spring vacation, and plan to continue the campaign upon return.

Buddy Levine is taking over most of the responsibility for the campaign from David Breakstone as of the end of vacation.

It should be noted that the above gifts represent worker gifts only.

This memo contains no language that could be construed as in Mny way offensive, and is thus rated G, for general audiences.

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Mark Edell and I went here at the behest of Rabbi Turk, one of the 2 Hillel Rabbis on campus. He said he had a really "knowledgeable and vocal" Soviet Jewigh group that was going to have a rally and then pass a jar to raise money afterwards. We met with Turk prior to the meeting for about 1 hour. We told him we would help organize a campaign, but that we wouldn't do crap at the rally. But the main thing was to persuade the group to raise money in the first place; we would talk about methods later. He agreed, and said that really all he wanted to do was to be able to get a lot of money in order to report it to National Hillel, show them what a good job he was doing, and thus be able to get the other rabbi's job (i.e. top rabbist Washington Univ.)

Well, no sooner did the meeting start then two bad things happened. We saw that the "Knowledgeable and vocal" group was just a bunch of disorganized Hillel bouchers under a different name. Then the rabbi introduced us by stating his "raise-a-dollar-at-the-rally" lan which he had promised not to do and which completely undercut us at the beginning. I tried to overcome that by speaking very cooly, unemotionally about tactics and was called down for being "too polished" and the rabbi himself in front of 15 kids called it "UJA bullshit" (which, of course, helped us no end). We left them a moment, told them to think it over.

The next day, we counselled Mary Bernstein who earlier in the year had opted to run a campaign, not to because there were just too many obstacles and too little time to do so now. Mory breathed a loud sigh of relief.

HAF TB

MG/1

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I went down to a meeting of just "normal" people where we were going to raise a lot of potatoes. The campaign was to hinge on this meeting as we would hopefully have at least 500 people there and solicit them. Well, only 140 people showed up, a great number of whom were workers who had already made their pledges. Thus, probably less than 100 people represented any new money. I asked for minimum gifts of \$50 (which is the most I have ever asked for). We got 62 gifts for \$1,412, an average of \$22 or \$23. This means that a number of people didn't give, but interestingly enough there were 11 fifty dollar gifts, one \$40, one \$45, and one \$60 gift so we combined on some and met with great success with others. Also, for "normal" people, a \$22 average is not bad. Bennett and Aaron are doing a reasonably good job despite the poor turnout and so far they have raised \$500 and expect to do another \$3 or \$4 thousand - all on a face to face basis. I then this is one of our better campaigns, its average gift has been \$28.

cc. HAF TB

MG/f

REGIONAL OFFICE

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Spoke at two meetings in dormitory lounges. First meeting began at 7:30 which 15 students attended. A heated argument followed when two members got uptight when I stated that \$1.00 gifts should not be accepted. Campaign chairman was extremely good at this point when one of these idiots who was her best friend asked if she (Debbi Koss) would refuse her \$1.00 gift. Debbi said that \$1,00 from her was bullshit and she would not accept it from her or anyone. Due to this argument no pledges were collected but Debbi said she would follow-up on them the following day.

The second meeting (8:30) went much better as I did not let those in attendance question Keren-Ami giving. Did receive 8 pledges \$195 (\$24 average) I then solicited campaign leadership - 5 pledges \$775 - total of Emu at present time \$970 (13 pledges \$74 average.)

Campaign kick-off March 24 and to run for two weeks until Spring break clean-up after campaign.

BW/1

cc: HAF, IB, SHA

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INFORMATION

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I spoke with Jeff Lefcoe last night. He has had personal problems and has left school for the remainder of the semester. However, he will go to summer school and will return to Univ. of Virginia in the fall.

Jeff told me that he has a small group of workers but they will not do anything unless he pushes them personally. He plans to continue to lead the campaign and make bi-weekly visits to the campus. He has sent a letter to the Jewish students advising them that they will be seen for their gifts. He will himself solicit potential big givers.

His cousin, Mark Sisisky, is "committed" but needs somebody "to kick him." Jeff feels badly about the situation but he said he is "into it" acontinuing efforts to find another chairman. Posters are up and Rabbi Raymond Krinsky, the Hillel Director, has been helpful. Jeff expects to lead the campaign in future and will pick up actively in the fall upon his return to school. He promised to call the early next week to give me the first report on money raised.

SHA/f cc: HAF, IB

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Spoke with Ira Sheshkin, campaign chairman. He notified me that the University of Buffalo situation was beginning to look favorable. He reported that on his first 15 solicitations \$1100 has been raised.

RW/f

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Spoke with Kathy Garon and she reported \$1700 has been raised to date. Most workers have not reported totals yet. - More results at end of week.

RW/f

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Delivered movie "The Fixer" to Rabbi Gerald Goldmab personally. Learned from him at that time that student campaign has began and money has began to come in through the mail. The basis of their campaign is that through the mail each student is asked for a contribution. If the student does not reply to that mailing he is then personally solicited by one of the campaign workers. It is my feeling that Michigan could raise two or three times as much money, and do a much better job in educating students of the needs of the Jewish people, if they were to first solicit door-to-door and then, for the students they did not reach in this manner, reach them by mail. Rabbi Goldman is somewhat cooperativee but is very worried about "UJA Imperialism". I feel that this campaign next year should be given a great deal of time by the UJA student field men due to the fact that there are in the area of three to six thousand Jews students at the University of Michigan and many of them very committed to Israel and involved in Jewish activities on campus. The activities included on campus are Beit Midrach, Sharot La'am, Hillel, AZYF, and American Students for Israel. All of these organizations have fairly good membership and response.

BW/f

cc: HAF, IB, SHA

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Mark Edell and I met with Gregg Herman, campaign chairman, at the Univ. of Wisconsin to go over worker training sessions for March 21st, 22nd, and 23rd and also to discuss the logistics of the campaign. Mark and I found that Gregg was very much on top of the situation but having no previous experience in running a campaign was making several very serious mistakes. Worker training sessions, the way Gregg wanted them, would have been very long and drawn out. Solicitation ideas were entirely off base. We attempted at this point to suggest some changes which would have made the worker training sessions much more interesting and beneficial and also gave him ideas on how to solicit so that he could pass this information on to his workers so that they would be more effective. We also asked him if it would be alright for the two of us to speak after the film "Night and Fog" and also to take an effective active role in the worker training session that night. Gregg was quite upset, as he thought we are trying to come in and take over the campaign. One further problem was that Gregg designed a four-line pledge card which is unbelievably burdensome. We suggest that he throw out that card and replace it with our two-line pledge card. He also objected to this, saying that he wanted to give people more options for where the money would go. At this point Mark and I decided that our best means of action would be to sit down with Rabbi Leon Wolf who is in charge of Hillel while Rabbi Winograd is recouperating from an illness. Mark called Leon and asked him if it was possible to meet us to discuss the campaign. He consented and met us at Hillel at 3 o c'lock. At this meeting we explained to Leon what we had suggested to Gregg, our reasons for it, and that Gregg was very uptight about our coming here and "telling him what to do". Leon agreed with us that many of Gregg's ideas in his opinion were impractical, and he proceeded to round up Gregg, Dave Feuer, and one other member of the campaign cabinet to meet with us and discuss the campaign. Leon kept complete control of the meeting and in a very subtle manner through dialogue got the committee to go along entirely with Mark and myself with the exception of the use of the pledge card. This meeting was stage 1 in the reconstruction of a campaign chairman. Mark and I may, at a future date, write a book on a 101 ways to destroy a campaign chairman without him ever knowing it. It was decided at this meeting that I would speak after "Night and Fog" and Mark would follow up and solicite the workers in attendance.

BW/f cc: HAF, IB, SHA

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Type of meeting: Worker training session.

Showed "Night and Fog" to a group of 12 campaign workers and gave a tearjerking talk afterwards. Mark Edell picked up at this point and gave the pitch for money. Pleage cards were passed out and all in attendance were asked to fill them out on the spot and turn them in to Gregg Herman, campaign chairman. 12 gifts - \$235 which is not very impressive and Mark and I were very disturbed that the campaign chairman and 2 co-chairmen only gave \$25 each. We decided that at the conclusion of the session we would re-solicit these 3 people. The worker training session immediately followed and as Mark and I suspected the 29 point check list that the chairman went through was tedious and boring as hell. We tried and to some extent succeeded in livening up the meeting by going through several mock solicitations and interjecting some stories into a dialogue that started when we asked people not to accept \$1 gifts. After this meeting Gregg was very thankful that Mark and I had been there and asked me to stay the following day to work with him on some further restructuring of the campaign and to help him plan the remaining worker training sessions. I consented to do this and made plans to meet Gregg at 11 AM the following day. Mark and I finished out the day by resoliciting the campaign cabinet of which we were not very successful. We did though one of the three, Dave Feuer, to increase his gift from \$25 to \$45. Good Night. .

BW/f

cc: HAF, IB, SHA

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Met with Gregg Herman as planned and proceeded to convince him to run an experiment in the use of pledge cards. He consented to have half of his workers use our two line pledge card and the remainder to use his extremely involved four-line pledge card. Also worked with him to shorten the worker training session and make it more interesting. This was the final process in completely overhauling the University of Wisconsin campaign.

During the day I did manage to sit down with Mr Budwig, Federation Executive, and explained to him what UJA was trying to do on a college campus. It is my opinion that he is quite upset that we are doing this and it is a direct threat to his Federation which does practically nothing in helping students to run an effective campaign, and he, himself, admits there is no time for him to waste on something which has so little potential to raise money. This was evident when he asked me how much the student campaign would raise and when I proceeded to tell him \$5,000, which represents a tenfold increase over last year, he said "that's not enough". I see him as having a total lack of understanding of what we are trying to accomplish on the college campus and that a campaign to raise money from students can't be done overnight.

BW/f

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Showed "Night and Fog" to 20 workers, spoke afterwards and solicited. A problem arose when one worker stated that he was insulted that I spoke down to them, that it was in bad taste to show the film, and that they were being highpressured into making pledges. At this point Dave Feuer, co-chairman, in a fit of rage and a moment of emotion ripped the hell out of the people in attendance. If Dave hadn't done it I surely would have. After we got things calmed down we proceeded with the worker training session, and again people got uptight that we would have the balls to tell them that \$1 gifts were not acceptable in that this was conscience money. As it turned out this was a very good group of workers and though we received only two pledges, these people have the potential of being a good leadership corps now and in the future. The two gifts were \$17.50 and \$500. The girl who gave \$500 later said that she did not have the money on hand now but would pay it upon returning from Spring vacation.

After this meeting I again got Dave Feuer to increase his gift another \$20 and another girl, who had been in attendance the night before from \$25 to \$50. Totals for the campaign thus far are 15 gifts \$807. I also tried to sell Dave on the summer mission and think I was successful in doing so, but if he is to go he would need somewhere in the neighborhood of \$1200 scholarship. What impressed me about him is that he is highly emotional and vocal and being Jewish is his top priority in life. I strongly recommend that if Dave does apply for the mission that he is granted whatever scholarship is needed to make his participation in this experience possible. Upon departure Gregg Herman was overjoyed that both Mark Edell and I were there to assist him and he admitted to me that he had made some disastrous errors. He now realized he is experienced, that he had learned a lot from his mistakes, and that this would make him better prepared for campaigns in the coming years. Gregg is only a Freshman, does have great potential, and it is my feeling that the University of Wisconsin is one of the schools that we next year should gear into.

I am ecstatic about getting the hell out of here and back to New York.

INFORMATION

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Spoke with Jeff Lefcoe who has dropped out of college and is now working for the Strelitz firm.

Jeff told me that he is still running the campaign at Virginia and was leaving the same day for a meeting in Charlottesville. He also said that he has been in touch with Rabbi Raymond Krinsky, the Hillel director. He promised to call me to report on progress of the campaign.



cc: HAF IB

SHA/f

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Spoke with Neil Weinburg on the phone. Reported in 333 gifts for \$5,100. He is also supervising the campaign at Santa Monica Junior College, where the total so far is \$1,100.

MG/1

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Visited with Hy Kalus. Mr. Kalus spoke for 40 minutes with questions and answers and was extremely well received.

Afterwards I spoke for 10 minutes and made a pitch for money and out of 16 people attending 15 gifts were made for a total of \$426.- (one gift was from a married couple).

MG/f cc: HAF, IB, SHA, BW

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Well, the bastards have won again.

Harvard's Committee in Charge of Other Committees, or whatever, has turned down Roger's request to do a survey. Please note that this is not a request to raise money, but simply to go from room to room to ask students to fill out a questionnaire and talk about the middle east if they want. This, it seems, is an "invasion of privacy." I asked Roger if the results would have been the same had he requested permission to do a survey on, say, Viet Nam. and he thinks they would.

This raises the question of how in hell we're ever going to get permission to do anything so rash as to ask for money if we can't even do a rotten little survey. Roger is unwilling to do anything without official blessings, so that, I suppose, is that.

I wouldn't suggest we take any action on this for a while-- Roger is very sensitive to any outside pressure. The imperialistic arm of national UJA and all that. While it seems unlikely that we can spoil a disaster, there seems to be nothing we can do, and there's no sense antagontizing Roger.

That part, however, is relatively good news. Dig this: Roger has decided to disband SHRI (of which he is currently, I think, the only member) and function from now on as a Hillel subcommittee "loosely structured but clearly defined." He thinks that's the only way he can get anything done.

Shit. I'm going back to bed.

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Today I didn't think, talk to, or do anything whatsoever about Israel. Just thought you'd like to know.

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You probably shouldn't read this unless you're already aggrevated.

There will not be a campaign, in any known sense of that word, at Harvard this year. Permission still has not been granted to solicit funds in the dorms, possibly because it has not yet been formally applied for; permission hasn't even been granted to do the survey, although a positive decision is expected.

Roger Kaplan is still negotiating with our brothers at Hillel, with uncertain results. Google eyes Kopstein got everyone so uptight with her attempts at placating everyone that nobody trusts anybody, although that sutuation seems to be less severe. There are still dark mutterings from assorted rabbis and schmucks akestx%%%ix (the terms are not self-inclusive) about SHRI being 'the imperialistic arm of national UJA at Harvard,' which if you can understand mes you smarter than I am. Even Roger has gotten into that.

Anyway, if they can get permission, Roger will run his survey (based on in my bu survey), just for intedlectual curiosity. A letter will be sent out to the Hillel mailing list, which covers maybe half the Jews at Harvard. For the rest, they speak loftily in terms of 5 year plans and organizational construction.

Russell is not invloved, although Glan Howard has graciously volunteered to take time off from singing "The Lady Is a Tramp" to help evaluate the survey results. There seems to be nothing left of the SHRI organization from last fall.

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You should be really aggrevated before reading this one.

I got a call from Lillian Rabinowitz (who went on the December Mission) to inform me that since the educational part of their campaign was about done (an Israeli night with Two Professional Entertainers, assorted posters, a speakers, and some dorm solicitation), they'd like to get down to some serious fund raising. Could I, she wanted to know, please send her some buttons, since they worked so well for raising money last year. Not those nasty blue ones, mind you, with all those, you know, awful places written on it. That's just, well, ickypoo, and the red one, well black power, you know how it is, but maybe some pretty shalom buttons or something like that. It worked so well last year.

I called Paula to ask her about this brainstorm, and she allowed as to how it was the best idea they could think of, since there was some problem in getting kosher ovens for a bake sale. Did skextex I think, she asked, students would come to an old Gregory Peck movie-- that might raise a lot of money... Especially since they couldn't get Sal Mineo in Exodus.

They are, in addition, virtually unaided by Hillel in any way I can see, and I'm not sure how champion fund raiser Eliot Friedman is of any help since I'd be suprised if he can count to 11 without taking off his shows.

To make this campus go (and potentially it and Syracuse should be the best schools in the a country since both have huge JSPs and everyone lives in the dorms) is going to require an entire k new leadership structure for next year, or massive retraining of the people now working on it.

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Mike's final meeting was another small obe, this time for dorm chairmen, at which we gave them instructions on getting workers and setting up for our parlor blitz. Again, attendance was less than expected (about 20 plus staff), although some of this may be due to the meeting's taking place during a humongous demonstration honoring our Vice President, who was in town. The competence level was fair to good.

Traub was good, but, again, didn't exactly set anyone on fire.

As you may gather, I'm increasingly unhappy with the way the campaign here is going. There is simply no momentum, which is getting to be a large drag. Hillel, which originally promised lots of support, now takes away meeting rooms to handle to overflow for the Israeli dancing hour and the illeged Radical Ziobists, yet again, are not a hell of a lot of help. Further, as we get further behind schedule, we are forced to be less choosy about selecting workers-- many of the original group who seemed good are now uninterested enough even to get their asses to meetings. Getting a couple of hundred top workers is a problem, anyway.

Bob Baker is working his ass off, really -- betweenxes I would say he puts 4 or 5 hours a day into this. But the organizational problems are immense, and he is not a great organizer. My time is limited by the other Boston campaigns (all now winding up except fair Harvard), the glorious Federation, and Jane, although I get to put a couple of hours a day in on this.

A successful campaign at bu is still more likely than not, but we're going to have to figure out a way to get the damned thing moving. We stand open to suggestions.

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Approximate results of the dorm campaign (representing a little over half of the JSP):

260 gifts for \$1650.

As this includes about \$450 in gifts of \$50 or over, the averages are not that great. Still. it is an excellent result for a first year campaign.

Commuters are being contacted by letter, which went out today.

The survey seems to have been a very useful method for getting into rooms and starting conversations.

Also, as you may have heard, Joyce has decided to accept a Hiatt Fellowship, d will therefore not be available to work on Joshua this summer. As I think Paula Scheer was next on the list, please wait before notifying her of acceptance until we discuss it further. I am not happy with her work at-Brandeis (see brandeis memo enclosed).

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This is one we kind of fell into-- Traub was friendly with the parents of a chikk here, and she organized a meeting, I gather primarily to see him. Lasell is a small junior college in Newton, with about 900 students, about half of whom are Jewish. There seems to be some degree of afluence.

Jane Matlow organized the meeting-- about 50 people showed up, many of whom seemed really into Israel in kind of a nonspecific way. The level of information and understanding, however, was the lowest I've come across-even Mike, who by now should know better, was suprised.

We passed out pledge cards, and Jane has promised to chase them all down. I don't think it will amount to much-- the people who showed up just were not ready to give.

The problem with two year school campaigns is that there is no time to build up any leadership, or continuity of doing things. It's kind of too bad for two reasons: the chicks who go to these places seem to have a hell of a lot of money, and Boston has literally dozens of them. I think this structure is probably best suited to a one shot meeting, like we did today, although more background is necessary before these chicks will be ready to do anything substantial.

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I had a small dinner meeting with Mike which went pretty well-- plan to have another tomarrow night with some of the local chairmen.

His first 'major meeting' was billed as 'an open briefing on recent developments in Israel, Russia, and Egypt.' There was some trouble publicising it as all our posters (both the cardboard Israel announcements and the regular SCCIEF thingles) get torn down, seemingly within minutes of their being put up. I haven't figured out yet if its nice Jewish girls copping free room decorations (unlikely) or blacks (okay, I'm a racist), but intend to find out. It's gotten to be next to impossible to get any information out to the BU community, which sure as hell isn't helping us any. The meeting was sparsely attended (about 15 new people, plus an assortment

The meeting was sparsely attended (about 15 new people, plus an assortment of campaign staff), and most of the nonworkers were Hillel schmuckeroos ("I won't give any money, but that's not important because I'm a member of ZDA, and anyway I plan to visit Israel this summer").

Mike was pretty good, although it was hard to tell what effect he had-e doesn't really tell you much that you can't read in the New York Times, and the kind of people who made this one are not the sort instantly inspired to action by anybody if it happens to cost money.

Only a couple of the people will be any good, although most of them will be only slightly terrible givers.

Incidently, old buddy Rhoda was about to give birth, such was her anguish that I hadn't told her Traub was coming. She called, all aglow, to tell me about this great, well, thing CJS has organized, a real live Israel Day complete with speakers and workshops and, wheeg everything, just like the golden days of VietNam, and all the federation people from all over everywhere are coming. The point was, all we Hoston chairmen had to be there, to give the thing, get this, "youth flavor." I told her I wasn't home.

One more call from her and I swear I'm converting.

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Through Lee Meyerhoff, daughter of Budd Meyerhoff, I made contact with Jeff Kurzweil, a student from New Jersey. Lee is a freshman and felt that she is not in a position to give leadership but she will work with Jeff in a campaign.

Jeff told me this morning that he is meeting at lunch tomorrow with Prof. Samson Gross, who is co-chairman of the Durham campaign with Prof. Jacob J. Blum. They will discuss plans to get a student campaign going. FR Maurice Schriqui has discussed this with Prof. Gross and Prof. Blum and will give whatever help he can. I am keeping Schriqui up to date on developments.

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- Kick-off dinner 25 students attended where Mike Traub and Mike Goldberg spoke. 15 gifts \$620.00 - Chairman Susie Mann - hard worker, but lacks confidence. She is applying to Summer Mission - has potential and should be given full consideration. Again this was a Hillel group and lacks dynamic people like all West Coast schools. Part of Hillel ext. (see M.G. memo on L.A.) Top gifts - \$110, 100, 60, 60.
- Worker orientation 15 workers in attendance. Briefed them on world Jewry needs and did role playing. Mostly phone campaign to cover 700 Jewish students.

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Campaign kick-off meeting - Mike Traub spoke and was extremely good followed by Bob Weiner for pitch. 35 attended - 27 gifts \$1420. One advanced gift Jim Hudson \$1,000 - total \$2,420. Top gifts excluding Hudson, \$150, \$120, \$100, \$100, \$100, \$100. Power struggle exists here. Mike Goldberg and I spent entire day training worker, putting up posters on campus and writing, running off Fact Sheets and kits. This was due to struggle and leaders not getting things done. Showed "Let My People Go" at noon to 25 people and Mike Goldberg spoke after to tie it into today.

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Met with 10 students at meeting of Hillel - Mike Travis spoke on needs and Mike Goldberg gave pitch. 7 gifts \$125.00.

Also met again with this group on 2/28. Received 6 additional gifts = \$24 average.

Small campaign weak leader in Ken Fils - Hillel advisor who is married to Israeli gave only \$15 - - Top gifts \$50, \$20.

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I spoke to a workers' meeting and solicited 9 gifts for \$472, plus the two co-chairmen for \$100, each.

MG:gh

CC: HAF IB SHA

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1. Chairman, Mike Klitenick, 8836 Sunset Drive, Apt. Ml 71, Miami, Fla. 33143 Tel: 305-279-0810

has used the movie, "Never Again To Be Denied" and shown it to many different groups, eventually building up to a core group of around 30. (3,000 off-campus Jewish students and 1000 on campus.)

2. They will try to reach the 1,000 on campus personally, and the 3,000 off campus will have a mailing.

3. They will have radio spots, posters and movies for pre-campaign.

I went to the University of Miami to show the film, "The Fixer" and then to solicit gifts afterwards. I was told there would be about 1,000 students and afterwards I'd get up to give an emotional talk and ask for money. This information was given to me by Bob Weiner and by Rabbi Ringler before I left for Florida. When I arrived at the school, I checked the room out earlier to find only enough seating for about 250 people. The film was not booked under the name of the campaign on campus, but, instead, under Hillel. Before the actual movie started, the Rabbi asked me not to ask for money afterwards because it would have a negative effect on the students as it was booked under Hillel. He felt that he would not come to Hillel functions if they felt they would be solicited at them. So therefore I did not solicit funds and no money was raised and I don't know who blew it, but somebody did.

Before the movie I solicited 18 workers for a total of \$272.

MG:gh cc: HAF IB SHA

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I spoke to a meeting where they attempted to get workers by showing the film, "Night and Fog". Some 14 new wowkers signed up and I solicited a total of 12 gifts for \$277.

The Chairman, David Breakstone, informed me that Rhoda Kopstein was difficult to work with, to say the least, and that she had been very uncooperative in producing materials for him and also offered no advice on how to run the campaign.

MG:gh cc: HAF IB SHA

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60 worker showed up for Mike Traub and he was received very well. I must say that the Cornell leadership i.e. Andy Tisch, Kathy Garon, and Rika Sacks are very able and dedicated leaders. The only fault I find in this structure is that workers are not assembled periodically to hand in finished cards and money and to be retrained if they are doing poorly. They have a free hand and until campaign end there is no way to see who is good and who is poor. Leadership gifts are not requested from worker, but \$10 was figure asked for. Andy Tisch chairman, refuses to let anyone know his gift which I doubt is more than \$100 and should be much higher.

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Mike Traub and I both spoke to 25 students at this late hour to Andy Gurmans top leadership. Very good meeting which lasted until 12:00 as a rap session. Andy is in my opinion one of the top 5 chairman we have. He is a leader in every way and can even orate. Andy may want to work next year full time, and I feel he would be good.

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Mike Traub and I spoke to 40 students on a blizzardy night (attendance was held down due to this storm) and really made these students feel that they would be guilty of murder if they didn't work their asses off and give until it really hurt. Hillel had a meeting same night and is totally uncooperative which is the reason Barbara Levy and leaders took campaign out of Hillel. Some wery good people here.

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Due to snow showed up for 9:00 meeting at 9:35. But 25 workers were patiently awaiting our arrival.

Mike Traub and I again spoke and effect was seemly good. Result will be known when Dennis Gelbart and Jim Nebenzahl solicit gifts on 3/7. Good leadership especially Denniss.

Dennis has akked to work full time next year and I feel he is worth thinking about.

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I went to Buffalo and met with Ira Sheshkin, the chairman, and one his top workers (the only other worker at the time) Karen Rosenblatt. Ira said that things had stalled and he was having a lot of trouble finding other people to work on the campaign. He also didn't knwo if we could go into the dormitories to solicit due to state laws prohibiting such action. Also, a recent rash of muggings, rapes, and stabbings by drug addicts of students has led to the possibility that armed security guards may be placed in the dormitories. Such a development could further hamper our efforts. There is some Arab propaganda on campus, but I don't think that it's too much of a factor.

I showed the film "Let My People Go" to about 40 or 50 people which I understand is an excellent turnout for anything at Bufflao, let alone for anything about Israel and Jewish things. Afterwards, I spoke and we had 21 gifts for \$540 and more importantly, we recruited 20 new workers. The only negative effect was the Hillel president, Jay Sincoff, a total asshole who almost blew the meeting by taking the opportunity to talk about Hillel activities at it. He then informed me that Hillel would solicit its own members and make a group gift of about \$200 by taking from 50¢ to \$1.00 out of each person's Hillel membership dues. I told him that was unacceptable and we would not accept such a gift. Ira knows about this and agrees with this policy. Furthermore, Sincoff would not make his own gift, one of the few Jews at the meeting who failed to do so (many Gentiles were also present; some made gifts, but with those who didn't we called them "goyim" and let it ride).

cc. HAF TB

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Mike Traub spoke to campaign group as an aftermath to the fine campaign there. It was a good group who all worked hard and are extremely psyched on Israel.

I spoke to 2 students that may apply to summer mission. Will write report on interview after applications are received.

RW:gh

cc: HAF IB SHA

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Mike Traub spoke at noon forum which was attended by 40 students. Mike was the best I've heard him to date. This was one of a series of forums educating Jewish students at Queens in preparation for campaign.

RW:gh CC: HAF IB SHA

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Semifinal campaign results are 46 gifts for \$1420, with another 6 pledges still outstanding. Most of this was raised at the breakfast I spoke at a couple of weeks ago, although they have since contacted every Jewish kid at Andover.

For records, The Chairman was Doug Suisman (only a Junior, so he'll be back for next year, which he's already got planned out) and Bruce Victor was an assistant. Both have done a phenominal job of organizing and getting it together -- too bad we can't export them to a couple of schools where the our college genii afe in charge (like maybe BU)

They will mail a check to the office when collections are complete, later the spring.

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A really fine meeting. About 40 people showed up (well over 10% of the total JSP). Paula was excellent, again, although she didn't speak much about her topic (Soviet Jewry). No soliciting was done at the meeting,but I was able to help nail dome? a \$200 gift afterwards, which I would generally agtribute to Paula. CJP printed up some posters that the Simmons leadership designed; in addition, Joyce got articles into the Simmons paper and Genesis II, our very own official radical zionist newspaper.

Their campaign is going very well-- they're already about at their goal (\$1000), and they still have a ways to §o (they haven't even started hitting commuters, who are the majority of the JSP). They've been using a survey format which Russell, Roger and I worked out-- workers give each Jewish student a survey (a refinement of the BU survey) and return the next day to discuss it. It has provoked some interesting discussion, and has been an easy lead in to solicitation. I solicited most workers during parlor meetings (see yesterday's stupid form), and they seem able, in addition to being very happy to have a survey that gives them something to talk about when they first walk into a room. This is a concept we will have to develop further.

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May the Lord deliver us all from campaigns like this. The meeting was pretty much of a disaster; only 12 people showed up, of which I got 5 and another nonBrandeis person got 3. The Brandeis staff did almost no promotion-- I was about to blame this on CJP, except that I found that they (at my suggestion) had offered to print posters and things, but Paula Scheer found it too much of a hassle to go downtown to get them. Paula Borenstein was fantastic, as always, although somewhat harassed by our old buddy Rabbi Axelrad, who tried to get her to admit that student fundraising wasn't important, and also hassled her about the 'racism of the return law.' Whose side are these sons of bitches supposed to be on, anyway? No SolicitATION WAS ATIEMPTED.

The campaign is pretty poor-- with most results in (except grad students who are being solicited by letter) the total is only \$2400. They've decided to sell buttons, since 'they raised so much money last year,' and plans for the bake sale (ugh) are moving along smoothly. Average gift outside workers seems about \$2,

Eliot Friedman, the alleged fund raising chairman of this monsteosity, didn't even show up to hear Paula, and Paula Scheer is clearly over her head-- her handling of this meeting was awful. I suppose part of the responsibility for this is mine-- I haven't had

a whole lot to do with this campaign as Russell was supervising it prior to his leaving, and apparently the genii out there really don't know what to do.

Quote for the day: "building campaigns is a multiyear process." Persevere.

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Met with a noon forum at Hillel with Mike Traub and spoke to 20 students about this year's problems and needs. Campaign at Maryland stands at 2000+ and they have set a \$7,000 goal. 4,000 Jewish students at school. Bob Fishman, Chairman, is okay but asks advice at every level. There is a great need to dig up TOP leaders from outside Hillel for next year.

RW:gh cc: HAF IB SHA

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Mike Traub and I met with 15 students for off campus campaign. Not a bad meeting, but I was furious at chairman for having meeting off campus and not opening it up to entire campus. Libby Dubick, Chairman, gave \$400 and I did get a \$100 gift from her boy friend who along with Libby are good only because they have lots of potatoes and nothing else to offer. No other leadership available though.

BW:gh cc: E

HAF IB SHA

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What do you guys mean you're not bureaucrats? Look at all these stupid forms.

Anyhow, spent the afternoon at Simmons where I spoke to three parlor meetings, totalling about 35 people; this was most of the workers, and about 10% of the total JSP.

The campaign, based on a BU-type survey as a basis for solicitation, will be run this week, and should be mostly wrapped up by Thursday. Organization is good (Chairman Joyce Greebburg, as I've said, is excellent, in addition to having an amazing body), and most workers seem excellent.

I solicited 2 \$100 gifts and a \$60 and a \$50; the rest trickled in from the meetings in \$10s and \$20s (I never thought I'd see \$10 as a minimum gift at a new campaign). Total raised from the p parlor meetings, including the big gifts, was about \$650, more than half their overall quota.

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Met with Steve Nelson who back in November along with Harry Tanken had agreed to co-chair campaign. Harry has fizzled out and Steve decided he couldn't do it alone. I did press persuade him to do it alone and gear towards 2 dorms which hold a total of 1300 students of which 50 to 75% are Jewish. I set up this part of campaign down on paper for Steve. To cover the students mentioned above only 25 workers are needed for a maximum of 8 hours time each worker, to cover all students, not just Jews, in these two dorms. After this segment of campaign which is mid April steve will then cover the remaining Jewish students.

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cc: HAF IB SHA

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During the past two weeks I have spoken a number of times with Donald Gould, member of the Young Leadership Cabinet. Don has undertaken responsibility for organizing a campaign on the Albany campus. He has met several times with students and spoken with Norman Adell, the executive director. Norman has agreed to help.

Don also found a chairman, Paul Ruffer, with whom I have spoken several times. Paul told me that they have some problems, solicitation in dorms is forbidden. Paul has plans to combine a Teach-in on Soviet Jewry with fund-raising. This will take place toward the end of the month. Paul will advise us as to the dates.

cc: HAF, IB, ENS

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I had two conversations with Rabbi Benzion Gold on March 7th and 8th. This is the gist of our talks and I will give actual quotes as often as possible.

Rabbi Gold told me he knows that Roger Kaplan has been meeting with the Hillel Student leadership, the last meeting on March 4th. He does not want to participate in the discussions. He wants the students to resolve the problem themselves and will abide by their decision.

Re: The Advisor's letter. I questioned the timing since negotiations were under way. He told me that he had no power to "restrain" the faculty. He agreed that a detailed reply was not necessary and that it should refer only to the last sentence of the letter - which expressed the hope that differences be resolved by further discussion.

In a discussion of the whole problem Rabbi Gold told me the following. There was "never a question of cooperation." However, there was a question of procedure because there are no independent Jewish organizations at Harvard outside of Hillel. For "purposes of dissimulation" Hillel sometimes set up independent ad-hoc pont organizations such as Progressive Students for Israel. "We want all the help we can get but we don't want separate "shtieblach"." "We are happy to have the help of these boys". "They can use our facilities." "We need your help - you have resources beyond what we have." "We are not imperialists - whatever happens Jewishly is laid at our door." "We are a rather unified Jewish community. We go to all lengths to serve all Jews". "Hillel is a Jewish community - a Kehillah." "God bless them - we will help them."

Rabbi Gold complained that he had been maligned. He claimed that Russell had said that Rabbi Gold has spoken to Dean Epps to prevent Russell from having a campaign. "That's a lie." Charles had said to a colleague of his at BU, "you can't talk to this man, he's unreasonable", without having met Rabbi Gold.

Rabbi Gold told me that he wanted to establish programs in Israel - to which students would relate, visit and get involved. He would like to discuss these plans with me.

Re: - The 1970 campaign - in which \$1500 had been raised and \$300 allocated to UJA -Rabbi Gold said that he had had nothing to do with it. The campaign had been run by CJP. It consisted of a letter that went out over the Hillel President's signature.

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The money went to CJP which made the allocations. "We don't allocate money." He said he knew only of 10% which went to Mosaic, a Hebrew Jewish publication. Harvard has a reputation against solicitation except for their United Fund. He also said " We never had a group willing to go to lengths in fund-raising" and he welcomes any help we can give.

cc. HAF IB

SHA/f

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Elliot Friedman told me March 9th that the campaign has reached about \$1800. He said they have between 60 and 70 workers out soliciting but they are having a hard time. The gifts are not large. The drive will continue this week and next.

Control seems to be loose. I urged Elliot to call a meeting of all workers immediately, to get all the pledges and cash on hand and to give them a good orientation on solicitation. Also to call workers meeting regularly - every week if possible. He said he would do this.

He asked about transmission of funds. They have no bank account or facilities for handling money. I instructed him to turn the money over to the CJP with instructions to remit directly to UJA. Elliot says practically all the money is for the Emergency. I asked him to give me an exact accounting of money raised, which he promised.

SHA/f

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Spoke with chairman Paul Plotkin yesterday. He had just come from a meeting of the Jewish Collective, which represents all Jewish organizations on campus. The Collective has been working for a separate Jewish Studies Department. Since this will be set up by the college, the Collective feels that it can now turn its efforts to other things and will assist in the campaign. He also spoke with Martin Kaplan, head of the Jewish Student Union; Larry Amschel, president of JDL and the Yavneh group. All promised co-operation. Paul feels that they will now "have no problem" getting workers.

Campaign dates are:

Telephone solicitation:

week of April 12th

Campus solicitation:

week of April 19th

Paul agreed to call meeting, using our mailing lists, on a Thursday free hour. He will check for date available and let me know.

CC.	HAF
	IB
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Today I spoke with Rhoda Kopstein concerning this campaign. Their campaign consists of

- 1) selling posters
- 2) having 2 movies ("The Fixer" & "The Pawnbroker") and charging admission
- 3) selling hamantaschen
- 4) letter of appeal to the students.

Rhoda Kopstein reports that the campaign is not strong enough to have personal solicitation and also that the campaign is doing just as well as any others in the area and it's a very nice campaign and doing a very nice job.

Comments: It was my understanding that Miss Kopstein understood how a good educational campaign is to be run. That means having a good chairman and obtaining a group of workers to canvas the campus for personal solicitation. When I asked her if she was helping to advise on the campaign since it was obviously so bad, she said she felt it was Charles Ribakoff's job because he was a member of the National SCCIEF.

I think that there should be some kind of an understanding as to what exactly Rhoda Kopstein can do (i.e. professional competency in advising on student campaigns) and whether or not she is carrying out the goals of the student campaigns which she had agreed to do while she was in New York.

Here is the first instance of trouble in Boston and when asked what she will do she turned it right back over to us (i.e. Charles K. Ribakoff).

My question is why should we hand over the Boston campaign to someone who obviously doesn't understand how a student campaign should be run properly, and can't even deal with trouble in its first instance.

cc: HAF, IB, SHA MG/gf

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Met with co-chairmen, Caroline Hellman (gift \$85), and Mike Lynn (as yet uncommitted gift-wise and hasn't been too much help). Had a meeting at a typical Hillel deli-dinner Sunday night to recruit workers. Spoke to about 20 people. Afterwards, I led a training session of about 15 people. We get three gifts there for \$65 with the others scheduled to make their gifts by 3/9. The next day I spoke to the AETT house and the SDT and another fraternity house plus a meeting in an honors dormitory in order to recruit workers. These meetings were fairly successful, and I think that Caroline's drive will make the campaign come close to reaching the \$7000 goal. Scheduled to kickoff March 15. I explained to Caroline how you bill people and how to get the workers to keep a team - spirit oriented.

cc. HAF IB

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I spoke to about 70 students during the free period about El-Fatah. A fairly interesting meeting in that if 70 students will turn out so easily for something like that, why not just run meeting after meeting in order to solicit? Ronnie Malen, chairman, says the campaign's official ending date is April 23rd.

cc. HAF IB

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Bob Weiner and I went to a meeting where "Let My People Go" was shown. I spoke afterwards. 37 gifgs (from 50 people - very few of whom were campaign workers) for \$885. (This shows that a high average gift can be gotten from just ordinary students taken off the street and inspired at a meeting.) Barbara Levy, the chairman, raised her gift from \$30 to \$50. We got a few small gifts (\$2 and \$3) totaling \$19 (which would make the nights total \$904) but which will be resolicited, and if they aren't raised, they wouln't be accepted. I explained to Barbara kow to do a billing on a large gift. The turnout of the meeting was excellent considering we were competing against a Hillel meeting intentionally scheduled at the same time and a closed circuit TV Broadcast of Howdy Doody's Birthday Revival.

cc. HAF

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Mike Traub and I spoke at the kickoff on February 22. Traub built good rapport with students, and we had 19 gifts for \$966 as compared to last year's kickoff of \$300 or \$400. (Interesting to note that assistant Hillel director Doral Friedlander gave only \$15). Monday, March 1st, Neal Weinberg, the chairman, and myself conducted 4 small meetings in one dormitory and three fraternities and sororities and raised \$380 from 23 gifts. Neal has had three phone nights to date totaling \$450, \$490, \$670. Thus, he has already practically reached last year's total of \$3,667 and has a good chance of reaching this year's quota of \$7,000. Neal is fed up with working within the Hillel structure of campaigns and along with others is talking of setting up an independent Jewish Students Association.

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David Leichman and Rhonda Schneider came to the office March 2nd to consult about the troubles at Bridgeport. After numerous meetings and a seemingly well-organized campaign- everything seemed on the point of breakdown. Mark Kramer insisted on a Save-Soviet-Jewry program at this time when the campaign should get under way - despite his prior commitments to the campaign. Mark is the power in Hillel and David and Rhonda said they cannot conduct a drive without Hillel manpower. Things seemed to be at an impasse. Rhonda urged that we forget the campaign this year - David insisted on trying to salvage it.

I called Nat Skolnick - Ex. Director, with whom I had previously talked about the campus campaign. I asked him to exert pressure on Hillel, which he agreed to do. Bridgeport makes substantial **miletions** allocations to Hillel. David Leichman was to meet with Skolnick later in the week to explain the problem.

David came to my home Saturday, 6th, and he reported that he had met with Skolnick - who had been "very helpful". Skolnick spoke with Mark Kramer and told him in no uncertain terms that the campaign had priority and that everything else must wait until the campaign was over. Mark agreed to hold up his other plans and work on the campaign. David felt that the problem had been licked and is going on with preparations for the campaign which should get under way toward the latter part of the month.

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cc. HAF

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Neale Katz called me yesterday to report on progress at Northwestern. He met on March 4th with Jim Rice, Joe Winston, Maurice Klinger and Gladys Chern. Although Jim still had some reservations he approved what was being done at Northwestern. He agreed to print a special pledge card for use at Northwestern and other campuses - with two lines. Jim wanted the JUF to be stressed. Neale pointed out that most of the pledges would probably be on the EF line. Jim accepted this and said that he realized the emotional value of the campaign was most important.

The student president at Northwestern is Eva Jefferson, a black girl. She is very important and Mark Wolf will sound her out on her attitude to Israel. Jim suggested that she be sent to Israel. Neale agreed that this is a good idea and they will try to work this out locally.

Neale is meeting frequently with the campaign leadership. Three campaign meetings are scheduled:

March 10th, (Mike Traub speaker) April 6th April 13th

CC. HAF IB ENS

SHA/f

INFORMATION

B'NAI B'RITH HILLEL COUNSELORSHIP MAR \$ 1971 AN Hniversity of Kansas 917 Highland Drive Lawrence, Kansas 66044 Kansas Onion - B107 Kansas Onion - B107 NOTED BY REFER TO DATE DATE March 4, 197 1SHA ANSWERED Dear SCCDEF: ce HAF physically but has left a true spirit 1B n to our hearts. Nelles are ready to do everything in our power to assist our fellow brothen from around the world. We have sping break beginning Tomorrow. Dowill work to get and Solunteers during the vocation and Decome begin a full diver when we get back. Mark told me to send in the order Form so wo could get going isted. get going Best of luch up the drive. Pray for place, Man Edelman Campaign Conductor Kansas University

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Chairman Joe Kerstein called me to report that the Adelphi campaign has reached \$6,107. Goal was \$5,000. Compares to \$900 raised in 1970. With \$3,500 in cash received, they are putting on a cash drive to get balance in sconest possible. Joe was pleased to learn that I had used Adelphi as an example of the first "over-the-top" campaign in a report to all campus chairmen.

cc. HAF IB

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I spoke with David Breakstone, chairman of the Tufts campaign, about his upcoming schedule. He requested a film for March 14. I'm sending him "Night and Fog" and either Mike Goldberg or I will speak at the meeting. This meeting is to get a larger group of workers than he already has (he now has 7 very committed enthusiastic workers). If this meeting does not produce a sufficient number of workers, the students there will be asked to bring back 2 more students for a follow up meeting the next Sunday (March 21). It sounds as if there will be agood campaign as David is a very determined chairman and has the December mission experience in back of him.

cc: HAF, IB, SHA

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I met with David Barcan and Charles Boltman to discuss specifics about the NYU campaign.

- 1) Mail campaign will have to be the major part of the campaign as there are few dorms and few workers at this late date for such a large school.
- 2) Possibility of a film festival.
- 3) Possibility of big name speakers
- 4) Ads in NYU papers and the Village Voice.
- 5) Schedule next meeting for 2/23

The main emphasis of this campaign will actually be to create an awareness on campus of what SCCIEF is and to obtain workers for a full scale campaign next year.

MG/f

cc: HAF, IB, SHA

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- Costs of newspaper ads were discussed \$180.00 full page local paper \$930.00 (about) Village Voice
- 2) Mailing lists will be obtained through school computers.
- The movie festival will be presented under the name of Jewish Student Union.
- 4) Mitchell Gold will try to book Theodore Bikel for end of March. Also will try Eli Meisal.

MG/f

cc: HAF, IB, SHA

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INFORMATION

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I went to a meeting on February 8 at New York University to see if I could start a campaign with some of the existing Jewish organizations. This meeting was with the "Jewish Student Union". From the meeting I got one very good worker who will take the responsibility of organizing (name is David Barcan) the campaign with me. Also, Charles Baltman volunteered his help but I don't think he will be very useful as his time is very limited. The rest of the group said they would help in any way they could. We scheduled another meeting for February 13.

MG/1

cc: HAF, IB, SHA

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On Sunday, March 28, I attended a meeting at the home of chairman Paul Plotnick. There were 12 students present including Craig Haber, Saul Gerstenfeld, Barry Silberfarb, Aaron Meyer, Evelyn Altenberg, Beth Balog, and Beth Sternberg. The meeting lasted almost four hours and at times was extremely heated. The chairman and most of the others represented are members of Hillel. They are having difficulties in getting the cooperation of the other campus groups, such as the Jewish Student Union and Yawawh. Craig Haber insisted that members of organizations other than Hillel could not hold office in the campaign in any capacity. Paul Plotnick was opposed to this and after considerable discussion it was agreed that he will have the right to set up a campaign cabinet which will include non-Hillel members.

GOAL:

They had set a goal of \$3,000 as compared to \$500 raised last year. I insisted that they set a much higher goal and they finally agreed to accept \$5,000 as the goal. They want to ke some small allocations to other causes. Their formula calls for 75% of the first \$1,000 raised to go to UJA with everything over \$1,000 to UJA.

They are planning an on-campus direct solicitation as well as a phone campaign. They hope to recruit more workers on the March 4th showing of "Let My People Go" and are negotiating with other organizations for workers. I tried to get them to call a meeting to which they would invite the several hundred students who signed up for two Jewish courses, to recruit workers. This, they refused he the time, as they hoped to recruit enough workers during the next week.

I spoke with Paul Plotnick again several times during the week, the last hime yesterday. Mitchell Gold participated in my conversation with him. Paul was rather glum and dejected. At the film showing yesterday, 70 students turned up but they were able to recruit only 3 workers. Their contacts with other organizations have also proved fruitless. At this point they have only 15 workers lined up. Paul is now willing to call a meeting along the lines I had suggested in another attempt to recruit workers. He will try to find a place for the meeting in the next day or two and set a date.

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At the meeting at his home Paul insisted that all workers in the campaign make leadership gifts, and he announced his own gift of \$50.

During the week I also spoke twice with Martin Kaplan whe is the leader of the Jewish Student Union. Martin is now involved in setting up Jubilee 1971 in Central Park on April 25, Israel Independence Day. Martin assured me that his organization will cooperate 100% in the campaign. Paul calls this "lip service" and I will pressure Martin again on this matter.

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CC. HAF IB

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SUBJECT:

MEMPHIS STATE UNIVERSITY

Richard Krieger, Assistant Director of the Welfare Fund, has undertaken the responsibility for organizing a campaign on the Memphis State University Campus. We is working with with Hillel. There are 400 Jewish students on the campus and another 300 scattered between the local branch of the U. of Tennessee and several small schools. I have been in touch with Dick several times. He is using our material and anticipates a good campaign.



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This kickoff banquet was held at the Ambassador Hotel in LA with Ruth Dayan, Zev Yaraslovsky (a Soviet Jewry speaker,), and myself as the main attractions. More than 1,000 students from high school through college, showed up and the meeting had the makings of one of the most posentially successful events in the national student campaign. However, success did not come due to two main factors. The first was that right before the evening was to start the hotel manager said that we could not have the large banquet hall which was promised to us, but that we would have to settle for the smaller Venetian Room. Finally, after a great deal of hassling, he said we could have that room for half the people while the other half went to the larger room and we would have to run 2 programs, with each speaker speaking twice. I still don't understand why Roz Lawson, the Federation professional in charge, didn't hold the manager tauthe contractual agreement made in the first place, and failing that, why n't she didn't instat that if we could use the larger room for half the audience, we should/also be able to fit in all the people in it since there was still a lot more room available even after approximately 500 persons had been seated in it. However, the second factor proved to be the most disastrous mistake. At least 3 times the week before the event, I had & oken to Roz and the chairman of the JYC. Jon Davis, about having people in the sisles, at east once every 2 aisles, to pick up pledge cards. They assured me that arrangements would be made. When I go t to the meeting I inquired about these people once more, and I found that no one made been chosen. I then found Jim Hudson and some other people (bout 5) to pick up the cards; Jon was supposed to find an additonal complement of many mpore persons since presumably, he knew a lot more of the people from his group than I -- there were for example a number of ushers (students) there checking security who could have been used. Well, I spoke made the pitch, met with a standing ovation and then left to speak at the next meeting. Apparently, Davis did not follow up either with his contingent of people or with saying that pledge cards were supposed to be filled out then and there (i.e. to reiterate it as I had already said it once) and just let the people go out the door. Jim and the other 5 were overwhelmed by 500 people and could only collect a few cards. In the second meeting, I tried to get things straightened out by talking to Jon and insisting that he follow me and telling them to fill out the cards and making sure there were enough people there to collect them. He refused to make the statement, so I did it, but once again there were not enough collectors, and consequently only 100 cards totaling \$3000 were collected; \$27,000 more walked out the door. Roz said not to worry; these people would be contacted later. Even so, we just won't contact them in the same emotional state of mind that we had them there, and the JYCL WIIIs probably record the evening as a great triupmph, which is clearly baloney.

Sound High HAF 2/28/BECEIVED router Sam, CE HAF IB NOTED BY REFER TO Mike flew down this weekend with head weinling for our bickoff bunch and we raised about \$900 from 25 werenkers, That is a tremendous beginning consider" ing last year our comparing netted a fotal of \$600. I asked mike about the plans for the. Operation Joshua program. My summer is open and & would like very much to work on the program, but I would have to clean enough money to pay for my traveling, and living expenses. Please at all possible. any of the schools concerning my doctoral victing my masters thesis, working with my chammen of the LETSA. comparing (Achieve waiser is an excellent prospect for this summer's mission), and planning social action programs in kelicle of soviet feas. I hope that you have been well, as I more that you have been well, as I

Please write as soon as you can regarding The possibility of my working for Operation Joshua. Sholom AMERICAN JEWISH St. Der, 205

	FROM	the second	DATE	CCI-6 COMA	UNITY CODE CC12-2	FIELD	MEMO	
Mike	Goldberg	The second second					TTE IN THIS SPACE	
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Neal Weinberg and I went down for the kickoff which was held at the home of the chairwoman, Adrienne Wasser, who is doing a fine job. Last year/s campaign raised \$500 and this year at the kickoff alone from 21 gifts we had \$883. Adrieam said that Neal Rocklin has not been much help to her and Neal Weinberg spoke to him to try and straighten him out. (Neal R.'s gift was \$125) We're aiming for \$5000 through face to face and telephone. Unfortunately, there will also be a bagel sale which is a holdover from last year which Adrienne couldn't persuade the people to get rid of, but at least it will be held after the campaign and it will not be known that the sale has anything to do with UJA. Adrience assured us there will be no such sa e next year. She desparately wants to go on the summer mission, and she desparately needs financial help as here mother is a widow and now employed as a civil employee. I strongly recommend her.

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MEMO	FIELD	UNITY CODE CC12-21	COMMU	E CCI-6	DAT		-	FROM		1
TE IN THIS SPACE							r	ert Weiner	Rol	
		TYPE OF CAMPAIGN		DATE OF CONTACT		COMMUNITY, STATE, YEAR CC8-9				
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Met with Rabbi Stan Ringler of Hillel. He has asked Mike & Klitenick to Chair campaign which will be completely personal solicitation. Ringler is okay and likes UJA! Arranged to show "Fixer" there on March 6 and also phoned in material request. He is cooperative and wants our help. Mike G. will go there March 6 to speak after "Fixer" and attend an organizational meeting of campaign workers. Ringler okayed fundraising after flick and promised %mm 700-1000 in attendance.

RW:gh cc: HAF IB SHA

	FROM		DATE	COMM COMM	UNITY CODE CC12-21	THEL	DMEMO	
Bob W	einer	A CARLES AND A CARL	2/22/71			Contraction of the second	RITE IN THIS SPACE	
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Met with campaign workers for orientation as to the present situation in Israel and the needs in 1971. Showed LET MY PEOPLE GO, and then solicited gifts. Ten people were in attendance and seven pledged a total of \$305. This was a \$43 + average.

Was asked to return for a second group on 2/25 and also to speak at Pierce College 2/24 to their workers.

Robert Weiner 2/23/71

RW/gh

FROM				2/9/71	CCI-6 COMM	IUNITY CODE CC12-2	TIEL	D MEMO
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I went with Jim Hudson, Traub, to Berkeley. We were working through Hillel, Dan Zucker its president and Gumbiner, the rabbi, and nothing was happening. As I was about to leave, 4 students from the Radical Jewish Union walked in and we started to talk about the campaign. They were not hostile to a campaign; they saw the educational aspects in their own self interest to get into students rooms and rap about Israel, and we all agreed that a fund-raising campaign was such a simple, blatently obrious and studied ideal that it might just work. Their only stipulation was that they refuse to turn regular fund money over the Oakland Bay Area Federation. They want to allocated the local monies themselves. I said it was okay. We set a quota of \$10,000 The group was led by Shana Whittaker and Paul Ems. hoth of whom were really good and could well deserve the term. Teader." Also working is a girl named Esther Goldwasser. If anything can be made to happen at Berkeley these are the people to get it done. Kickoff will be March 20.