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Reform Jewish Appeal. 1973-1975.

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~~file~~
Rabbi David Abraham Mersky

July 9, 1975

Dear Herb -

Many thanks for yours of June 27.
It was great being with you in
Cincinnati — most instructive. I hope
I can fulfill ...

I would appreciate knowing if
there was any specific response from
Alex or Fred in terms of your

request for a "statement of needs"

I'll keep you posted on our progress.

Again thanks for your continued help...



A stylized handwritten signature, possibly reading 'J. S.', is written in blue ink. The signature is positioned below the text 'Again thanks for your continued help...' and is partially overlaid by a faint, circular watermark of the American Jewish Archives logo.

~~file~~
R.T.A.

Dec. 73

from Herbert A. Friedman

FUND-RAISING PLAN FOR SCHINDLER

1. Develop specific list of needs of both organizations, in broad categories, rounded-off sums, totalling approx. 10 mill.
- ~~2. Show sources of income~~
2. Show sources of income - MUM, RJA - approx 6
3. Thus RJA must be expanded by approx 4
4. Make up list of quotas, by city, to reach 4.
5. Assign the quotas carefully, coordinating with mum and RJA lists, to see how to balance
6. Look through my lists (A + Y.L.) for city chairmen.
7. Look through Schindler lists of active laymen - ditto.
8. Find national chairman + top hierarchy.

December 6, 1973

Rabbi Alexander Schindler
Union of American Hebrew Congregations
838 Fifth Avenue
New York, N.Y.

Dear Alex:

It was good seeing you when you were here. For once we had a few minutes to sit and talk like civilized people.

I would like to discuss further with you the matter we touched on at the end - namely, the proper funding of your budget, so as to remove the feeling of being pinched. We hypothesized an annual operating budget of \$10 million, for Union and College, compared to the current income of \$6 m. This meant, in effect, trying to oncrease the RJA by \$4 m.

The first step is to work out a statement of needs, in broad categories, using rounded-off figures, showing what you need (or would like) the money for. How would you spend \$5 m. if you had it? Do a rough outline and send it to me. Talk to Fred, and ask him to do likewise. This does not require any elaborate preparation on your part (or his). You fellows know what you'd like. Just put it down in a rough outline form.

On another piece of paper, list your sources of income, again roughly. Don't include the College's endowment fund income. Leave that out. Let the College keep that for rainy days, or let it accumulate for capital needs.

Then let me have a list of income by city and type - i.e.

Philadelphia - \$X from dues
 \$Y from RJA
 \$Z from any miscellaneous source.

Meanwhile, I will look through my lists of leaders, young and older, to try to isolate suggestions for city chairmen. And you look through your lists. We'll compare and settle on candidates. We must also select a national chairman, and a small group of top campaigners.

Next, we'll look very carefully to see in which cities we want to campaign, and where we don't want to for various reasons. Then we'll assign arbitrary quotas (altering later if need be) adding up to approximately

December 6, 1973

the \$4 millions needed.

By the time a great deal of the preparatory work has been done, by correspondence between us, it will be worthwhile to organize a working session, with Alan Iselin if you still have confidence in him, to decide on the basic working principles and guidelines.

So let's get started.

With best regards,

AMERICAN JEWISH
ARCHIVES

cc: Professor Alfred Gottschalk
Hebrew Union College



RJA plan

1. Recruit cabinet members
2. Decide on quotas
3. Prepare simple basic material, stressing the building of the movement in Israel, as the main reason why more money is now needed.
4. Prepare simple list of suggestions as to how to raise the money - also warning what to avoid
5. Explain all competitive requests - MUM, World Union, Centennial Fund, ~~new~~ World Center in Jerusalem, etc.
6. Convene meeting of full cabinet Nov-Dec 74, to inspire, inform, give quotas, set dates for ^{next} report meeting - Spring 75
7. Build this first meeting around a prestigious founding-figure (cf. Lehman at first formal meeting of UJA Young Leadership - and subsequent Lehman Awards each year).

Suggestions: Abba Eban - Haim Cohen - S.Z. Abramov

Yaacov Janits

Yaacov Marcus

Philip Klutznick

Solomon Freehof

Ben Swig

8. Hold a full day and evening meeting -
business sessions: morning and afternoon
dinner: evening

venue: Washington

program: Gottschalk, Schindler - describe domestic needs

Friedman, Hirsch - describe Israeli needs

Baruch, Iselin - describe techniques, quotas, etc.

evening: Elman - why Liberal Judaism important in Israel

Shapiro, Wilmington - why Liberal J. important in U.S.

AMERICAN JEWISH
ARCHIVES



זכר אלה יעקב וישראל

June 19, 1974

Rabbi Charles D. Mintz

Alan V. Iselin and Philip G. Barach

Alan and Phil:

The following would in my judgment give us the kind of cabinet which has the clout to raise some significant money and the experience and know how to share in the development of policy for RJA:

- | | |
|-------------------|---------------------------|
| 1. New York | Earl Morse
Sydney Roos |
| 2. Northeast | Kivie Kaplan |
| 3. Philadelphia | Jack Rockower |
| 4. Washington | William Koplowitz |
| 5. Detroit | Bernard Linden |
| 6. Chicago | Edgar Cadden |
| 7. St. Louis | I. E. Millstone |
| 8. Memphis | Rudi Scheidt |
| 9. Dallas | Leo Davis |
| 10. Houston | Joe Edelman |
| 11. Los Angeles | Herbert Block |
| 12. Minneapolis | Burton Joseph |
| 13. San Francisco | David Ravitz |
| 14. Miami | James Albert |
| 15. Sarasota | Sol Levites |

These in addition to you both, ex-officio Alex, Fred, Ted Tannenwald and Matt Ross.

From: Rabbi Charles D. Mintz
To: Alan V. Iselin and Philip G. Barach
June 19, 1974

-2-

The College Board is represented and you have geographic distribution entree to those capable of giving. Almost every one of these is a member of the Society of Honor and there is reason to believe that we can recruit these men and involve them in a genuinely productive manner. We can expand upon this group but this gives us the kind of nucleus we want and need.



MEMORANDUM

Date August 4, 1974From Benjamin EngelTo Rabbi Alexander M. Schindler Rabbi Charles D. Mintz Philip G. Barach
Dr. Alfred Gottschalk Alan V. Iselin

Copy for information of _____

Subject RJA PLANS FOR REMAINDER OF 1974-75 FISCAL YEAR... MATTERS FOR DISCUSSION
AT MEETING SCHEDULED FOR SEPTEMBER 4

1. Our first order of business is to set reasonable goals. In Rabbi Mintz's judgment, they are:

	1974-75	1973-74*
Presidents Circle/Society of Honor.....	\$325,000	\$300,000
Mail campaign.....	340,000	330,000
Welfare Fund allocations.....	110,000	105,000
Dinners and other functions.....	135,000	70,000
Total.....	910,000	805,000

* Approximate.

2. The attached agenda for the meeting represents major approaches/techniques for achieving these goals.

BE

AGENDA for Meeting on Reform Jewish Appeal
New York, New York - Wednesday, September 4, 1974

1. RJA CABINET.

a. Membership... names proposed and recruitment.

b. Functions and responsibilities.

- 1) Act as advisory group to RJA lay/staff leadership.
- 2) Arrange small-group meetings of members of own congregations... good prospects for Presidents Circle/Society of Honor membership ... with Rabbis Schindler or Gottschalk.
- 3) Write under own letterhead to several friends and business associates to solicit Presidents Circle/Society of Honor membership.
- 4) Follow up with own letters... reinforcing RJA letters from New York office... to full membership of own congregations with requests for support of RJA.
- 5) Follow up with personal efforts... reinforcing RJA staff solicitation of local Welfare Funds for allocations... to obtain such allocations.

c. RJA staff assistance to Cabinet to include the following.

- 1) Coordinating small-group meetings with Schindler/Gottschalk travel schedules.
- 2) Draft suggested letters... even, if desired, print them in New York.

d. Cabinet meetings.

- 1) To take place when Board of Trustees meets... schedule first one for October 9-10 in New York.
- 2) Also may take place when Executive Committee meets.

2. CONTINUOUS MAIL CAMPAIGN.

a. Mass-mailing schedule for this year is as follows:

Occasion: Holiday, if Any	Holiday Date	Initial Mailing Date		
		This Year Planned	Actual	Last Year
Rosh Hashanah	9/17/74	9/26/74	9/ 4/74	10/ 2/73
Chanukah	12/ 9/74	11/25/74		12/20/73
Passover	3/27/75	3/ 3/75		3/18/74
None	-	5/ 2/75		5/31/74

2. b. Recipients of special letters... tailored to individual circumstances... and not of mass-mail letters (to the degree present system permits).

1) 1973-74 and/or 1972-73 members of Presidents Circle/Society of Honor/Society of Patrons... soliciting 1974-75 pledges... a mailing that began last week.

2) "Denning" of delinquents for payment of open pledges.

3) Letters designed to "reactivate dormant accounts"... major givers prior to 1972-73 who have not given since then.

c. Regular billing procedures.

1) Cyclical billing for pledges partially or wholly still open... "blues".

2) Cyclical "pseudo-billing" of those who have given in past year or two... "whites".

3. RJA BROCHURE AND OTHER P.R. ACTIVITIES.

a. Third Engel draft of brochure in process... including latest input from Rabbi Gottschalk/Mihaly and Judge Tannenwald.

b. Substantive major changes suggested for brochure.

1) Delete section titled "A New Spirit Is Abroad".

2) Reverse order of detailed sections on Union and College-Institute so that the latter is first... add brief sentence or two on inflation.

c. Art department person at Leber Katz to do layout/art for brochure... will meet with him on Monday, September 9... also have suggested layout by member of Union's own art department.

d. Other P.R. activities under consideration.

1) Brief Union and College-Institute stories for inclusion in congregational bulletins... will ask for assistance of Ruth Bookbinder.

2) Time-to-time letters of similar content to RJA contributors... down to what level of giving?... not including requests for funds... but telling them about how their money is being spent productively... because satisfied customers are repeat customers (as saying goes).

4. DINNERS AND FUNCTIONS.

a. Now expect to hold one such meeting in Detroit about December 1974... in Chicago in April or May 1975... Houston at time still undetermined... one additional city to be selected for 1974-75 program.

b. Intend to check with Edgar Cadden on what made May 1974 dinner in Chicago successful... what might have been done better... what to avoid... how to apply lessons elsewhere. Considering a request to Cadden that he serve as overall RJA chairman for planning of dinners.

c. Small luncheon meetings... parlor meetings/cocktail parties... with spouses.

5. REPORTING FORMS AND PROCEDURES.

- a. New forms devised for recording daily/month-to-date/year-to-date receipts ... for close supervision of Presidents Circle/Society of Honor/Patrons lists.
- b. Working on approaches to cost/benefit analysis... other statistical measures of performance... comparative productivity of various approaches, particularly in mail campaign.

6. EDF DEVELOPMENT.

- a. Need now to speed up and refine process to make full use of computer.
- b. Can contribute materially to the following... selective pulling of lists and specialized mailings... cyclical production of mailing labels... various statistical analyses... timely additions and deletions of names from both all-purpose and specialized lists.



CH/-	400,000	
MID-ATL	200	
MIDWEST	200	
NEW JERSEY	250	
NEW YORK	400	
NORTHEAST	200	
NORTHEAST LAKES	200	
NO CALIF	125	
PACIFIC NW		
OHIO VALLEY	125	
PACIFIC SW	300	
PENNA	250	
SOUTHEAST	200	
SOUTHWEST	150	3,000



Philip G. Barach
7600 Willow Brook Lane
Cincinnati, Ohio 45237

June 10, 1974

Rabbi Herbert Friedman
World Education Center
For Progressive Judaism
13 Kind David Street
Jerusalem, Israel

Dear Herb:

Thanks ever so much for your recent notes on the French connection as well as the key list of names that could be helpful to our RJA approach.

Incidentally, I am enclosing several exhibits from the Union financial summary which closely parallel your thoughts on breaking the country into logistical areas and then running a comparison and, perhaps correlation with the giving levels of MUM and RJA and their impending tasks.

Hopefully, we will be moving toward a better organizational approach.

It was unfortunate that you weren't able to spend more time with Chuck Mintz who has the professional responsibility for moving things along on a day to day basis.

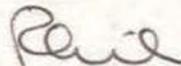
You are brimming full of ideas that, I am sure, would be most useful to him.

Hopefully, we can arrange a return engagement with Simon Chilewich ...although someone recently told me that the Conservative Movement was thinking of organizing their own approach to your project and that could impede our hopes.

Please keep me posted on what develops with Mr. Auerbach.

With every good wish.

Sincerely,



Philip G. Barach

PGB:pc
attach.

JOINT FUND-RAISING—UAHC AND HUC-JIR
CONGREGATIONAL DUES (MUM) AND REFORM JEWISH APPEAL INCOME
FISCAL YEAR ENDED JUNE 30, 1973

P. P.

Total	CANADA	CHICAGO and GREAT LAKES	MID-ATLANTIC	MIDWEST	NEW JERSEY	NEW YORK
Congregational Dues MUM						
\$4,484,926 85.46%	\$88,019 1.68%	\$527,280 10.05%	\$245,717 4.68%	\$211,040 4.02%	\$252,153 4.80%	\$802,583 15.29%
Reform Jewish Appeal						
\$ 763,073 14.54%	\$ 1,960 .04%	\$ 75,450 1.44%	\$ 33,881 .65%	\$ 39,468 .75%	\$ 17,918 .34%	\$193,322 3.68%
TOTAL						
\$5,247,999 100.00%	\$89,979 1.72%	\$602,730 11.49%	\$279,598 5.33%	\$250,508 4.77%	\$270,071 5.14%	\$995,905 18.97%
Dollars						
\$1,000,000						
950,000						
900,000						
850,000						
800,000						
750,000						
700,000						
650,000						
600,000						
550,000						
500,000						
450,000						
400,000						
350,000						
300,000						
250,000						
200,000						
150,000						
100,000						
50,000						
--0--						
\$5,247,999	\$89,979	\$602,730	\$279,598	\$250,508	\$270,071	\$995,905

500-107

[illegible]

Reform Jewish Appeal

As of: June 30, 1974

F I N A L

REGION	PLEDGES THIS YEAR	COMPARISON LAST YEAR	TOTAL CASH THIS YEAR	LAST YEAR'S XXXXXXXXXX CASH
Northeast	53,354.63	39,528.97	52,304.63	39,500.53
New Jersey	17,969.67	19,017.48	19,474.49	17,918.08
Northeast Lakes	64,653.52	62,449.-	65,098.52	55,112.-
Pennsylvania	58,340.70	66,188.35	59,504.20	66,244.74
Canadian	2,510.-	1,960.-	2,510.-	1,960.-
Mid-Atlantic	42,340.43	32,120.67	42,054.43	33,880.67
Ohio Valley	-	58,095.05	-	59,259.03
Southeast	53,601.50	45,126.72	49,951.50	45,443.72
Southwest	66,324.18	55,447.79	65,299.18	56,172.79
Pacific Southwest	53,745.74	57,061.04	52,055.74	55,646.04
Northern Calif. & Pacific Northwest	22,048.32	22,248.05	21,573.32	23,694.94
Great Lakes	10,929.17	9,465.16	13,187.51	15,212.50
Midwest	78,385.11	41,368.22	78,756.10	39,468.22
Chicago	109,094.77	61,363.53	97,389.77	60,237.65
New York	195,914.22	200,787.04	188,279.35	193,738.61
TOTALS	829,211.96	772,277.07	807,438.74	763,489.52

No. of Contributors 14,579

LY 14,109



reform jewish appeal

838 FIFTH AVENUE • NEW YORK, N. Y. 10021 • Tel: (212) 249-0100

NATIONAL CO-CHAIRMEN
Philip G. Barach Alan V. Iselin

DIRECTOR
Rabbi Charles D. Mintz

December 1973

Dear Rabbi:

It has been only a matter of a few weeks since we undertook the difficult, yet critically, important responsibility of chairing the Reform Jewish Appeal.

As you know, our primary work will be with the lay leadership of our Movement and we feel confident of their support. You will be happy to know that at the recent Biennial Convention of the Union of American Hebrew Congregations, leaders from all over the country pledged more than \$200,000 - a record breaking figure for such a convention.

There can be no question but that the Reform Rabbinate has a major stake in the work of our College-Institute and of our Union, and without fuss or fanfare we call upon you and upon every Reform rabbi to help. We anticipate nothing less than 100% participation in this vitally important campaign, and would like to report to the Board of Governors of the College-Institute and to the Board of Trustees of the Union that every Reform rabbi has made his pledge for 1973-1974, and that these pledges exceed our goal of \$150,000 for the current year.

We enclose a pledge card and return envelope for your convenience. May we hear from you shortly.

With sincere thanks and all good wishes, we are

Very cordially,


Philip G. Barach


Alan V. Iselin

al
enc.

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Rabbi Dr. Solomon B. Freehof
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Great Britain
(1954-1959)

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U.S.A.
(1959-1964)

Rabbi Dr. Jacob K. Shankman
U.S.A.
(1964-1970)

Rabbi Dr. Bernard J. Bamberg
U.S.A.
(1970-1972)

*Deceased

World Union for Progressive Judaism

May 31, 1974

Mr. Phil Barach
U.S. Shoe Corporation
Cincinnati, Ohio

Dear Phil:

Here is the list of guys I have selected in 36 cities (not 58). This is all I have had time to do at this moment.

I do not know if these guys are connected with the Reform temple in their community, although I suspect the majority are, nor do I know if they would be willing to assume the burden of becoming the RJA chairman in their community. The trick would be to sell them on the significance and importance of undertaking that responsibility.

What I do know about each one of these men is the fact that they are capable, conscientious, successful campaigners, and once they undertake a job, they carry through conscientiously.

As you know, merchandising is the key to success. The whole project of forming a national RJA Cabinet must be merchandised in such a way that each one of these men would be happy to join it, and would then undertake his local share of the responsibility.

In those cities where I have indicated several names, it might be even easier for the whole group of guys to become the local co-chairman, and thus divide the work among themselves.

Anyhow, if there is anything else you want me to do to help on this, I am certainly willing.

As ever,

Rabbi Herbert Friedman

HF:MH

cc: Mr. Alan V. Iselin



May 31, 1974

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