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Series I: General Correspondence, 1914-1969, undated.

Sub-series A: Alphabetical, 1914-1965, undated.

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Zionist Organization of America, Expansion Fund, 1946.

EXPANSION

\$500,000 Fund

DR. ABBA HILLEL SILVER, *President*
DR. SIDNEY MARKS, *Executive Director*

To Finance 10 Major ZOA Projects in
Public Relations, Education, Veterans, Youth and Reconstruction

ZIONIST ORGANIZATION OF AMERICA

1720 SIXTEENTH STREET, N. W. ★ WASHINGTON 9, D. C. ★ MICHIGAN 4480

DEWEY D. STONE
National Chairman

•
COMMITTEE IN
FORMATION
•

MANUEL POSY
Director

January 10, 1946

Dr. Abba Hillel Silver
The Temple
Cleveland, Ohio

Dear Dr. Silver:

Lest I may not have the opportunity to talk to you at the meeting of the National Administrative Council on Sunday, I wish to bring to your attention certain pressing matters concerning the Expansion Fund campaign that warrant your personal consideration:

1. Cleveland

Expansion Fund quotas have been so assessed to all districts and regions on the basis of an equal and proportionate allocation toward a national goal of \$1,000,000.

Under these circumstances, the local Cleveland districts should be asked to contribute the following amounts.

Cleveland Society	-	\$13,500
Heights Temple	-	\$6,500
Cleveland District	-	\$7,500

I may have underestimated the potentialities of the Cleveland community. I, therefore, hasten to bring these figures to your attention for their possible upward revision.

The Cleveland Society, with your approval, has designated Mr. A. M. Luntz as a National Expansion Fund Vice Chairman; the Cleveland District and Heights Temple have recommended Mr. Adolph Weisfeld for a similar appointment. Furthermore, Cleveland Heights has elected Mr. Edward Braverman as their local Expansion Fund chairman. As soon as I hear from you, I shall contact the aforementioned gentlemen.

Dr. Abba Hillel Silver

-2-

January 10, 1946

2. Metropolitan Zionist Fund

The Metropolitan Zionist Fund has forwarded \$40,000 to the Expansion Fund. This is in accordance with the terms of a contract entered into between the Expansion Fund and the participating New York City regions. This figure, however, does not represent their full potentiality.

The MZF leadership feels that were you to address a group of select individuals, the Expansion Fund would be enriched by a substantial amount. If this meets with your approval, a tentative date, convenient to you, would be set for such a meeting.

With kindest personal regards, I remain

Sincerely yours,



Manuel Posy
Manuel Posy
Director

MP:dh

EXPANSION

\$500,000 Fund

To Finance 10 Major ZOA Projects in
Public Relations, Education, Veterans, Youth and Reconstruction

DR. ABBA HILLEL SILVER, *President*
DR. SIDNEY MARKS, *Executive Director*

ZIONIST ORGANIZATION OF AMERICA

1720 SIXTEENTH STREET, N.W. ★ WASHINGTON 9, D. C. ★ MICHIGAN 4480

DEWEY D. STONE
National Chairman

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COMMITTEE IN
FORMATION
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MANUEL POSY
Director

23 January 1946

Dr. Abba Hillel Silver
The Temple
Cleveland, Ohio

Dear Dr. Silver:

Pursuant to my conversation with Dr.
Emanuel Neumann on January 21, I wish to confirm the
fact that I shall be in Cleveland next Saturday, and
I shall call upon you as per your agreement.

With kindest personal regards, I remain

Very sincerely yours,

Manuel Posy

Manuel Posy,
Director.

/mjs

EXPANSION
\$500,000 Fund

To Finance 10 Major ZOA Projects in
Public Relations, Education, Veterans, Youth and Reconstruction

DR. ABBA HILLEL SILVER, *President*
DR. SIDNEY MARKS, *Executive Director*

ZIONIST ORGANIZATION OF AMERICA
1720 SIXTEENTH STREET, N.W. ★ WASHINGTON 9, D. C. ★ MICHIGAN 4480

DEWEY D. STONE
National Chairman

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COMMITTEE IN
FORMATION
•

MANUEL POSY
Director

30 January 1946

Dr. Abba Hillel Silver
The Temple
Cleveland, Ohio

Dear Dr. Silver:

Pursuant to our conversation, I am enclosing a copy of the agreement entered into between the Metropolitan Zionist Fund and the national organization. I wish to draw your attention particularly to page 3, paragraph E.

Under separate cover, a financial statement issued by the Metropolitan Zionist Fund will be sent to you.

With kindest personal regards, I remain

Very sincerely yours,

Manuel Posy

Manuel Posy,
Director.

/mjs
NEF-11-NAT

EXPANSION

\$350,000 Fund

For the Speedy Realization of the ZOA
Program of Education, Youth and Reconstruction

DR. ABBA HILLEL SILVER, *President*
DR. SIDNEY MARKS, *Executive Director*

ZIONIST ORGANIZATION OF AMERICA

1720 SIXTEENTH STREET, N.W. ★ WASHINGTON 9, D. C. ★ MICHIGAN 4480

National Chairman:

DEWEY D. STONE

National Vice-Chairmen:

OSCAR ALTSHULER

A. L. BUCK

BENJAMIN EISENSTEIN

SHOOLEM ETTINGER

BERNARD FULLER

RABBI LEON FRAM

MARVIN GERSTMAN

BENJAMIN M. GOLDER

PAUL KAMINSKY

ROBERT LAGUNOFF

ARTHUR LEBENSON

ALEX LOWENTHAL

A. M. LUNTZ

SIDNEY PINES

BERNARD W. PRICE

SAMUEL RIVKIN

HARRY ROBINSON

CHARLES ROSENGARTEN

BERNARD G. RUDOLPH

SIDNEY SHANFIELD

PHILIP SOKOL

DAVID SPIEGEL

ADOLPH WEISFELD

EDWARD WITCOFF

COMMITTEE
INCOMPLETE

Director:

MANUEL POSY

February 15, 1946

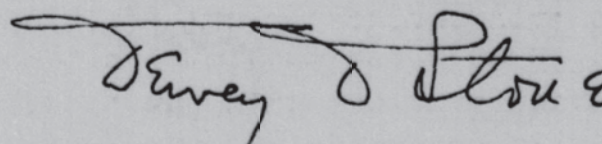
Dear Friend:

As you may be aware, the real sum being sought by the Expansion Fund this year is \$1,000,000. To enable us to implement fully the Expansion Fund projects, it has become necessary for us to seek this larger amount. Even though the National Convention adopted a goal of \$500,000, it was under the advisement of Dr. Abba Hillel Silver, our president, and with the full approval of our National Executive Committee that the goal of \$1,000,000 was adopted. The difference will be devoted to increased political, educational and public relations program necessitated by the present crisis.

Dr. Silver is anxious to communicate directly with members of your district who are in the position to join the "\$1000 Club," from which a goodly share of the National Expansion Fund income will be derived. It would be helpful to us if you were to return, in the enclosed envelope provided, a list of members from your district who may respond to our President's request.

With kindest personal regards, I remain

Cordially yours,



Dewey D. Stone,
National Chairman

TELEPHONE
MICHIGAN 4480

ההסתדרות הציונית של ארצות הברית

ZIONIST ORGANIZATION OF AMERICA

1720 - 16TH STREET, N. W.
WASHINGTON 9, D. C.

NEW YORK OFFICE
41 EAST 42ND STREET
NEW YORK 17, N. Y.

March 18, 1946

Dr. Abba Hillel Silver
The Temple
Cleveland, Ohio.

My dear Dr. Silver:

We have been informed of your wishes for an immediate follow-up campaign on the Expansion Fund, in Cleveland. Under these circumstances, it is my pleasure to inform you that Mr. Henry Bernfeld, one of our staff, has been instructed to visit Cleveland and spend as much time as deemed necessary in order to facilitate the wind-up of our Expansion Fund efforts in your community.

Mr. Bernfeld is of the highest calibre and has a fine record of past achievements.

Very sincerely yours,

Manuel Posy

MANUEL POSY

Director, Expansion Fund

MP:FB

DR. ABBA HILLEL SILVER, Cleveland, Ohio
President

DR. HARRY FRIEDENWALD, Baltimore, Md.
Hon. Vice President

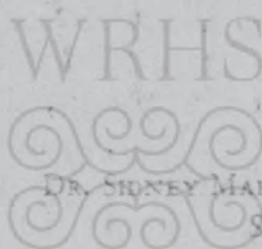
DR. LEON FEUER, Toledo, Ohio
JACOB FISHMAN, New York, N. Y.
DR. SOLOMON GOLDMAN, Chicago, Ill.
DR. ISRAEL GOLDSTEIN, New York, N. Y.
DR. JAMES G. HELLER, Cincinnati, Ohio
EDMUND I. KAUFMANN, Washington, D. C.
JUDGE LOUIS E. LEVINTHAL, Philadelphia, Pa.
LOUIS LIPSKY, New York, N. Y.

RABBI IRVING MILLER, Far Rockaway, N. Y.
DR. EMANUEL NEUMANN, New York, N. Y.
JUDGE BERNARD A. ROSENBLATT, New York, N. Y.
CHARLES J. ROSENBLOOM, Pittsburgh, Pa.
JUDGE MORRIS ROTHENBERG, New York, N. Y.
ELIHU D. STONE, Boston, Mass.
ROBERT SZOLD, New York, N. Y.
DR. STEPHEN S. WISE, New York, N. Y.

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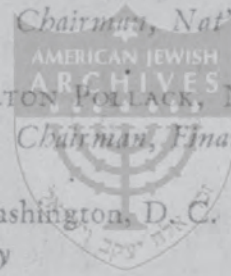
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Chairman, Nat'l Adm. Council

MILTON POLLACK, New York, N. Y.
Chairman, Finance Committee



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A. K. EPSTEIN, Chicago, Ill.
HON. M. MALDWIN FERTIG, Bronx, N. Y.
JUDGE HARRY FISHER, Chicago, Ill.
RABBI LEON FRAM, Detroit, Mich.
ERNEST S. FREUDENHEIM, Buffalo, N. Y.
HAROLD GOLDENBERG, St. Paul, Minn.
ABRAHAM GOLDSTEIN, Hartford, Conn.
HON. NATHANIEL GOLDSTEIN, Brooklyn, N. Y.
SAMUEL GOLDSTOCK, Pittsburgh, Pa.
ISRAEL R. GOODMAN, St. Louis, Mo.
RABBI SIMON GREENBERG, Philadelphia, Pa.
JOSEPH L. GREENLEAF, Mount Vernon, N. Y.
JOSEPH HALBERT, Atlantic City, N. J.
RABBI HARRY HALPERN, Brooklyn, N. Y.
JULIUS LIVINGSTON, Tulsa, Okla.

ABRAHAM M. LUNTZ, Cleveland, Ohio
MORTIMER MAY, Nashville, Tenn.
ISAAC POTTS, Baltimore, Md.
ABRAHAM A. REDELHEIM, Brooklyn, N. Y.
JUDGE HYMAN J. REIT, New York, N. Y.
HON. ALBERT D. SCHANZER, Brooklyn, N. Y.
ALBERT SCHIFF, Columbus, Ohio
JUDGE JACOB SCHWOLSKY, Hartford, Conn.
EZRA Z. SHAPIRO, Cleveland, Ohio
RUDOLF G. SONNEBORN, New York, N. Y.
DAVID SPIEGEL, Brooklyn, N. Y.
DEWEY D. STONE, Brockton, Mass.
WILLIAM B. SYLK, Philadelphia, Pa.
JACQUES TORCZYNER, New York, N. Y.
ELKAN C. VOORSANGER, Milwaukee, Wis.
MORRIS WEINBERG, Brooklyn, N. Y.
HERMAN L. WEISMAN, Scarsdale, N. Y.

Executive Committee
(In addition to National Officers)

ההסתדרות הציונית של ארצות הברית

ZIONIST ORGANIZATION OF AMERICA

1720 - 16TH STREET, N. W.
WASHINGTON 9, D. C.

NEW YORK OFFICE
41 EAST 42ND STREET
NEW YORK 17, N. Y.

March 21, 1946

Dr. Abba Hillel Silver
The Temple
Cleveland, Ohio.

Dear Dr. Silver:

I have just returned from a trip to some of our districts in the Ohio Valley Region. However, I was confronted with the same request by the districts I visited as have been already made by almost every district in the country, that is: they all desire you to visit them because they feel that all their efforts on our behalf will materially benefit by your presence.

As I am fully aware of your tremendous responsibilities and the subsequent taxation on your time, I have in all cases, managed to circumvent their request and after the necessary explanations were made, they became aware of the fact that it would be impossible for you to visit all the places that requested your presence.

However, in Indianapolis, I was present at a meeting when your letter was read indicating that it would not be possible to visit their community this season. They had become somewhat distressed and felt that because of past circumstances, it was important for you to visit their community this year. They have made the following offer which, I am sure, will be transmitted to you during the course of the very next few days.

The Indianapolis district is anxious to run a donor dinner on May 15th, at which time they guarantee to present you with a check of not less than their minimum Expansion Fund quota of \$8,000 and in addition, they will present you with a scroll of new members which will be far in excess of 500. Furthermore, they guarantee to have a dinner at which time there will be more than 1000 people present.

In order to avoid too much of an encroachment upon your time, they are prepared to charter a plane to bring you from Cleveland and return you the same evening.

Although I am not in a position to demand any of your time, I do feel that their offer is worthy of your consideration.

MP:FB

Sincerely yours,

MANUEL POSY

Manuel Posy

March 22, 1946

Mr. Manuel Posy
Zionist Organization of America
41 East 42nd Street
New York 17, N. Y.

My dear Mr. Posy:

Permit me to thank you for your letter of March 21.

If the Indianapolis Zionist District will undertake to present me with a check of not less than \$8,000 for the Expansion Fund and 500 new members to the ZOA, I shall make every effort to be with them provided we can agree on a day that I can get away.

With all good wishes, I remain

Most cordially yours,

AHS:GR

Zionist Organization of America
ZOA Expansion Fund Headquarters
1720 - 16th Street, N. W.
Washington 9, D. C.

MEMORANDUM

From: Dewey D. Stone, National Chairman, Z.O.A. Expansion Fund

To: National Expansion Fund vice-chairman, district presidents, and Local Expansion Fund chairman.

Subject: ZOA EXPANSION FUND: Manual of Procedure for Districts.

N.B. IT IS IMPORTANT THAT WE BE APPRISED OF THE DATE UPON WHICH YOUR DISTRICT WILL EMBARK UPON YOUR LOCAL EXPANSION FUND EFFORT. WE HAVE ALREADY MADE HEAVY COMMITMENTS IN FINANCING THE TEN MAJOR EXPANSION FUND PROJECTS UPON WHICH THE SUCCESS OF OUR WORK IS DEPENDENT. THE IMMEDIATE LAUNCHING OF YOUR EXPANSION FUND EFFORT IS THEREFORE IMPERATIVE TO HELP US MEET THESE OBLIGATIONS.

I. Organization of Personnel

- A. The District Chairman - The choice of your chairman will determine the extent of the success of your drive.
- B. Vice Chairman
- C. General Organization:
 - 1. Initial Gifts Committee, under a Chairman:

This group should be chosen because of their anticipated ability to obtain contributions in large amounts. Successful campaign experience indicates that 50%, and usually 60%, of all quotas are derived from initial gifts.
 - 2. General Solicitations Committee, under a Chairman:

This is the large "sales organization" built up to contact personally the large general public or membership field for the many generous and most essential contributions of the average givers.
- D. Forward the names and addresses of your Expansion Fund Chairmen and the names and addresses of all members of the Committee, to both ZOA Expansion Fund headquarters, 1720 16th St., N. W., Washington 9, D. C. and your Regional Director. This is necessary so that separate communications and suggestions may be forwarded to them.

II. District Quotas

- A. Minimum goals to each district have already been assigned by your National Expansion Fund Committee. The quota allocated to your district was based on the premise that all districts bear an equal and proportionate share of the national goal. It is confidently expected that these quotas will be exceeded.

[unrated]
\$500,000 EXPANSION FUND
powers the fight for the-
JEWISH COMMONWEALTH

- B. Experience has proved that district quotas offer a false goal, for success comes only when the entire national amount has been raised, and not when one certain community reaches a set figure.
- C. Naturally too, certain communities, because of their financial resources, will have to bear a larger proportion of expense than others less fortunate.
- D. Therefore, all prospects must be seen, and contributions obtained in proportion to their ability to pay.
- E. It is not necessary to confine your district solicitations solely to your membership. Enlist the participation of your friends.

III. Prospects

- A. The formation of the 1946-\$1000 Club has been announced by our President, Dr. Abba Hillel Silver. The names of prospects from your district who are in a position to join should be forwarded to National Headquarters immediately. Dr. Silver will communicate with them directly.
- B. The District Chairman should immediately work out, in conjunction with his Initial Gifts and General Solicitations Chairman and the District officers, a list of prospects (people who can afford to give).
- C. Prospect cards should be made up from these lists and a copy of the list forwarded as soon as possible to the Campaign Office and the Regional Director.
- D. Rate your cards - The aforementioned prospects committee should separate those that can give \$25.00 or more, so that they may receive special handling by the initial gifts committee. (Bear in mind that people should be asked to give in proportion to their means.)
- E. A record of all cards given out should be kept, with names of prospects and solicitors.
- F. It is essential that every member of the district be assigned a task in connection with the solicitations.

IV. Workers

- A. Your workers are usually obtained by the District Chairman appointing a leader for every five workers, the leaders to obtain a minimum of four workers.
- B. Your district membership divided by five will indicate roughly the number of teams which can be secured.

V. Meetings

- A. Arrange for opening meeting of drive. The workers should be present.
- B. Either a dinner or evening meeting.
- C. Prospect cards and pamphlets should be given workers and solicitations should start at once.

VI. Important Details

- A. Regular stated meetings of all district chairman and workers should be held.
- B. All chairman, leaders and workers should have been appointed and have agreed to serve not later than one week after the receipt of these instructions.
- C. The opening meeting of the campaign should be had immediately upon completion of appointments.
- D. Weekly worker report checkup dates should be set.
- E. Lists of prospects must be received by both campaign and regional offices within one week after appointment of committees.

VII. Campaign Material

The national office has prepared a series of pamphlets and leaflets that will materially help you sell your campaign to your prospects. Additional copies can be obtained by direct request to National Headquarters.

VIII. Instructions

- A. Weekly reports of progress should be sent to both National Campaign Headquarters and your Regional Director.
- B. All reports and notable achievements by individuals, committees, and chairmen should be reported to the National Campaign Office as soon as possible. People justly like to receive credit for the work they have done, and a goodly part of the issues of "The New Palestine News Reporter" will carry these commendations. Reports and information of this nature should regularly be solicited with these principles in mind. Bulletins will be issued regularly on the progress of the whole campaign.
- C. Render reports promptly to both Campaign Headquarters and your Regional Director. Only in this manner can we be familiar with the progress of the organization as a whole.

- D. In rendering your reports, please render your receipts together with contributions cards which are being forwarded to you. Keep these records legible and clear.

NOTE: Your National Chairman and National Director, in addition to the National vice-chairmen designated by your region, city, or area, and your regional director are prepared to extend to you every assistance for the successful completion of your campaign.

Suggestions For Larger Cities

Dinner, Luncheon and Breakfast meetings with addresses on the ten major projects to be undertaken through the Z.O.A. Expansion Fund offer great possibilities for money raising if conducted under able leadership. The keynote of success in such enterprises is to determine what type is best suited to available facilities, and to seek perfection in hospitality and food. Small dinner or luncheon meetings can be arranged for a select group of contributors to be addressed by the speaker who has been engaged for the large public meeting which follows. There are many other types of activities that can be adapted to serve as projects from which all or part of the proceeds are to come.

The major portion of these funds must be made available immediately. Remember that the Jewish people, regardless of income, are generous and they can be counted on to contribute liberally when the sound and real needs of our organization are brought to their attention.

This is not a community-wide public campaign. It is an organization task undertaken by our own members to implement our program and activities for greater effectiveness.

N.B. - A Speakers' Manual is being enclosed for your convenience. Please use the manual and pass it on to any member of your district who will have the occasion to address meetings on behalf of the Expansion Fund. If additional copies are necessary, please write for them immediately.