



Abba Hillel Silver Collection Digitization Project

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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, membership, 1946.

MEMORANDUM

FROM: Dr. Sidney Marks, Executive Director
TO: All Regional and District Presidents,
Radio and Membership Chairmen
SUBJECT: Radio.

DATE: January 3, 1946

These suggestions are geared to promote the effectiveness of your radio public relations work and stimulate your membership efforts.

Many Jews who are not affiliated with the Zionist Organization of America can be easily enrolled through this method.

If you are "On The Air," make immediate arrangements for this type of membership promotion. Use this new form of announcement for many weeks. Tell us how many "Facts" you require.

If you are not "On The Air," take immediate advantage of this free, exciting method for public relations of the finest kind. Get on the Radio -- Let us know immediately what station will carry your broadcasts, and coordinate your membership efforts with this great medium which can reach the whole community -- and effectively.

Let us hear from you **AT ONCE**.

My kindest personal regards.

Sidney Marks

A N I M P O R T A N T S U G G E S T I O N T O A L L
W H O A R E W O R K I N G O N T H E
Z I O N I S T R A D I O P R O J E C T

HAVE YOU
STOPPED TO
CONSIDER?

Have you given any thought to the membership possibilities of the Zionist Organization's radio broadcasts in your town? Since industry uses radio to sell, why shouldn't we do the same thing?

THE FOLLOW-
UP
TECHNIQUE

Your program, "The Drama of Palestine", excites interest in the public. You stir up a listener to the point where he turns to his wife and says:- "Great stuff! That's telling them. It's time the world learned what the Jews have done in Palestine." Swell! But what happens then? Are you going to let that interest die? Or are you going to use "the follow-up technique."

NEW OPEN-
INGS AND
CLOSINGS

Attached hereto are new openings and closings for the station announcer. Here you see that we are offering the audience an attractively illustrated booklet to stimulate and hold the interest of those who take the trouble to write in. It's the old "one-two" attack. First we tell them (over the radio); then we sell them (thru the circular.)

THE ONE-
TWO-THREE
ATTACK!

But there's a third step necessary. If our prospect is not a member of your district of the Zionist Organization of America, now is the time that he should be approached and without too much delay. Here's how it works.

FOLLOW
THESE STEPS
CAREFULLY!

For convenience, let's call our prospect "Mr. Cohen." Mr. Cohen has listened to our program, has sent for the booklet, "Facts You Should Know," and presumably he has read it or, at least, has looked it over. In military parlance, Mr. Cohen has been "softened up."

Mr. Cohen's name is then given to the membership committee of your district. If he is a member of the Z.O.A., somebody may care to call on him to try to get him to play a more active part. And if Mr. Cohen is not a member of the Z.O.A., here's an ace-high A-1 prospect, a man who has heard about, read about and shown an interest in the Zionist cause. Try to sign up Mr. Cohen; you can't ask for a better lead. That's "the one-two-three follow-up." This plan makes the radio program an instrument for action!

WHAT TO
DO NOW!

1. Start using the new openings and closing announcements as soon as you receive the pamphlets. (Facts You Should Know,)
2. Set up the machinery for sending the pamphlets out as soon as requests are received.
3. Keep us informed when you need more pamphlets; they are free. All your district need pay is postage, plus the envelopes. You do the addressing. When sending for a new supply of pamphlets, let us know how many requests you have received.
4. Keep a card file of all those who write in and see that they are followed up by your membership committee, as outlined above.

Good luck . -

Dr. Sidney Marks
Executive Director

THE RADIO DEPT.
Zionist Organization of America
Washington, D. C.

A Word of Explanation!

Over the air we refer to our pamphlet as: -

"Facts You Should Know."

Actually the name is: -

"Facts You Should Know About Zionism."

The reason for leaving out "Zionism" is that the word is considered controversial by many and radio stations don't like controversy.

A Word of Warning!

Don't send a lot of other literature along with

"Facts You Should Know." Stick to a simple message.

However, if you wish, you may enclose one of your radio announcements, which give the day, the station and the time of the broadcasts. Just a little extra reminder to listen again.

Tune in!
**THE DRAMA
OF PALESTINE!**

The soul-stirring tales of Jews who
have fought and labored and died to
rebuild the Land of Israel.

*On the air
Every*

at

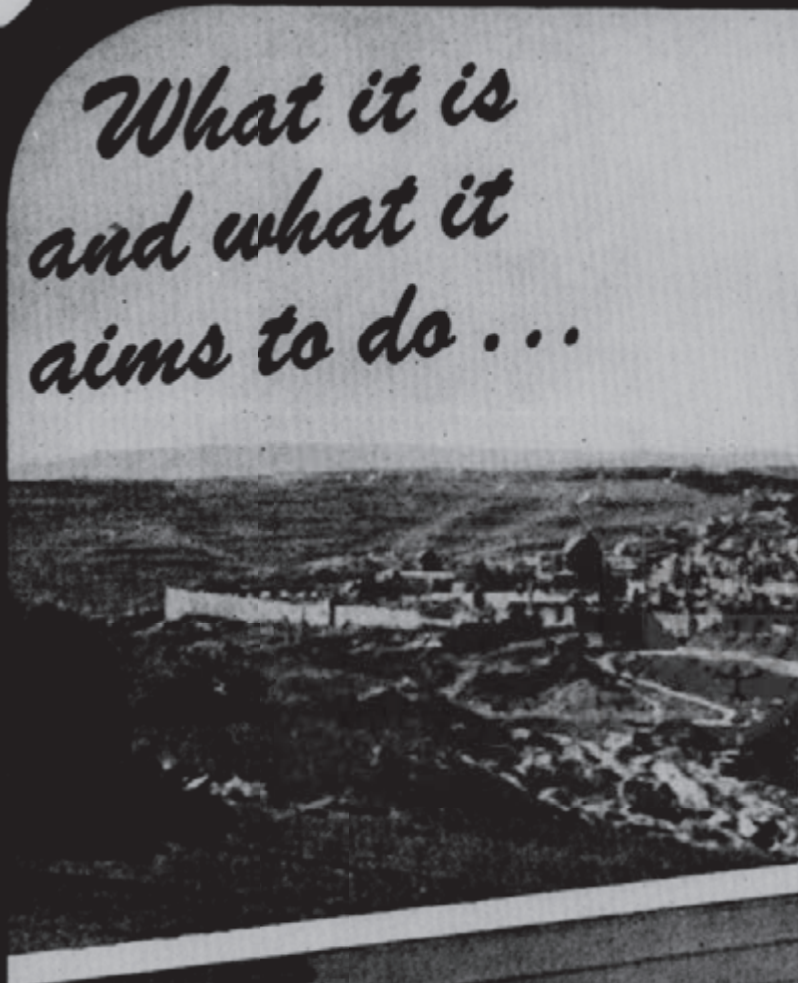
Station

Sponsored by

District . . Zionist Organization of America

FACTS YOU SHOULD KNOW ABOUT *Zionism*

*What it is
and what it
aims to do...*



WHAT IS ZIONISM?

ZIONISM is a movement which seeks to solve the age-old problem of Jewish homelessness through the establishment of Palestine as a free and democratic Jewish Commonwealth. Simultaneously, Zionism strives for a cultural and spiritual renaissance of the Jewish people in whatever countries they reside.

WHY PALESTINE AND NOT ELSEWHERE?

THE HISTORY of the Jewish people is inextricably interwoven with Palestine. It was in Palestine that the great Jewish prophets preached the unity of God and the ethical concept of the brotherhood of man. Through the centuries, the continuous historic association of the Jewish people with Palestine has never been broken.

WHAT IS THE ZIONIST PLATFORM?

THE PLATFORM as formulated by the first World Zionist Congress convened at Basle (Switzerland) in 1897, by Dr. Theodor Herzl, the founder of modern Zionism, reads—"Zionism seeks to create for the Jewish people a publicly recognized legally assured home in Palestine."

WHAT IS THE INTEREST OF THE AMERICAN PUBLIC AND GOVERNMENT IN THE ZIONIST PROGRAM?

EVERY president of the United States since Woodrow Wilson,—Wilson, Harding, Coolidge, Hoover, Roosevelt, Truman—has publicly voiced approval of the establishment of the Jewish homeland in Palestine. Both Houses of the United States Congress in a joint resolution adopted on June 30, 1922, unanimously endorsed the establishment of Palestine as a national home for the Jewish people. In addition, America has a special interest in the Palestine Mandate through the American-British Palestine Mandate convention of 1924. Both Democratic and Republican parties at their 1944 conventions in Chicago incorporated a plank in their platforms endorsing the establishment of Palestine as a Jewish Commonwealth.

In a message conveyed through Senator Wagner, Chairman of the American Christian Palestine Committee, to the 47th annual convention of the Zionist Organization of America, pledging support for the establishment of the Palestine Jewish Commonwealth, President Franklin D. Roosevelt wrote:

"Please express my satisfaction that in accord with traditional American policy, and in keeping with the spirit of the Four Freedoms, the Democratic Party at its July convention this year included the following plank in its platform:

"We favor the opening of Palestine to unrestricted Jewish immigration and colonization, and such a policy as to result in the establishment there of a free and democratic Jewish Commonwealth."

"Efforts will be made to find appropriate ways and means of effectuating this policy as soon as practicable. I know how long and ardently the Jewish people have worked and prayed for the establishment of Palestine as a free and democratic Jewish Commonwealth. I am convinced that the American people give their support to this aim; and if reelected I shall help to bring about its realization."

HAS THE JEWISH HOMELAND RECEIVED INTERNATIONAL SANCTION?

THE ESTABLISHMENT of a Jewish homeland in Palestine was solemnly pledged by Great Britain in a document known as the Balfour Declaration issued by the then Secretary of Foreign Affairs, Arthur James Balfour, on November 2nd, 1917. This pledge was later incorporated in the preamble of the Palestine Mandate endorsed by 52 nations of the world as signatories to the Mandate which recognized the historic connection of the Jewish people with Palestine.

HOW MANY JEWS CAN PALESTINE SUSTAIN?

DR. WALTER C. LOWDERMILK, noted soil conservation expert of the U. S. Department of Agriculture, estimates that the development of Palestine patterned after the Tennessee Valley Authority Plan, will make possible the absorption of an additional four million Jews in Palestine. F. Julius Fohs, another noted American expert, has declared that conservation of the available water resources of Palestine will make possible the irrigation of 2,500,000 dunams, exclusive of the Negev. (It is estimated that approximately 20 dunams of irrigated land is required to sustain a family of five.) The Negev, in the words of British experts, contains "practically an inexhaustible supply of cultivable land, if water could be found." An indication of the industrial potentialities of Palestine is the fact that Palestine, occupying a strategic position geographically, with Egypt to the south, Syria to the north, and Iraq to the east, is only two days removed from the 30,000,000 consumers of manufactured goods.

DOES ZIONISM AIM TO BRING EVERY JEW TO PALESTINE?

NO. ONLY THOSE who wish to go there—no more than every Irishman was expected to return to Ireland when the Irish Free State was established. Likewise, not every Pole, nor every Czech, nor every Yugoslav in this country is expected to return when their respective homelands will be restored at the end of this war.

WHAT OF EUROPEAN JEWRY?

THE DEFEAT of the axis will not normalize Jewish life in Europe. Today liberated European Jewry has been pauperized and in many

countries will have little chance of returning to social and economic equality. *Palestine alone offers them the possibility of a normal existence. Palestine alone will welcome them not as aliens, not as transients, not as refugees, but as incoming citizens.*

IS ZIONISM COMPATIBLE WITH AMERICANISM?

YES. THE POLITICAL allegiance of American Zionists is entirely and unequivocally to America. No one will question the Americanism of the late Justice Louis D. Brandeis who stated: "Let no American imagine that Zionism is inconsistent with patriotism. . . . Every Irish American who contributed toward advancing Home Rule was a better man and a better American for the sacrifice he made. Every American Jew who aids in advancing the Jewish settlement in Palestine, though he feels that neither he nor his descendants will ever live there, will, likewise, be a better man and a better American for doing so. . . . *Indeed, loyalty to America demands rather that each American Jew BECOME a Zionist.*"

HOW WILL THE JEWISH HOMELAND SOLVE THE JEWISH PROBLEM?

THE EXISTENCE of a Jewish Commonwealth in Palestine will not only provide a permanent home and security for millions of homeless and uprooted Jews, but it will also serve to remove the stigma of "wanderers" under which the Jews live as compared with other peoples. Moreover, the existence of a Jewish National Homeland will serve as a source of spiritual strength and as a cultural center for the Jews of the world.

HAS JEWISH SETTLEMENT IN PALESTINE BENEFITED THE ARABS?

DUE TO Jewish medical and sanitation efforts the Arabs in Palestine enjoy the lowest mortality rate in the entire Middle East. The rate of wages paid Arab labor in Palestine is higher than that of any other country in the Near East. The Arab population has grown from 664,000 in 1922 to 1,175,000 in 1944.

IS IT TRUE THAT JEWS HAVE DISPLACED ARABS?

NO. FAR FROM driving the Arab off the land the effect of Jewish development has been to encourage Arab cultivation of hitherto neglected areas. According to official sources only 664 Arabs over a period of years claimed to have been displaced. More than half (347) were resettled at the expense of the Government and the remainder did not press their claims. As a result of the Allied victory in World War I, the Arabs received sovereignty over 1,200,000 square miles. The Jews have only tiny Palestine to claim as their own: in area less than 1/100 of the Arab lands.



WHAT ARE PALESTINE'S CONTRIBUTIONS TO THE WAR EFFORT OF THE UNITED NATIONS?

1. OUT OF a Jewish population of 530,000—135,000 men and women have registered for service in all branches of military and civilian defense. More than 35,000 have volunteered and are now serving with the British Armies and supernumerary police. An additional 25,000 are serving in the Home Guard, settlement police, and in other civilian war services. In addition 57,000 Jewish workers are engaged in war industries, in military construction work, communications and other industrial war projects.
2. Agriculture and food production have been expanded to an extent that Palestine now constitutes a major source of supply for military and civilian needs in the entire Middle East. The number of agricultural settlements has been increased to 310 of which 55 were established since the outbreak of the war.
3. The Jewish community of Palestine is rendering substantial assistance to the War Effort in the economic, scientific, and technical fields. The war has given great impetus, particularly to the pharmaceutical industry, the engineering field, to the production of chemical and optical apparatus, mechanical equipment, wartime tools and to the establishment of new metal, electrical, textile and timber plants. War orders filled by Jewish factories in Palestine in 1944 amounted to \$60,000,000.
4. In the battles of Greece, Crete, Libya, Ethiopia, Egypt, Italy and France, Palestine Jewish soldiers played a heroic part. Thousands have fallen on the battle field and many hundreds more have been cited and decorated for heroism by their commanding officers.
5. The Hebrew University, the Hadassah Hospital and Medical School on Mt. Scopus, Jerusalem, the Haifa Technicum, the Daniel Sieff Research Institute at Rehoboth, have placed their entire services and facilities at the disposal of the United Nations.

HAS AMERICAN JEWRY GONE ON RECORD FOR ZIONISM?

AMERICAN JEWRY, through a democratically elected assembly meeting as the American Jewish Conference, on September 1, 1943, overwhelmingly approved a resolution (only 4 dissenting votes out of a total of 502) endorsing the establishment of Palestine as the Jewish Commonwealth. This resolution was overwhelmingly reaffirmed at the second session of the conference in December, 1944, at Pittsburgh.

WHAT IS THE OBLIGATION OF AMERICAN JEWS?

THE DESTRUCTION of the large Jewish communities in Europe has placed upon American Jewry the major obligation to furnish the funds for extending the upbuilding work of Palestine and the responsibility to safeguard the post-war status of Palestine as the Jewish Commonwealth.



Through the fiscal agencies of the Zionist Organization, the Keren Hayesod (Palestine Foundation Fund) and the Keren Kayemeth (Jewish National Fund) American Jews have contributed large sums of money for colonization, urban and rural development, immigration, education, sanitation, health, social and cultural activities. The United Palestine Appeal is the fund-raising instrument in the United States of the Keren Hayesod and the Keren Kayemeth.

WHAT ARE THE MAJOR ACTIVITIES OF THE ZIONIST ORGANIZATION OF AMERICA?

1. IT RALLIES the mass support of American Jews for the upbuilding of Palestine.
2. It conducts extensive popular educational and public relations activities to mobilize American public opinion in behalf of the Zionist cause.
3. It develops and furnishes the leadership and the manpower for Palestine fund raising.
4. Through its cultural and organizational program it brings home the message of Zion to

Jewish households and the ideal it espouses serves to complete the totality of Jewish life in America.

5. Through the Expansion Fund it finances and maintains eight major Zionist projects including Publications, Radio, Economic Department, Hebrew Arts, Education and Youth.

Membership in the Zionist Organization of America will bring you into the ranks of those who labor for a Zion restored, for a more wholesome Jewish life everywhere.

WHY SHOULD EVERY JEW BE A MEMBER OF THE ZOA?

BECAUSE ONLY through Zionist membership can one identify himself fully with the sacred task of rebuilding the Jewish national homeland and providing a permanent home for the homeless. The Zionist Organization of America is the major instrumentality of American Jewry to insure the postwar status of Palestine as the Jewish Commonwealth.

"The President authorized us to say that he is carrying out the policies of President Roosevelt, that we knew what President Roosevelt's policy regarding Palestine has been. The late President's recent statements on Zionism were before him and he indicated to us in clear and unmistakable terms that he is supporting that program."

—Authorized Statement by PRESIDENT HARRY S. TRUMAN, April 20, 1945
Issued through Delegation of American Zionist Emergency Council

ZIONIST ORGANIZATION OF AMERICA

★ National Headquarters
1720 16th ST., N. W., WASHINGTON 9, D. C.



Form Letter to go to those who write for "Facts You Should Know."

To our friends!

Many thanks for your interest in our radio program

"The Drama of Palestine".

We are enclosing the pamphlet that you requested. We hope that it proves interesting and informative.

We will be very happy to mail copies of this booklet to any of your friends who request it. May we ask you to tell your friends about "The Drama of Palestine."

Sincerely,

District,

Zionist Organization of America

(address)

(city)

New Opening Announcement for "The Drama of Palestine."

Announcer: Before we start this program, may we ask you to listen carefully to an interesting offer at the end of the broadcast. And now, the _____ District of the Zionist Organization, in cooperation with Station _____ presents
(Recording opens with words; - "THE DRAMA OF PALESTINE.")

Announcer: Closing Announcement:

Ladies and gentlemen; - We should like to send you free of charge an interesting, attractively written and colorfully illustrated pamphlet, called "Facts You Should Know". It is a more detailed account of what you just heard over the radio the work of the Jews in Palestine. For your free copy, address Zionists, care of this station. And listen in again next week.....same time.....same station for another program of "The Drama of Palestine."

ההסתדרות הציונית של ארצות הברית

ZIONIST ORGANIZATION OF AMERICA

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

January 3rd, 1946

To All ZOA Regional and District
Presidents and Membership Chairmen

Dear Fellow Zionist:

This letter is being sent to you so that I may have the opportunity of presenting myself to you and to the members of your Membership Committee.

There is no need for me to discuss with you the present set-up in Zionist life nor do I have to stress the difficult position of our fellow Jews in Europe. This is something that comes to you every minute of every day. There are certain things that we can do - and these things are the least that we can do.

What is the actual extent of our devotion and service in the cause of Zionism? We arrange a meeting - - we go to a convention - - and we give of our plenty. To my way of thinking, one of the most important things in Zionist life today is the strengthening of our movement. Numerical strength lends prestige and dignity to Zionism and above all, it is a strong, effective, political weapon.

We must enlist a minimum of 250,000 members this year. That means over 100,000 new members. This may sound staggering to you but in reality it is only a drop in the bucket. There is not a community in the land that cannot enroll a large substantial membership.

Please be good enough and write me and tell me that you will give first consideration to this most important piece of work. With your help, we will have 250,000 members by the end of this year. This is something that we owe to our great, energetic leader, Dr. Abba Hillel Silver.

I count on you to help put this across.

With Zionist Greetings,

Joe Goldberg

Joseph Goldberg, Nat'l Chairman
Membership Committee

JG:rel

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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, D.C.

DR. ISRAEL GOLDSTEIN
President

DR. HARRY FRIEDENWALD
Hon. Vice President

DR. SOLOMON GOLDMAN
DR. JAMES G. HELLER
EDMUND I. KAUFMANN
JUDGE LOUIS E. LEVINthal
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JACOB SINCOFF
LOUIS E. SPIEGLER
DEWEY D. STONE
ELIHU D. STONE
WILLIAM H. SYLK
HERMAN L. WEISMAN

41 East 42nd Street, NYC
January 21, 1946

Dr. Abba Hillel Silver
The Temple
Cleveland, Ohio

Dear Dr. Silver:

I had the pleasure of meeting with Mr. Alex Lowenthal, Sam Goldstock and other members of the Pittsburgh Steering Committee to discuss their membership campaign. In line with the conversation which we had on Monday in New York, the Pittsburgh Committee pledged a minimum number of 2,000 new members in your honor.

Their drive has already begun and as a climax to their efforts, they would appreciate your participating as the guest of honor at a function to be held in their city on either Thursday night, February 21st or Thursday, February 28th. Mr. Lowenthal is also writing to you to this effect.

It would prove a great incentive to the Pittsburgh Zionist District to reach their objective if you were to accept either one of the aforementioned dates.

Will you be good enough to advise me of your decision with regard to this request. I look forward to an early, favorable reply.

Kind regards.

Sincerely yours,

Yale Goldberg
Yale Goldberg

YG:ab



ההסתדרות הציונית של ארצות הברית

ZIONIST ORGANIZATION OF AMERICA

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

January 25, 1946.

Dr. Abba Hillel Silver
The Temple
Cleveland, Ohio

Dear Dr. Silver:

Pursuant to our telephone conversation of last night I am writing to inform you of the invitation extended to you by Mr. Isaac Potts, president of the Baltimore district and member of the National Executive Council, to address a meeting in their city on either February 19th or the 26th. Baltimore is preparing an intensive membership campaign and has assured us of its intention to enroll a minimum number of 2,000 new members. Mr. Potts feels that inasmuch as you have not been in Baltimore for many years, a visit by you at this time would stimulate their membership efforts to the end that they would even exceed their goal.

I know that you will give this request your serious consideration, and hope that it will be possible for you to accept this invitation.

Kind regards.

Sincerely yours,

Yale Goldberg

Yale Goldberg
National Membership Director

YG:eb

*Trans
Feb 26*

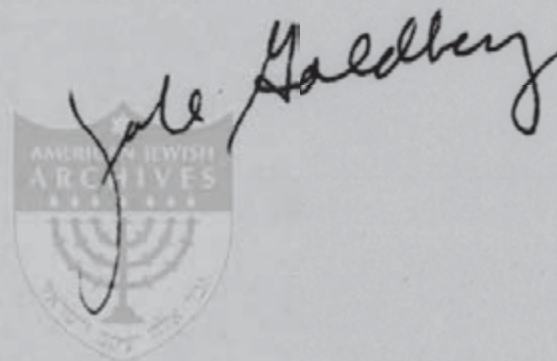
MEMORANDUM

FROM: Yale Goldberg
TO: Dr. Abba Hillel Silver
SUBJECT:

DATE: January 27, 1946.

We shall be happy to take advantage of the kind offer of cooperation of Chaplain Charles E. Shulman and shall communicate with him in accordance with your suggestion.

YG:eb



ההסתדרות הציונית של ארצות הברית

ZIONIST ORGANIZATION OF AMERICA

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

February 5, 1946

Dr. Abba Hillel Silver
The Temple
Ansel Road
Cleveland 6, Ohio

Dear Dr. Silver:

With reference to your inquiry regarding Rabbi Siskin of New Haven, Conn., I am pleased to advise you that the Rabbi had been a member of the Executive Board of the New Haven District. He had attended occasional meetings but was not too active in the affairs of the organization. The general opinion seems to be that although Rabbi Siskin was a dues-paying member, he had not shown as deep an interest in the cause which some of the local Zionists would have liked.

With kind regards,

Sincerely yours,

Yale Goldberg
Yale Goldberg

YG:dh

ההסתדרות הציונית של ארצות הברית

ZIONIST ORGANIZATION OF AMERICA

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

February 14, 1946

Dr. Abba Hillel Silver
The Temple
Ansel Road
Cleveland 6, Ohio

Dear Dr. Silver:

Your letter of February 12th to Dr. Marks with reference to Herzl's "Judenstadt", the 400-foot film reel and the Chairmanship of the Publications Committee arrived after Dr. Marks had already left to attend the American Jewish Conference in Cleveland. I have advised him of your suggestions and he will no doubt discuss these matters with you in Cleveland.

I have been negotiating with other motion picture companies with regard to the aforementioned film and may be able to have this produced at a lower cost than the \$1500 previously stated. We could arrange to have this film "shot" during your next visit to New York. I am anxious to have it distributed in time for our big membership drive during the week of March 17th.

Membership progress is coming along fine and I expect that by the end of the month we shall have reached an enrollment of 100,000 paid members. With the assistance of Mr. Ernest Barbarash of the Public Relations Department, new literature and membership aids directed towards the forthcoming Zionist Enrollment Week and also with emphasis upon the role of returning servicemen, have been prepared.

With kind regards,

Sincerely yours,

Yale Goldberg
Yale Goldberg

YG:dh✓

extra copy

401 Slater Bldg.
Worcester, Mass.

March 6th, 1946

Mr. Yale Goldberg
41 E. 42nd Street
New York, New York

Copy

Dear Yale:

After talking to you over the telephone regarding Rochester on the 11th, it occurred to me that if the railroad strike starts that day that it will be impossible for me to get there or to get back. I am hoping that it is called off.

First, I want to congratulate you on the very excellent full page add in the New Palestine and also on the effective and attractive manuel.

I have asked you before, Yale, to let me know who the chat letters and the manuels, etc. go to, so that I might suggest, perhaps, additional people to get them.

I would also like to have you check my report on Baltimore and advise me whether or not you have heard anything from the community.

Regarding my trip to Chicago, I left Worcester on Friday, February 22nd and I was very fortunate to get a bedroom to Chicago for myself. I have already told you on the telephone of my trip from Chicago by plane - - being grounded in Cleveland and finally landing in Boston. It was a long and tedious experience but I feel that it has been productive of real stimulation and renewed activity. When I left Chicago, they had well over 1000 new members and if they do not double their membership I will be very much disappointed.

As I told you over the telephone, they have a wonderful leader and spark-plug in Milton Silberman and in Ben Zion Ginsberg, who are doing a real job. The thing that amazed me in all of the communities I visited is that many of the people that we find at conventions do a lot of talking - - but when it comes to doing actual work in their own communities, they do little or nothing and do not even appear ever at any of the meetings.

In Chicago I addressed the Administrative Committee of the Chicago Zionist District at the Covenant Club. I spoke at a formal dinner at the Humboldt Avenue Temple and then, each night, I spoke at a different Zionist District meeting in different parts of Chicago, to wit: - at the Hamilton Hotel, Belmont Hotel, Chicagoan Hotel, 2 Masonic Temples, and the Friday night services of the Rabbi Grauberg Temple, including addressing a young men's group of Zionists which I think is the finest group in the entire City of Chicago. It was made up mostly of veterans and they certainly will go places.

I am enclosing my bill for expenses in connection with this trip to Chicago.

Will you see that the glossy that I sent to Mr. Barabash is used in the next issue of the News Reporter with a story of the membership activities in Chicago. I promised them that this would be used.

I am enclosing a copy of correspondence that I am having with Hartford, Conn. and where I plan to go soon in the interests of the membership campaign. So you see that I am right on the job.

I hope that you will follow my suggestions about sending out an attractive postcard with red letters, every week, as I outlined to you over the telephone, starting, for example with the words - - "What's wrong(and a number of question marks after it)" Last year you had so many members. We look to you to at least double this number.

I have not as yet seen the membership film and I am looking forward to seeing it and listening to it because that was one of the things that I insisted upon, and I want to use it at our meeting in Worcester this month.

I wish that you would send me a few hundred copies of your pamphlet "Palestine or we Perish." May I also ask you to send me a memo showing our exact membership figures as of date, including renewals and new members.

Very soon I hope to be able to meet with you in person and go over many more of the suggestions and ideas that I have in mind. My slogan still is - - that we have to keep on pounding the districts constantly with demands for continued and constant membership activity.

With kindest personal regards, I remain

Sincerely,



Joseph Goldberg

js-ees

250,000
in 1946!

ZIONIST ORGANIZATION OF AMERICA

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



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President

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Chairman, Inner Committee

DANIEL FRISCH
Chairman, Natl. Adm. Council

DR. SIDNEY MARKS
Executive Director

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COMMITTEE
INCOMPLETE

YALE GOLDBERG
Director, Membership Dept.

March 13, 1946

Dr. Abba Hillel Silver
The Temple
Cleveland, Ohio

Dear Dr. Silver:

I am in receipt of a letter from Mr. Alex Lowenthal of Pittsburgh in which he proudly proclaims the success of the Membership Campaign in Pittsburgh in having exceeded their goal of 5000 members. Mr. Lowenthal again refers to his previous invitation to you to be present at a Victory celebration at which they can have the privilege of presenting to you a list of the new members who have been enrolled in response to your call.

Under the chairmanship of Judge Samuel Weiss, the members of this district have done an outstanding job and are truly deserving of such recognition in having achieved their goal for Zionist enrollment.

I sincerely hope that you will give Mr. Lowenthal's request your serious consideration, which it so truly deserves, and find a suitable date when you can join with them in their Victory celebration. I look forward to your early favorable reply.

Zion's greetings.

Sincerely yours,

Yale Goldberg
Yale Goldberg
National Membership Director

YG:EZ

ACTION NOW! - FOR JEWISH NATIONAL SURVIVAL

Membership from Mr. Barbarash

ZIONIST ENROLLMENT WEEK

MARCH 17-24, 1946



MANUAL

Prepared by

PUBLIC RELATIONS AND MEMBERSHIP DEPARTMENTS
ZIONIST ORGANIZATION of AMERICA
1720 16th STREET, N. W. WASHINGTON 9, D. C.

ההסתדרות הציונית של ארצות הברית

ZIONIST ORGANIZATION OF AMERICA

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

February 13, 1946

To Regional and District Presidents,
and Membership Chairmen

Dear Friend:

This writing merely confirms what you have undoubtedly learned through the press regarding Dr. Abba Hillel Silver's membership call to American Jewry.

At the meeting of the National Executive Committee, Dr. Silver designated the week of March 17th as Zionist Enrollment Week and called upon all of our leadership to make an all-out effort to bring into ranks those Zionists who are as yet unaffiliated with us.

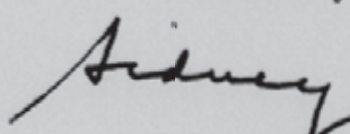
The Roper and Gallup Polls indicate that the greatest majority of our fellow Jews in this country are in favor of Zionist aspirations and Dr. Silver is anxious that this sentiment be translated into terms of actual affiliation.

I know that your District and Committees will bring to Dr. Silver and to the Zionist Organization of America, the fullest support "in force of numbers" that is humanly possible. It will be a tribute to the militancy and efforts of our leadership as well as a public affirmation of our cause and ideals.

I know that we can depend upon you and I would appreciate your courtesy in advising me of the activities which you plan and the results of your undertakings.

Accept my kindest personal regards.

Sincerely yours,



Dr. Sidney Marks
Executive Director

SM:dh

P.S. The accompanying Manual is designed to facilitate the observance of Zionist Enrollment Week in your community.

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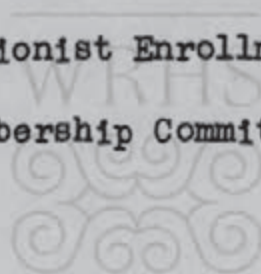
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Executive Committee
(In addition to National Officers)

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I N T R O D U C T I O N

ZIONIST ENROLLMENT WEEK (MARCH 17-24) has been proclaimed for the purpose of dedicating the entire eight day period beginning with Purim to the task of mobilizing all segments of the Jewish community within the ranks of the Zionist Organization of America. This mobilization is to constitute a demonstration of the organized and united will of American Jewry in support of the Zionist Program.

Beginning with Z-day on Sunday, March 17th, Zionist Enrollment Week calls for the concentration of all energies and efforts on the part of our district officers and workers in rallying the yet unaffiliated members of their respective communities under the Zionist banner --- toward the attainment of the national quota of 250,000 members proclaimed by our president, Dr. Abba Hillel Silver.

Zionist Enrollment Week represents a challenge to every regional and district worker. A numerically strong Z.O.A. is of paramount importance in the present hour of decision. The significance for every Jew to STAND UP AND BE COUNTED is forcefully set forth in the call by the Z.O.A. president and the statements of outstanding Zionist leaders published in the ensuing pages of this manual. We suggest that these statements be released to your local newspapers either in whole or in part.

A PERSONAL MESSAGE TO YOU

The Yishuv's heroic fight for national survival must inspire a greater sacrificial effort on the part of every American Zionist. The Yishuv is counting heavily upon us to give them the strength of our members and the strength of our financial support.

Zionist membership today symbolizes a demonstration of the organized will of American Jewry. Only recently a dispatch from Jerusalem reported that the Palestine Government, in anticipation of the visit of the Commission of Inquiry, is now making an active survey to demonstrate that not all Jews are Zionists; in fact, that only a small percentage of the Jews actually favor the Zionist program.

I do not know what methods the Palestine Government intends to employ to obtain such statistics. Ways, I am sure, will be found. It is therefore of transcendent importance for us to be able to show that Jews everywhere are overwhelmingly Zionist. The Roper Poll has indicated that the overwhelming majority of American Jews favor the Zionist Program. It is imperative that we transform this sentiment into action in terms of their enrolling them as members in the organization.

In the summer of this year there will be held the first World Zionist Congress since the outbreak of the war. It is planned to make this Congress a worldwide demonstration of Zionist mass affiliation and strength. I therefore appeal to every Zionist to exert every effort for the enlistment of the maximum number of Jews into the ranks of the Zionist Organization of America. An enlarged ZOA membership will help us to show that the Jews of America, in tremendously impressive figures and numbers, are mobilized behind the Zionist movement and stand solidly behind our program which is the establishment of Palestine as a Jewish Commonwealth.

Abba Hillel Silver
President, Zionist Organization of America

AN INVITATION TO MY FELLOW-JEWS

By Dr. Stephen S. Wise

In appealing for the 250,000 Membership Campaign, I remind my fellow-Zionists that the British government found it worthwhile, even necessary, to invite the American government to share the responsibility of decision with respect to Palestine and the "displaced persons."

I invite our fellow-Jews throughout the United States of America to share another responsibility, --that of decision and action with respect to Palestine. We have rightly claimed that we represent the great majority of American Jews as contrasted with the handful who misrepresented the American Jewish community at the hearings of the Joint Anglo-American Committee of Inquiry. The way to prove that we do represent the vast preponderance of American Jews, their opinions and their convictions alike, is to reach in this year, 1946, a membership in the number of 250,000, set for us by Dr. Silver as President of the Zionist Organization of America. Even 250,000 is not an ultimate goal. In 1947 we should seek to double the number of 250,000. Loyal, self-respecting American Jews must join one or another of the Zionist bodies of America. Our appeal is to the great number of American Jews who, like us, wish to see established in our own time the Jewish Commonwealth of Palestine.

As one of the few surviving founders of the Zionist Organization of America, I APPEAL TO MY FELLOW-JEWS THROUGH THE LAND TO JOIN THE ZOA, to increase its strength, to enhance its prestige, to greateen its influence as the representative body of American Jewry.

A P O L I T I C A L F O R C E

By Dr. Emanuel Neumann,
Chairman, ZOA Interim Committee

It goes without saying that our program for the current year must be dominated by one supreme task of overwhelming importance, transcending all other tasks in its urgency: our political struggle. This is now axiomatic and requires no further argument.

We must accelerate and complete the transformation of our organization into an effective political force. We shall not be an effective political force until we are strong enough and sufficiently determined to be helpful to our friends and too dangerous to our political foes. The time has come when we should no longer hesitate to do the one and the other.

TO BE STRONG, WE NEED NUMBERS. We must therefore continue the remarkable growth of our organization in recent years. There is no longer room for doubt that the overwhelming mass of American Jews favor our objective. This is the psychological moment if ever there was one to bring new and larger masses of our fellow Jews into our field. They are there, thronging our anteroom, waiting to be ushered in, through the formal act of affiliation.

The call by our President Dr. Abba Hillel Silver for a ZOA membership of 250,000 this year cannot fail to meet the overwhelming response of American Zionist.

A CHALLENGE AND AN OPPORTUNITY

By Dr. Israel Goldstein, former ZOA President

In a democracy, not only the merit of an idea counts but also the numbers of its adherents.

In an effort to win and to hold the pro-Zionist sentiment of American public opinion, in Congress and in other important quarters, it is essential that the Zionist Organization of America should be able to point to a huge constituency. To the extent that the United States will be in a position to play an important role in securing Palestine for the Jewish people, it becomes a necessity of the first order to enlarge the membership of the ZOA as rapidly as possible.

The first step is to reach the immediate goal of 250,000 members during the current year.

Recently a Roper poll has demonstrated that 80-90% of American Jews are pro-Zionist. Yet it is necessary to convert the sentiment into actual affiliations. This is both a challenge and an opportunity. Hundreds of thousands of potential new ZOA members are waiting to be asked to join.

THE HOUR CALLS FOR ACTION. THERE IS NO TIME TO LOSE.

ENROLL NOW!

By Judge Louis E. Levinthal,
former ZOA President

The hour of decision is approaching. The fate of Palestine and the destiny of the Jewish people hang in the balance. The world will soon determine whether the Jewish plea for justice shall at last be heeded.

The recent adoption of the Congressional Resolution makes a triumph not only for the Zionist movement, but also for the basic principles of America. The sanctity of contractual obligations is one of the bulwarks of our Republic. Every true American is instinctively revolted by the cynical repudiation of solemn international covenants. With the active support of American public opinion, we shall succeed in enforcing the performance of Britain's pledge to facilitate the reestablishment of a Jewish Palestine.

It was Daniel Webster who declared: "There is something among men more capable of shaking despotic power than lightning, whirlwind, or earthquake; that is, the threatened indignation of the whole civilized world." The historic case of the Jewish people versus the British Empire is now being adjudicated before the bar of world public opinion. The despotism of the Colonial Office cannot prevail against the outraged conscience of mankind; but before we can arouse the moral indignation of non-Jews, we must create an organized, articulate, and vigorous Jewish public opinion in support of Zionism.

The enemies of our movement, within the House of Israel, are resourceful and ruthless. Though a small minority, they pretend to speak for a considerable segment of American Jewry. Their spokesman recently had the temerity to declare: "The Balfour Declaration does not bother me." These Jewish anti-Zionists constantly point to the number of enrolled Zionist members as proof of their contention that the Jews are divided on the question of Palestine. We, of course, know that the overwhelming majority of American Jews approve the objectives of Zionism. The Elmo-Roper Poll is the most recent demonstration of this fact. But we must transform Zionists "at heart" into Zionists "in deed", potential Zionists into actual Zionists, Zionists sympathizers into Zionist members.

All American Jews who are "bothered" by the Balfour Declaration, who are concerned with the pitiful plight of their fellow-Jews, and who desire to end the tragic national homelessness of the Jewish people, must enroll as members of the Zionist Organization of America!

THEY MUST STAND UP AND BE COUNTED!

W H A T Z O A M E M B E R S H I P M E A N S

By Joseph Goldberg
Chairman, National Membership Committee

This year has been and will continue to be crammed with events of great significance for our people and Palestine. The war has been concluded - peace has come. What do we find? A recurrence and marked persistence of power politics, greedy imperialism, reckless supernaturalism, widespread suspicion, one nation of the other, and the continuation of vulgar anti-semitism.

In this type of a world live the small ragged remnant of our people who have survived years of medieval barbarism; people that want to go HOME to PALESTINE; people who want a share in building a free and decent community of their own. These people look to a great, sympathetic American-Jewish community for reassurance and sustenance.

In these trying days, more than anything else the Yishuv, with all its strength and great courage, will be reinvigorated and stimulated for still more remarkable achievements by the moral support and inspirational backing of a passionately devoted and determined Zionist Organization.

They know - the world knows - that united we are strong; standing alone we are weak and inarticulate. What is our responsibility? How can we be partners with our brothers in Palestine in the thrilling adventure of fashioning a democratic Jewish home? How can we help to build the better world we all pray for?

We all can play our small part in this drama of national rebirth. We can walk together down the road to capitals of the world, demanding that justice be done to a wronged people - that their homelessness be replaced by security, freedom and peace.

That is why every Jew in every community should join with us. Together, we can register our deep indignation and resentment at the hurt, pain and terrible suffering of our people. Together, we can register our protest against repeatedly broken promises and sacred commitments. Together, we can register our determination to do all within our power to insure the establishment of a Jewish National Home. Together, we can register our hope that madness and irresponsibility shall never again prevail throughout the world. Together, we can make sure that everything we treasure, hold sacred and dear as Americans, will be incorporated in a Jewish state. As it grows and prospers, it will bring goodness not only to the inhabitants of the land, but from Palestine will go forth learning and goodness that will bring profit and happiness to all people, everywhere.

ALL THIS AND MORE - YOUR ZIONIST MEMBERSHIP WILL DO FOR YOU AND FOR SO MANY.

O U T L I N E

"Z DAY"
Sunday
March 17th

F O R

Z I O N I S T E N R O L L M E N T W E E K

250,000
MEMBERS
in 1946

March 17th to 24th, 1946

- Purpose - To demonstrate that American Jewry stands united behind the Zionist program for the establishment of Palestine as a Jewish Commonwealth.
- Aim - To canvass every unaffiliated Jew in the community and obtain his enrollment as a member of the Z.O.A.
- Preparation - 1) Proclamation of Z-Day and Zionist Enrollment Week in a public announcement to district members and the community-at-large. Ads in local papers and spot announcements on the radio should be utilized.
- 2) Arrange for Zionist sermons at Friday night services of March 15th including a direct membership appeal. A letter to this effect is being sent to your Rabbi by our President, Dr. Abba Hillel Silver.
- 3) Call upon other Jewish Organizations holding meetings that week to have a speaker address them on Palestine and Zionism.
- 4) Prepare lists of prospects.
- 5) Forward literature to all prospects in two weekly mailings prior to March 17th.
- 6) Solicit pledge of district workers to devote themselves exclusively during Zionist Enrollment Week to the task of enlisting new members within our ranks.
- 7) Invite all district members to a Breakfast Meeting on Sunday, March 17th.
- Program - 1) Distribute cards to members present at breakfast meeting.
- 2) Report to team captains at end of day, March 17, and daily throughout Zionist Enrollment Week.

- 3) Issue daily bulletins.
- 4) Arrange luncheons for membership teams to report progress.
- 5) In larger communities luncheons or dinners may be held prepared for professional and/or trade groups.
- 6) Call a meeting of returned servicemen. Solicit their affiliation within the Z.O.A. and gain their cooperation in contacting other veterans and young friends.

It has been suggested that Purim would be a fitting time for a district or its individual members to present membership in the Z.O.A. to returning servicemen as their Sholach Monas.

- 7) Invite members of community to a large social function on Sunday, March 24th. At this time a report on the success of the campaign is to be made by the district president and awards distributed to membership workers who have rendered meritorious service in their assignment.

(More detailed suggestions on membership aids and techniques will be found in the enclosed "Guide to Membership Committees.")

THE ELMO ROPER POLL indicated that 89.75 of American Jewry favor the Zionist Program for the establishment of Palestine as a Jewish state. This overwhelming sentiment represents a powerful potential force in behalf of our cause. The report by the Elmo Roper Organization confirms the existence of a large reservoir of membership which has yet to be tapped. This challenge cannot go unanswered. We must lose no time in enrolling the maximum number of Zionists in each American Jewish community.

To aid your District in planning its membership campaign we present herewith an outline of suggestions for the guidance of your Membership Committee.

1. Constitution of Membership Committee
2. Preparation of prospect lists
3. Mail campaign
4. Personal approach
5. Parlor meetings
6. Newspaper and radio publicity
7. Special community functions
8. Mass affiliation
9. Special Techniques
 - a) One day campaign
 - b) High Holiday Appeal
 - c) Special Membership classes
10. Awards
11. Available literature and aids
12. Veterans

1 - THE COMMITTEE -

The success of an enrollment campaign depends primarily upon the committee that is selected for this vital task. The chairman of the membership committee, whether appointed or elected, should consider membership as his major responsibility and should be freed from other district assignments which would divide his attention.

The committee should be composed of key-workers who are prepared to devote themselves almost exclusively to the job of canvassing the entire Jewish community. Members of the committee may be divided into teams, each headed by a captain. Each member of the committee should be entrusted with responsibility for specific phases of the campaign, such as publicity, synagogue contacts, etc.

Committees should meet regularly to receive reports and to devise plans of action.

2 - PROSPECT LISTS -

There are many sources in each community for prospect lists. These are:

- 1) Synagogue membership
- 2) Center, "Y" members, and men's clubs
- 3) Community Fund contributors
- 4) Social and fraternal organizations
- 5) City directories

For further effective use, larger cities have found it helpful to subdivide lists according to trades and profession, and also following neighborhood boundary lines.

3 - MAIL CAMPAIGN -

A community-wide mailing often serves as a "softening up" process for a follow-up by the membership committee. A preliminary letter by the district president is generally followed up by a personal note from the membership chairman or committeeman to whom the prospect has been assigned. Each communication should contain a different piece of literature and application blank. Very often, the results obtained from such a mail campaign saves the time of the committee which is necessary for direct contact with more difficult prospects.

4 - PERSONAL APPROACH -

Footwork and direct canvass have proved the most effective means for obtaining results. This process, too, can be prepared along organized lines. Many districts have adopted the practice of meeting for a Sunday breakfast meeting. Committeemen, paired in teams, then proceed, in accordance with their assignment, to canvass homes or entire streets within their territory. It has also been found advantageous that wherever possible to have an enrolled Zionist who lives in the house or on the street that is to be canvassed, accompany the committeeman, on his assignment.

5 - PARLOR MEETINGS -

This has proved an exemplary method of enrolling members in the Z.O.A. Parlor meetings attended by 10 or 15 non-Zionist neighbors and friends have invariably yielded excellent results. Some districts have organized parlor meetings simultaneously in as many as 30 homes in one evening. These gatherings may be timed to coincide with the local broadcast of the Z.O.A. Radio Program "THE DRAMA OF PALESTINE."

6 - NEWSPAPER AND RADIO PUBLICITY -

Ads in local newspapers and the Anglo-Jewish press with the announcement of free literature should appear regularly during the campaign period. These requests could then be followed up for membership purposes. The district publicity-chairman should through contact with all newspaper sources make provisions for the regular publication of items on Palestine and local district activities. He should also furnish THE NEW PALESTINE-NEWS REPORTER with items on personalities and highlights of the membership campaign.

The Z.O.A. Radio Program "The Drama of Palestine" can also serve as an effective medium for assisting the membership campaign. Material for "opening" and "closing" have been provided for the announcer. Requests for literature when received by the district should be followed up by personal contact. During the campaign period it may be possible to arrange for a "live" broadcast in the form of an address by one of the district leaders.

7 - SPECIAL COMMUNITY FUNCTIONS -

Various techniques are used to stimulate interest in the membership campaign. Some suggestions which may be found practical for your community are:-

a) Formal opening of the membership drive in the form of a rally, luncheon, or dinner.

b) Proclamation of Zionist Sabbath at which time local Rabbis are requested to devote their Friday night or Sabbath morning sermons to the significance of strengthening Zionist ranks.

c) Trade or professional luncheons.

d) Public initiation ceremonies for the new membership class.

e) Free invitations to attend public functions to those who enroll a minimum of 5 new members.

f) Dinner in honor of prominent local or national leader in whose honor special membership class has been created.

8 - MASS AFFILIATION -

Many synagogues throughout the country have identified themselves with Zionist principles. It should not be too difficult to obtain the en-masse affiliation of their memberships with the Z.O.A. An important part in this direction can be played by the district president and membership chairman, who with the aid of their local Rabbis and synagogue presidents, can effect the enrollment of large numbers within our ranks.

As in the case of Synagogues, contact can also be established with fraternities, societies, professional and business groups, urging identification with the Zionist aims and eventual enrollment, en-masse, into the Z.O.A. This effort can be initiated by offering speakers to the respective groups. Zionist programs at meetings of other organizations should be encouraged.

9 - SPECIAL TECHNIQUES -

a) The One-Day Campaign -

Unanimous approval of the one-day campaign has been voiced by all districts which have adopted this idea for a concentrated drive. One business day in its entirety is set aside for membership campaigning. Each committeeman must be prepared to devote all his time for this purpose alone. Almost unbelievably successful results have been reported.

b) The High-Holiday Appeal -

Consent for a High-Holiday Appeal for membership should be obtained at least two months before Rosh-Hashonah. When approval has been granted membership pledge cards are to be prepared bearing the seat numbers of the synagogue. On the morning of the scheduled appeal these cards are to be distributed in their proper place. Following the address of the Rabbi or district representative these cards are collected for follow-up by the membership committee. Hundreds of enrollments have thus been obtained.

c) Special Membership Classes -

The announcement of a special class of new members in honor of a prominent local personality has often served to stimulate increased activity on the part of membership committees. This class of new members should be conducted into the Z.O.A. at a public function.

10 - AWARDS -

Two forms of awards are available through the Membership Department. One is the Z.O.A. Merit pin awarded to every member who enrolls five new members. These pins adorn the lapels of hundreds of Zionists. The other is the "Citation of Honor" awarded to every member who enrolls 18 new members. This scroll is beautifully executed and signed by the National Z.O.A. President and Secretary.

Other prizes may be awarded at the discretion of the membership committees.

11 - AVAILABLE LITERATURE AND AIDS -

- 1) Facts You Should Know about Zionism
- 2) 1,500,000 Reasons
- 3) A Seed Planted
- 4) Let Me Tell You What I Have Seen
- 5) Your dues in the Z.O.A.
- 6) Distinguished participation (Life Membership)
- 7) Is it enough for you (Life Membership)
- 8) Pledge books (5 enrollment forms in each)
- 9) Membership kits
- 10) Posters

New literature is constantly being prepared and will be forwarded to the districts immediately upon completion.

12 - VETERANS -

The Jewish war veteran is returning with a deeper understanding for and an increasing interest in the problems of our people. He has come to learn of the aims of Zionism and the solution it offers to the problem of Jewish homelessness. The returning Jewish war veteran is anxious to do his part in furtherance of the cause of his people and to this end wishes to join his fellow Jews in his community in contributing to the realization of the Zionist program. It is the responsibility of every ZOA District to integrate veterans into their local activities. For this purpose, lists of all returning servicemen should be checked. Upon learning of a veteran's return to civilian life, the District should extend to him an invitation to join the organization and to accept membership on active committees.

In many communities, Zionist study groups and youth clubs are organized for veterans. However, it is the general concensus that veterans do not want special classifications or privileges. They want to be considered as civilians. Each District should determine the exact procedure best suited to its community.

The National ZOA Executive Committee, after giving the matter exhaustive study, decided that enrollment of veterans to our organization shall be made upon payment of regular dues as prescribed by the constitution of the ZOA. This should not preclude Districts from financing the enrollment of veterans under any arrangements they deem advisable, provided the provisions of the constitution are met.

The Z.O.A. Membership Department, its staff, and your field directors are ready to extend to our districts every possible aid in carrying out this important job. However, in the final analysis, the success of your membership campaign will depend upon the efforts of the district offices, membership chairman, and committeemen. Only with your and their help will our goal be achieved.

250,000

in 1946!

ZIONIST ORGANIZATION OF AMERICA

~~1720 SIXTEENTH STREET, NEW YORK, WASHINGTON, D.C., MICHIGAN 4480~~

41 East 42nd Street, New York City



DR. ABBA HILLEL SILVER
President

DR. EMANUEL NEUMANN
Chairman, Inner Committee

DANIEL FRISCH
Chairman, Natl. Adm. Council

DR. SIDNEY MARKS
Executive Director

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MYER ZUBKOV

COMMITTEE
INCOMPLETE

YALE GOLDBERG
Director, Membership Dept.

March 26, 1946

Dr. Abba Hillel Silver
The Temple
Cleveland, Ohio

Dear Dr. Silver:

Mr. Milton Silberman, President of the Chicago District, has submitted to us a list of approximately 1500 names of new members who were enrolled in connection with your recent visit to that city. He states that it was your thought that we prepare a letter in your name to be forwarded to these individuals.

Before proceeding with such action, I should like to receive your confirmation of this subject.

Kindest regards.

Sincerely yours,

Yale Goldberg
Yale Goldberg
National Membership Director

YG:EZ

ACTION NOW! - FOR JEWISH NATIONAL SURVIVAL

March 27, 1946

Mr. Yale Goldberg
National Membership Director
Zionist Organization of America
41 East 42nd Street
New York, N. Y.

My dear Mr. Goldberg:

In reply to your kind letter of March 26, I would suggest that the letter which Mr. Milton Silberman of the Chicago district suggests should be sent along with the membership card, which will be forwarded to the new members, instead of going to the expense of sending a special letter. In this letter, too, one or two membership blanks may be included and the members may be asked to bring in new members.

With all good wishes, I remain

Most cordially yours,

AHS:GR