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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, 1946-1947.

ZIONIST ORGANIZATION OF AMERICA

41 EAST 42ND STREET

• MURRAY HILL 2-3205

• NEW YORK 17, N. Y.

DR. SIDNEY MARKS
Executive Director

July 11, 1946

Dr. Abba Hillel Silver
Mooselookmeguntic House
Mooselookmeguntic, Maine

Dear Dr. Silver:

Dr. Marks is away on a much needed rest and will return on Monday. In his absence, I have obtained for you the information you requested in your letter of July 8th to him.

I am enclosing herewith the following:

- (1) the election results as of July 10th
- (2) a report on the Expansion Fund
- (3) copy of a letter sent by Mr. Cooperman to I. R. Goodman on the St. Louis Shekel situation
- (4) summary of the membership status as of June 30th.

I have referred your remarks with reference to "World Crisis and Jewish Survival" to Mr. Cooperman who will handle further arrangements with the publisher.

An issue of the News Reporter will be off the presses tomorrow, Friday, July 12th. The following issue will appear towards the latter part of August.

I brought to the attention of the Inner Committee, which met yesterday, your remarks with reference to the Expansion Fund. A thorough discussion was held and the assurances of all present were made to accelerate the receipt of remittances from Districts on pledges and commitments.

Mr. Posy informs me that he confidentially expects checks in the amount of \$28,650 from various communities within the next ten days to two weeks.

I hope that you are having a very enjoyable rest. You will no doubt hear from Dr. Marks on his return to the office Monday.

Very truly yours
Yale Goldberg

YG:ab

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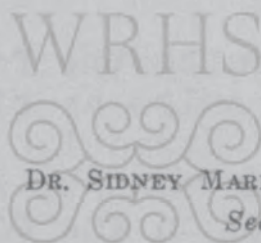
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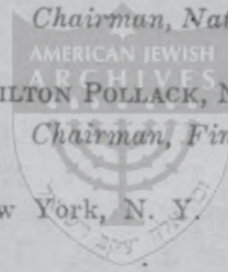
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WESTERN UNION

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PRESIDENT

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(PLEASE PRINT NAME AND ADDRESS)

To DR. ABBA HILLEL SILVER July 22 19 46

Care of or Apt. No. _____

Street and No. _____

Place _____

AT DR. NEUMANN'S SUGGESTION AM RELAYING FOLLOWING WIRE FROM JERUSALEM:

" OUR COLLEAGUE HERE DECIDED WE NOW IN PALESTINE SHOULD NOT PARTICIPATE
NEXT EXECUTIVE MEETING PARIS. I THINK IT IS A SERIOUS MISTAKE. PLEASE
CABLE YOUR OPINION REGARDING THIS POINT AND IF YOU WILL PARTICIPATE. IF
NOT, WHY ?

SIGNED SCHMORAK "

YALE GOLDBERG

NEW YORK CITY

Sender's name and address
(For reference only)

Sender's telephone
number

ההסתדרות הציונית של ארצות הברית

ZIONIST ORGANIZATION OF AMERICA

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

New Address:
41 EAST 42nd STREET
NEW YORK 17, N. Y.

August 2, 1946

Dear Friend:

The current Zionist year is slowly, but surely, drawing to a close.

I know that you will be gratified to learn that we have enrolled over 50,000 NEW MEMBERS into the Zionist Organization of America, thus far this year. On the other hand, I am sure that you will be grieved to learn that even though we have made such admirable steps in strengthening our ranks, that in spite of all our tremendous efforts there are still over 30,000 members throughout the country who have NOT RE-ENROLLED and who have not paid their current Zionist dues.

It would be regrettable if these THIRTY ODD THOUSAND individuals were to be permitted to fall by the wayside. It required considerable effort and expenditure of energy to get these people to become members of the Z.O.A. There may be a number of reasons why they have not paid their dues this year. From my experience, I know this to be a fact - - - that 90% of these 30,000 people can be enrolled if the members who enlisted them last year call upon them again, in person, and urge them to re-enroll. Certainly we cannot afford to let these people, who have already tasted of the fruits of Zionism, abandon our cause, because of our negligence.

In the last few months of this year, when there is little or no organization work to do, I send you this urgent plea; to give up a few days of your time and call upon these delinquent members and get them to rejoin our forces. It will not be difficult to get these people to re-enroll. It is as important to re-enroll these individuals as it is to get new members at this time of the year.

In order to portray our solidarity with the - - - YISHUV - - - in order to strengthen the hands of our tireless leaders - - - in order to make ourselves strong for the struggles that lie ahead of us, let us determine to re-enroll practically every delinquent member. This, I assure you, will be a worthwhile contribution to our movement.

Sincerely yours,

Joseph Goldberg
Joseph Goldberg
National Membership Chairman

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President

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MEMORANDUM

490

TO: Dr. Abba Hillel Silver

DATE: January 30, 1947

FROM: Yale Goldberg

SUBJECT:

Enclosed herewith is our new brochure "Objective: A Jewish State." This is to be enclosed with every membership card issued by the Z.O.A. The purpose of this pamphlet is to indicate what membership does, the functions of the Z.O.A., and points out that the first responsibility of the member is to obtain additional enrollments.

I hope to see you at the Rhode Island Region Conference on Sunday, February 9. They have set a goal of 4000 new members, twice their present enrollment. We are working very closely with Mr. Darman and his associates and are very optimistic about the results to be obtained.

Warm regards.

YG:EZ

Yale Goldberg

"ACTION NOW FOR JEWISH SURVIVAL"

ZIONIST ORGANIZATION OF CHICAGO

220 S. State Street • Chicago 4, Illinois • WABash 1285

A Summons to Action . . . !

March 6, 1947

Rabbi A. H. Silver
The Temple
Cleveland, Ohio

Dear Rabbi Silver:

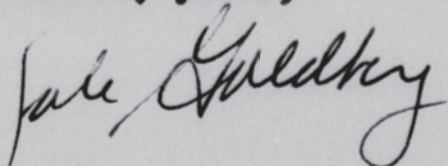
Enclosed herewith is a summary of membership campaign plans which have been initiated for the Chicago District. I have spent this week in Chicago getting these plans under way.

In addition we are giving Chicago three professional Field Directors and an experienced secretary to assist them in their efforts.

I am confident that Chicago will show a large increase in membership enrollments for the current year.

Kindest personal regards.

Sincerely yours,



Yale Goldberg
National Membership Director

YG:ms
Enc. (1)

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(Incomplete)

M E M O R A N D U M

T O : Zionist Organization of Chicago

FROM: Yale Goldberg, National Membership Director

R E : SUGGESTIONS AND RECOMMENDATIONS FOR CHICAGO MEMBERSHIP CAMPAIGN

I. The first important task that must be undertaken by the Chicago Districts is a break-down of the existing areas into smaller subdivisions. Under the present arrangement, it is impossible for the existing 12 districts to adequately cover the Chicago Jewish population. A quick study of the map of the city makes it clear that there are neighborhoods within the districts which of themselves can yield a sufficiently large membership for additional Zionist groups. It should be the first responsibility of the District President and Membership Chairman to study the lists of their present membership and choose from amongst them Zionists in these local neighborhoods who can be called upon for greater responsibility and activity on behalf of the Membership Campaign. Sub-committees of this nature should act as a distinct unit of the District Membership Committee. They might have their own Report Meetings, Sunday brunches and proceed on their own in their community. A program of this nature will yield additional workers and leadership, which Chicago must immediately develop. This, to my mind, is the first responsibility of the District President and Membership Chairman.

II. The Chicago membership letter-head contains approximately 550 names. It would be a justifiable assumption that these men are to be held directly responsible for the success of the campaign, not only through their influence, but through personal solicitation. I, therefore, recommend that each of these individuals be called upon to commit themselves as to the exact number of new members they pledge to enroll personally during the course of the Campaign. Letters to this effect should go out in the name of the Membership Chairman and District President to all members of the Chicago Executive Committee and Advisory Council, containing a return pledge card. The leaders must set an example and would thus be giving encouragement to volunteers in the field.

III. Chicago must be made membership conscious during the next few weeks. Posters, literature and application blanks should be placed and prominently displayed in groceries, delicatessens, restaurants, theatres and other public establishments in Jewish neighborhoods. Furthermore, the offices of every Jewish physician, dentist, attorney, optometrist and other professionals should contain copies of The New Palestine and other membership literature.

IV. Lists of Jewish organizations, such as B'nai B'rith, Jewish War Veterans, Landsmanshaften and fraternal societies, have been obtained. There must be a systematic follow-up by telephone and in person with each of these organizations. Meetings should be arranged to which we shall send films and speakers on Palestine. It must be made clear, however, that our purpose in making this program available to them is for membership solicitation. Posters should be displayed at the meeting place and literature with application blanks distributed amongst the audience. At each of these meetings, there shall be a committee on hand either from the organization itself or assigned by the local District to distribute literature and to pick up membership enrollments.

V. A concerted effort should be undertaken to solicit membership on a trades and professional basis. A Lawyers Division is in the process of creation and steps have been taken in the clothing cutters, jewelry and millinery industries. Further steps should be taken in this direction. Individual units with a responsible chairman should be set up in as many trades and professions as possible throughout the city.

VI. Arrangements have been made to have the Council of Conservative Rabbis issue a proclamation, calling upon the Jewish community to identify themselves as Zionists through membership in the Z. O. A. This proclamation when completed is to be widely publicized and brought to the attention of every synagogue member in the city, through a direct mailing in the community, over the signature of the Rabbi and the synagogue president, in which a membership application shall be included calling upon those who are not as yet affiliated to enroll. Speakers should be sent to synagogue membership meetings and if possible, a committee appointed amongst the synagogue membership to enroll the non-affiliated within our ranks.

VII. A special Sunday, March 30, shall be set aside and designated as "Zionist Mobilization Day" or "Z" Day. On this date, every district subdivision and unit shall meet for a Membership Brunch, assign areas and distribute prospect cards. It should be made clear to the membership workers that they are to make no other arrangements but devote themselves exclusively to membership enrollment on that day. Through this method, the small city of Providence enrolled 1,000 new members in one day and New York City, close to 5,000 members. A variant of this technique is to set aside a business day for direct solicitation among office buildings in the downtown section.

VIII. Parlor meetings are still a most effective source for membership. It should not be too difficult for an individual to invite 10 or 12 neighbors or friends within the immediate vicinity to spend a social evening, at which time there shall be held a discussion on Zionism.

I am of the opinion that at least 100 meetings of this nature can be arranged in Chicago which would yield approximately 1,000 new members. Small meetings of this nature are also most effective in stimulating active Zionists to enroll additional members.

IX. A mimeographed bulletin should be issued weekly during the period of the Membership Campaign. This shall contain a record of district achievements, enrollment figures, techniques and names of outstanding workers. The competitive spirit is an extremely important factor which should not be overlooked. A system of awards and prizes should be utilized.

X. A systematic and business-like record of membership teams, meeting dates and speakers must be maintained in the office. At all times there shall be a clear picture of the activities going on throughout the city.

XI. The office must extend every cooperation and immediate service to the districts and the membership workers. Prospect lists, literature, speakers and all other requests must be fulfilled with a minimum amount of delay and in accordance with the district's schedule.

XII. Chicago must report a minimum enrollment of at least 20,000 members before the next convention.

March 5, 1947

M E M O R A N D U M

TO: Dr. Emanuel Neumann
cc: Dr. Abba Hillel Silver
Dr. Sidney Marks
Mr. E. E. Barbarash

April 3, 1947

FROM: Yale Goldberg

While in Chicago I had the opportunity to meet with a Mr. Hixson, a public relations man who had been hired by the Chicago organization to assist them in their membership campaign. Mr. Hixson informed me that he had run into considerable opposition on the part of Chicago newspaper men with regard to the inclusion of Zionist news items in their papers. It was pointed out that there is a definite anti-Zionist policy on the part of the editorial and city desk staffs. Furthermore, that anti-Zionists such as Rabbis Binstock and Mann were more influential with the newspapers than any of our Zionist representatives in the community.

In a subsequent discussion with Reuben Kaufman, Vice President of the Chicago District who is associated with a large advertising concern, he decried the fact that at no time has there been any real intensive contact with the press in Chicago. He knew for a certainty that nearly all Zionist press releases are dumped into the waste basket.

It seems self-evident, therefore, that it is of the utmost necessity to have a public relations man spend some time in Chicago, at least a month or more, to develop better relations with the newspapers of that important city. I discussed this matter with Mr. Barbarash, who had contemplated going there for four or five days. However, he feels that this would be useless, inasmuch as very little could be accomplished in so short a time. He recognizes the importance of giving this problem serious consideration, but also feels that a man must spend at least a month in order to establish proper relations with the press.

May I therefore suggest that serious thought be given to carry out a program of this nature either through the Z.O.A. or Emergency Council so that we might in the future obtain a better press in Chicago.

YG:EZ

Yale Goldberg

MEMORANDUM

TO: Dr. Abba Hillel Silver ✓
cc: Dr. Sidney Marks
Mr. Joseph Goldberg

DATE: April 4, 1947

FROM: Yale Goldberg

SUBJECT:

We have to date an enrollment of 125,000 paid members. Of this number, 30,000 are new members and 95,000 renewals. This represents an ~~increase~~ excess of 14,000 members over the totals of March 31, 1946.

The stimulating effect of our national mobilization effort in the last two months has made a lasting impression upon our districts. The impact of our activity has yielded excellent results in heretofore dormant communities.

For the most part, we have concentrated our attention upon the major cities of Jewish population such as New York, Chicago, Boston, Detroit, St. Louis. The campaigns are still underway in these cities and the results cannot be judged until the end of this month. Temporary professional assistance was provided to each of these communities and the Membership Director visited with the district committees in order to plan and organize the membership campaign. This professional guidance and direction, I am sure, has been of great help to the campaigns. However, it is unfortunate that due to financial circumstances we could not have assigned organizers to ~~these~~ communities at an earlier date and for a longer period of time.

There is one discouraging factor that must be given serious thought and consideration. That is - the secondary interest placed upon Zionist activity by most rabbinical and lay leaders. I found in the Midwest that B'nai B'rith socials and men's club bowling leagues were given precedence in the life of the Jewish community. There is still a great deal of preparatory ground work to be done before mass membership can be obtained.

During the next few months, we plan to lay greater stress upon the collection of unpaid dues from approximately 60,000 who have not as yet remitted for the current year. Statistics of past years show an annual loss of 17% to 20% of the previous year's enrollment. We hope to improve on this percentage.

Both Mr. Goldberg and myself intend making additional tours to regions throughout the country. We expect that by the end of the current fiscal year, September 30, 1947, we shall have a total enrollment of 200,000 paid members of the Z.O.A.

YG:EZ

Yale Goldberg