



League of Women Voters of Minnesota Records

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THE LEAGUE OF WOMEN VOTERS

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"EQUALITY OF RIGHTS UNDER THE LAW
SHALL NOT BE DENIED OR ABRIDGED BY
THE UNITED STATES OR BY ANY STATE ON
ACCOUNT OF SEX."

LEAGUE OF WOMEN VOTERS

Local Efforts Underway For ERA Support Funds

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Local League of Women Voters efforts as well as support from other individuals are underway in the National League drive to raise campaign funds for the passage of the ERA (Equal Rights Amendment).

that people and groups support the ERA in the remaining three states."

The ERA is about a 50 word amendment including three sections; Section 1. Equality of rights under the law shall not be denied or abridged by the United States



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LEAGUE OF WOMEN VOTERS OF MINNESOTA

555 WABASHA • ST. PAUL, MINNESOTA 55102 • TELEPHONE (612) 224-5445

July 14, 1977

Ms. Carol Grayson, President
American Association of University Women
990 Summit Avenue
St. Paul, MN 55105

Dear Ms. Grayson:

The League of Women Voters is beginning a major campaign to raise funds for the ERA. Local Leagues intend to raise \$1,000,000, and recipients will be the unratified states; states with strong rescission movements will also be considered.

We all know we are in for a tough fight. In the end, we may lose, but we'd rather think we can win. To do that, we need money - not just from our membership, but from a lot of other people who believe the ERA should be passed.

The anti-ERA forces are visible, well-organized and well-financed. We must be the same.

The League of Women Voters asks your help. Would you give us complimentary space in your next newsletter or bulletin to run the enclosed solicitation?

We must use every resource available if we are to see the ERA pass. If it loses, we all lose. We hope you will be able to give us your assistance.

Sincerely,

Helene Borg, President
League of Women Voters of Minnesota

KEEP ERA ALIVE

If you have supported the ERA with your heart and/or money, now is the time to give again. The League of Women Voters has undertaken to raise over \$1,000,000 in a last ditch effort for the ERA. Money raised will be allocated to the unratified states, with attention also paid to states with strong recision movements. Meeting the \$1,000,000 goal means that instead of a state having only \$15,000 to spend on media time, public relations and other campaign expenses, a state might be able to have \$150,000. We may not win this one, but we have to try. It could make the difference. If you, like the LWV, are committed to seeing the ERA pass, give more than your heart.

SEND MONEY.

to: League of Women Voters (ERA Fund)
555 Wabasha
St. Paul, MN 55102

July 14, 1977

Same letter sent to:

Mr. David Rose, President, Minnesota AFL-CIO, 175 Aurora, St. Paul 55103

Ms. Carol Grayson, President, AAUW, 990 Summit Avenue, St. Paul, MN 55105

Ms. Joann Paden, President, AAUW, 2115 Stevens Avenue, Minneapolis 55404

ACLU, 628 Central, Minneapolis 55414

Mr. Paul Goldberg, Area Director, AFSCME, 2395 University Avenue, St. Paul 55114

Mr. Edward Bolstad, Executive Secretary, Minnesota Federation of Teachers,
175 Aurora, St. Paul 55103

Minnesota Psychological Association, Lake Crystal, MN 56055

Minnesota Women's Political Caucus, 2274 Como Avenue, St. Paul 55108

Ms. Rita Kaplan, Executive Director, National Association of Social Workers,
22 North Dale, St. Paul, MN 55102

Mr. John Ryor, President, National Education Association, 41 Sherburne, St. Paul
55103

Mr. David W. Meade, Executive Director, National Secretaries Association,
480 Cedar Street, St. Paul 55101

Mr. Chris Garrick, Administrative Assistant, YWCA, 65 East Kellogg Boulevard,
St. Paul 55101

Ms. Candice Medd, Public Relations, YWCA, 1130 Nicollet Avenue, Minneapolis 55403

Mrs. Betty Bayless, Executive Secretary, Common Cause in Minnesota, 555 Wabasha,
St. Paul 55102

Ms. Lynne Sootheran, Chairperson, Area Executive Committee, American Friends
Service Committee, 1925 Nicollet Avenue, Minneapolis 55403

Mr. Robert Rose, President, Minneapolis Federation of Teachers, 9 East 22nd Street,
Minneapolis, 55404

Mrs. Ernest Tinseth, President, Minnesota Federation of Women's Clubs, Box 1093,
Willmar, MN 56201

Ms. Geraldine Ronningen, President, National Secretaries Association, 619 8th Street
Southeast, Minneapolis, MN 55414

National Organization for Women, P.O. Box 9629, Minneapolis 55440

National Council of Jewish Women, 4330 South Cedar Lake Road, Minneapolis 55416

Mr. Don Hill, President, Minnesota Education Association, 41 Sherburne, St. Paul
55103

Ms. Nancy Atchison, Unitarian Universalist Association, 5505 28th Avenue South,
Minneapolis 55417

ERA Letter (Re space in newsletters) also sent 7/19/77 to:

Twin Cities Women's Union, 2953 Bloomington Avenue South, Minneapolis 55407
Minnesota Council of Churches, 122 West Franklin Avenue, Minneapolis 55404
Women's Equity Action League, 926 Thomas Avenue North, Minneapolis 55411
National Organization for Women, P.O. Box 9629, Main Station, Minneapolis 55404
National Organization for Women, P.O. Box 1026, Burnsville, MN 55337
National Organization for Women, 906 North Fourth Street, Stillwater 55082
The American Feminist Party, 1809 East Lake Street, Minneapolis 55407
DFL Feminist Caucus, Room 378, 1821 University Avenue, St. Paul 55104
GOP Feminist Caucus, 6201 Ashcroft Lane, Minneapolis 55424
Ms. Mary Ellen Jenks, Green Giant Company, Hazeltine-Gates, Chaska 55318
American Women in Radio and Television
Ms. Donnie Carr, Minnesota Press Women, 21 East Logan, West St. Paul 55118
Commission on the Status of Women, United Methodist Church of Minnesota,
122 Franklin Avenue West, Minneapolis 55404
Division for Service and Mission in America, American Lutheran Church,
422 South Fifth Street, Minneapolis 55415
Church Women United in Minnesota, 122 Franklin Avenue West, Minneapolis 55404
Taskforce on Women, Presbytery of the Twin Cities, 122 Franklin Avenue West,
Minneapolis, MN 55404

Governor's Office of Volunteer Services, 130 State Capitol, St. Paul 55155

The national board is proposing the following plan for Council consideration and action.

Approval of a motion authorizing the national board to withdraw up to \$200,000 from the LWVUS operating fund to be used for ERA activities.

Whether or not the LWVUS spends this money is contingent on state Leagues pledging an amount of money sufficient to give the League the financial resources to wage a comprehensive and aggressive ERA effort. Specifically, delegates will be asked to undertake state and local fundraising efforts to meet a goal of \$10 per member. Leagues will be asked to make a pledge reflecting the amount they can raise and to communicate that pledge level to national by June 15. If the aggregate amount pledged totals half of the potential, i.e. \$685,000 (50% of \$1,370,000) the board at its June meeting will start laying the groundwork for a major, LWV leadership role. If pledges fall short of the 50% benchmark, there is no obligation for the LWVUS to commit from operating funds.

Even if the pledge level is met in June, the board will have the opportunity to reassess campaign realities at the September and January meetings according to the amount of hard cash which backs up the original pledge. Again, if there is a wide disparity between pledges and cash-in-hand, the board can decide to curtail national activities and expenditures.

The heart of the proposal is for the LWVUS, through state fundraising and additional efforts of its own, to have enough money, at least a million dollars, at its disposal so that it can have a major impact on ERA activities through March, 1979. This means, for example, being able to commit \$100 or \$150,000 to each of five state ERA campaign efforts rather than the \$10 or \$15,000 that we've been able to do to date.

There's no guarantee that money will mean that we'll get the three additional states needed but the funds will mean that we'll be able to mount a hell of a last ditch attempt.



Judy - How did our request
manage to get to D.C.? *4*

AUG 12 1977

GOVERNMENT RELATIONS

NATIONAL EDUCATION ASSOCIATION • 1201 16th St., N.W., Washington, D C 20036 • (202) 833-5411

JOHN RYOR, President

WILLARD H. MCGUIRE, Vice-President

JOHN T. MCGARIGAL, Secretary-Treasurer

TERRY HERNDON, Executive Director

August 10, 1977

Ms. Helene Borg, President
League of Women Voters of Minnesota
555 Wabasha
St. Paul, Minnesota 55102

Dear Ms. Borg:

President Ryor referred your recent letter to our office for response. NEA, of course, has a strong and long standing commitment to secure ratification of the Equal Rights Amendment. Recently our 11,000 delegates to the Representative Assembly, NEA's supreme governing body, reaffirmed their commitment to ERA ratification and pledged new initiatives to that end.

At the national level, NEA works with a variety of organizations such as the League, BPW, AAUW, NWPC, NOW, the religious community and others to secure ratification. We coordinate our efforts through ERAmerica so that all our efforts will be complimentary. ERAmerica is housed in our building and we provide additional resources to assist its campaign program for ratification and fund-raising efforts. Of course, much of our effort is directed toward our affiliates and members in the unratified states. We are working with them to mount both an education and political action program for ERA ratification. In all instances we urge our affiliates to work with other groups in this most important effort.

We had been aware of the League's fundraising plan nationally, and we wish you much luck in achieving the million dollar goal. Unfortunately we will be unable to make a contribution to that effort. We look forward to continuing to work with the League of Women Voters in other areas to secure ratification of the Equal Rights Amendment.

With best wishes,

Sincerely,

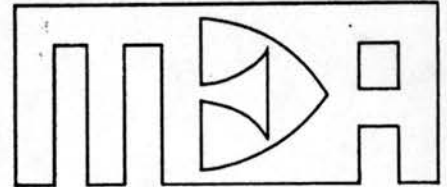
Rosalyn H. Baker
Assistant Director for
Federal Agency Relations
Office of Government Relations

RHB/tvg

cc: John Ryor

JUL 29 1977

MINNESOTA EDUCATION ASSOCIATION



A POWERFUL FORCE FOR BETTER EDUCATION

Forty-One Sherburne Avenue | 612-227-9541
St. Paul, Minnesota 55103

July 28, 1977

Helene Borg, President
League of Women Voters of Minnesota
555 Wabasha Street
St. Paul, Minnesota 55102

Dear Helene:

Thank you for your letter regarding fund raising
for the ERA.

Our organization has tried to be out in front in
behalf of ERA at all levels, local, state and
national. In a recent NEA convention, facets of
ERA became a high priority for this coming year.

Minnesota Education Association would be more
than happy to give you space in our next news letter
bulletin and to run your solicitation.

Also, I want to give my personal thanks to you for
working so hard for passage of this needed legislation.
Good luck!

Sincerely,

Donald C. Hill
President

DCH:b

President
Vice President
Treasurer
Executive Director

Donald C. Hill, Northfield
William Schneider, Rochester
Alfred F. Provo, Princeton
A. L. Gallop, St. Paul

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It's an old
American custom
to fight
for what's right.

The ERA guarantees
all Americans
the same rights
and opportunities

- in schools
- on the job
- in the military.

That's why the
League of Women Voters
is fighting for the
Equal Rights Amendment.

Sounds good? It is.
But standing up for
what's right
isn't always easy.

It takes work.
Contribute time and talent.

It takes money.
Give money.

It takes courage.
Make your views known.

The opposition has been
using money and muscle
to distort the facts and
confuse the American people.

To set the record straight...

The ERA **will**
affirm the nation's
promise of
equal rights for all
before the law.

That's all it will do.

The ERA **will not**
force anyone
to earn or to learn.

The ERA **will not**
break up families.

The ERA **will not**
require shared toilets.

The ERA **will not**
force states to OK
homosexual marriages.

The ERA **will not**
interfere in
people's private lives.

These ERA backers want
the Constitution to state;

"Equality of rights under the law
shall not be denied or abridged
by the United States
or by any State on account of sex."

AFL-CIO and affiliated unions ■ American
Association of University Women ■ American
Baptist Women ■ American Bar Association
■ American Civil Liberties Union ■ American
Home Economics Association ■ American
Jewish Congress ■ American Nurses
Association ■ B'nai B'rith Women ■ Church
Women United ■ Common Cause ■
Democratic National Committee ■
Evangelicals for Social Action ■ General
Federation of Women's Clubs ■ Girl Scouts of
the U.S.A. ■ International Brotherhood of
Teamsters ■ Lutheran Church Women ■
NAACP ■ National Catholic Coalition for the
ERA ■ National Council of Churches (of
Christ) ■ National Education Association ■
National Federation of Business and
Professional Women's Clubs ■ National
Women's Political Caucus ■ NETWORK ■
NOW ■ Presbyterian Church, U.S. ■ Republican
National Committee ■ United Auto Workers
■ United Church of Christ ■ United Methodist
Church ■ United Mine Workers ■ United
Presbyterian Church, U.S.A. ■ Women in
Communications ■ Women's Equity Action
League ■ YWCA

Join the fight to get
the Equal Rights Amendment
ratified in three more states.

League of Women Voters of the United States
1730 M Street, N.W., Washington, D.C. 20036



memorandum

This is going on DPM.

July 22, 1977

TO: State and local League presidents

FROM: Ruth Clusen and Nancy Neuman

RE: ERA Ratification Campaign

(As you may have guessed, by the two names above, we have our ERA chair. Nancy Neuman has resigned as President of the Pennsylvania League to lead the League ratification drive. Because ERA will be such a time consuming effort, Nancy will be an off-board chair but will, of course, attend all meetings and work closely with the national board. She will be spending quite a bit of time in Washington as well as in the states, so please address your ERA correspondence to her at the national office. For your records, her home address and phone are: 132 Verna Road, Lewisburg, Pennsylvania 17837, (717) 524-4713.)

The materials included with this memorandum are designed to help you with your ERA fund raising efforts. They cover a range of options and, of course, may be of use in regular League fund raising. Item number 1 is a sample of an all-purpose ERA flyer for use in direct mail solicitations or as a hand-out for meetings, fairs, etc. One panel has been left blank for you to insert your own message, if you wish. Initial quantities of the flyer are free, and additional orders are available at a nominal charge to cover handling and postage (see enclosed order blank). We'll send each state and local League 5 flyers per member at the no-charge introductory rate.

Items 2 and 3 are designed to help you mount a direct mail campaign -- if that's the route your board decides to take. The solicitation letter is a sample -- to be used in whole or in part depending on how you perceive it filling your needs. We've prepared the direct mail primer on the basis of our own experience with that mode of fund raising and you'll want to consider the pros and cons before going ahead with mail solicitations.

Item 4 contains tips on calling attention to your ERA fund raising efforts -- it is not a general ERA PR guide but focuses solely on ideas to bring attention to your money raising efforts.

Item 5 is suggested guidelines for handling ERA monies as they are raised. Be sure and check with your state League to see what guidelines they may have worked out.

Item 6 is a swapshop of already tried-and-true League experiences with ERA fund raising projects plus tips on other methods Leagues have used to raise money.

Item 7 is an "in-house" refresher on how we arrived at our ERA support position. At this point in the League-ERA history it shouldn't be necessary, but periodically we get letters pointing out that the League never studied the ERA. So in case the question is raised by your members, we've prepared a backgrounder to supplement the information in Impact on Issues.

There's another "item" to come which you'll be hearing more about in August. It will be the successor to the very successful ERA bracelet -- a gold ERA necklace which will have a suggested selling price of \$5.00 and enable both you and us to make a profit for ERA.

Obviously, this is just the beginning -- you'll be getting periodic reports on how the fund raising is going and, more importantly, on the details of the campaign. We'll be doing research and fact-finding over the summer -- talking to League and non-League experts -- and will be back to you after the September board meeting.

All of us have a lot of work to do before the ERA becomes part of the Constitution. We are going to look very carefully before we leap -- at available funds and national fund raising ideas; at a politically realistic timetable which will bring victory by March, 1979; at estimates of the most effective strategy in each of the target states; at analyses of what may be needed in 1978 legislative races to swell the ranks of pro-ERA candidates; and at ways to involve more League members in this crucial fight.



League of Women Voters
of the United States
1730 M Street, N.W.
Washington, D.C. 20036
(202) 296-1770

ORDERING INFORMATION FOR
NEW ERA CAMPAIGN FLYER (PUB. #256)

Every local League and every state League is entitled to one batch of the ERA flyers at no cost.

You can order additional copies at a nominal charge for postage and handling.

FOR YOUR NO-COST COPIES

Use a separate LWV order blank, or write a letter with the same information.

Indicate the number of members in your League.

Multiply that number by 5.

Raise that total to the next hundred

That figure will be the number of cost-free copies we will ship you.

(Example: You have 63 members. $63 \times 5 = 315$. We will ship 400 copies Parcel Post.)

If you want faster shipment of your free flyers, by Priority Mail (same treatment as First Class), send \$2.00 for any amount up to 1,000. For orders of 2,000 or more, use the chart below as a guide. The charge will be the difference between the Parcel Post and Priority Mail rates shown--to the next thousand.

(Example: If you have 612 members you are entitled to 3,060 copies. We will ship 3,100 copies. You will send \$11.00 for Priority Mail treatment--the difference between \$14.50 and \$25.50 on the 4,000-copy line.)

FOR ADDITIONAL FLYERS

The flyers themselves will still be free, but PREPAID postage and handling charges will be as follows:

	<u>Parcel Post</u>	<u>Priority Mail</u>
500 (MINIMUM ORDER)	\$4.00	\$6.00
1,000	7.00	9.00
2,000	9.50	14.50
3,000	12.00	20.00
4,000	14.50	25.50
5,000	17.00	31.00

For additional thousands, add \$2.50 per thousand for Parcel Post; OR add \$5.50 per thousand for Priority Mail.

Orders over 500 should be in multiples of a thousand.

NOTE: Since the cost of having anything printed on a folded piece of paper is exorbitant, the flyers will be mailed to you flat, to make it easier and less expensive to add your own message on the sixth panel. Since Leagues will be using the flyer in many different ways, either folded or flat, use of that panel will also vary. Some ideas:

--Put the address on the sixth panel, to use the flyer as a self-mailer.

--Add your local/state list of ERA endorsers.

--If you enclose the flyer in a mail appeal, make the sixth panel a contributions form.

--Add one or two points of persuasion you most need to make, in your own town/state

--Add League information, such as phone numbers, office address, name of campaign head.



League of Women Voters
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Washington, D.C. 20036
(202) 296-1770

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Sample Solicitation Letter

Dear Friend:

3-2-1... 0

Time is fast running out in the countdown for ratification of ERA, the constitutional amendment guaranteeing equal rights for women. Three more state legislatures must vote "yes" to reach the required 38 ratified states to make the Equal Rights Amendment the law of the land. And the March 1979 deadline is fast approaching.

You say three more states in 1½ years sounds easy? Don't count on it. Since an early ratification rush after Congress sent the Equal Rights Amendment to the states in 1972, the rate has slowed to only one "yes" state a year for the last two years. It's going to be an uphill battle to get those three final wins for victory in the next eighteen months.

It's late, but not too late--if we go all out for the final push that will carry ERA to victory before the count runs out.

The League of Women Voters is committed to lead this final victory effort--with member-power... know-how... money. So far, Leagues all over the country are pledged to build a million dollar war chest to pay for the largest, most dynamic ERA campaign ever. The League of Women Voters of _____ is pledged for \$_____ and now asks you to join the fight with your support.

Strategy? The League will target the money and effort for an all out, last chance campaign in four key unratified states that appear to have the best chance for ratification. The money you contribute will be used for ERA campaign offices in those states, field organization, polling, media campaigns, lobbying--and making sure that ERA is an issue in election campaigns in the next 1½ years.

ERA victory won't be easy. The opposition is tough, well financed and not always above-board. As a result, there have been disappointing losses in some states recently.

But the League is dedicated to victory. It will do what has to be done to win.

(... Optional Final Paragraphs)

... for ratified states

We are proud that _____ is already a ratified state. But we know that all the work that was done here and in other ratified states will be wasted unless three more states enter the win column before March 1979. So the League of Women Voters of _____ is pledging its support in the best way we can--with money for the campaign in unratified states. We do so because of our faith in people like you who won't let this opportunity pass to give women (and men) constitutional protection against sex discrimination.

Equality is priceless, but the fight to guarantee it costs money. Please let us put your contribution to work in this urgent drive for ERA.

(over)

... for unratified, target states

As one of the target states, we in _____ have a special stake in the last ditch drive for ERA. The League of Women Voters of _____ is joining the national League effort wholeheartedly--and that includes our pledge of substantial financial support. We do so because of our faith in people like you who won't let this opportunity pass to give women (and men) constitutional protection against sex discrimination.

Equality is priceless, but the fight to guarantee it costs money. Please let us put your contribution to work in this urgent drive for ERA.

... for unratified, non-target states

The League of Women Voters of _____ will be working for victory in _____ whether or not we are a target state. One of the ways is by joining in the national League effort wholeheartedly--and that includes our pledge of substantial financial support. We do so because of our faith in people like you who won't let this opportunity pass to give women (and men) constitutional protection against sex discrimination.

Equality is priceless, but the fight to guarantee it costs money. Please let us put your contribution to work in this urgent drive for ERA.



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DIRECT MAIL PRIMER

Direct Mail: A lot of work for little
return, but here's how to do it.

The direct mail method raises money through a request letter. Leagues have always done one kind of direct mail solicitation -- hand-written or typed personal letters asking for money from long-time friends and donors to the League or persons known to have money and/or be sympathetic with the League's work. Leagues should certainly continue with this kind of personal solicitation in the present ERA drive and the warnings below do not apply to it.

Large Direct Mail Efforts

The most common direct mail program includes a form letter to large numbers of prospects whom the sender does not know, whose names and addresses usually are members, subscribers or donors of another organization. The salutation is impersonal -- something like "Dear Friends". Henceforth when we say direct mail, we will be referring to this kind of large scale effort.

Be warned at the outset: Direct Mail is not a spectacular source of income for one-shot fund raising. Experts say that if one percent of the persons you address send a contribution, that is doing well. This means you will have to send letters to large numbers of persons, say 2,000 and up. And unless you happen to hit one very large contributor, the return is not great. The amount of work and details to be handled is enormous.

One advantage of direct mail is that it spreads your name around and thus has some public relations value.

In short, whether to use direct mail is a management decision. The pros and cons should be carefully thought out and weighed in advance of any decision to go ahead.

Direct Mail Components

If you decide to try direct mail, the following are the ingredients to be mailed out:

- letter of request (sample enclosed)
- flyer (if you like) explaining the cause
- reply card which the donor fills out with his or her name, address, amount of gift, and mails back with a contribution. Boxes for donors to check their contributions may be included, as follows:

☐ \$10 ☐ \$25 ☐ \$50 ☐ \$100 ☐ \$ _____

Be sure to say on reply card that the gift for ERA is not tax-deductible, and that the cancelled check will be the receipt, to save administrative costs.

- #9 Business Reply self-addressed envelope for the return check. Postage free return envelopes are another matter. You will have to see your post office about depositing money to cover these replies, which will cost you 18¢ for each one returned. Most fund-raisers say that this increases the return. However, the deposit to post office may be prohibitively expensive. You can write on the flap of the postage-free return envelope "Your 13¢ stamp on this envelope will save us 18¢ postage."
- #10 envelope in which you mail out the entire package which should not weigh more than one ounce. You can mail 1st class or third class bulk rate for 200 identical letters or more, which costs 7.5¢ per one ounce letter, and requires that the letters be bundled according to zip code. Anyone can mail bulk in this fashion -- you don't need a special permit. We have found that third class bulk rate and first class yield the same percentage of returns.

Potential Costs and Profits

In order to get a fair amount of money back from direct mail to people who have not given to the League previously, you have to mail out a lot of letters, because you can expect donations from only one to three percent of the recipients.

The national development office has found that on the average our profit on direct mail has been about equal to our costs when we exchange (not rent) names. For example, if we spend \$4,000 on

a mailing (paper, postage, printing, etc.), we can expect contributions to total about \$8,000.

The following is an estimate of the costs involved in mailing 10,000 letters, based on national office experience:

Printing and paper, 10,000 letters, one page, two sides	\$ 206.28
Reply cards, paper and printing	84.42
#9 business reply envelopes, including printing	95.14
Cost of mailing house stuffing and mailing	164.28
Postage for outgoing mailing @7.5¢ per letter	750.00
Cost of renting 10,000 names @ \$40/1000	400.00
Assuming 1% return postage for prepaid reply envelope 100 x 18¢ =	18.00
	\$ 1,718.12

Which brings us to where you get these large numbers of names. They are the lists of members or donors of other organizations, magazines, etc. which are available to be "rented" for direct mail (which means they come printed on mailing labels for one-time use only) at a price of \$35 to \$40 per thousand; or you can exchange names of your own members or donors for those of the other organization much more cheaply, say for \$6 per thousand. The ethics of the business are that names rented or exchanged from another organization are for one time use only -- they must not be kept and reused. However, once somebody mails you a contribution, then that name and address becomes your own property to resolicit as often as you like.

How to Use Direct Mail Lists

1. Rent or exchange with other organizations. Probably the best source is groups which have worked with the League. Look at the coalitions you've been in. Women's organizations may be a source, but most of them have been solicited already for the ERA, and many, such as NOW, BPW and the Women's Political Caucus, are themselves trying to raise money for the same purpose. There may be an organization in your area or one with whom you're in a coalition that does a lot of direct mail. Ask them how they do, what their costs are and how they get their list of names. Or, Leagues can contact the national organizations directly to find out if they will rent or exchange, and how you can purchase their names for your state or city.

National offices of organizations can provide localized lists by state or city because the lists are maintained in a computer in zip code sequence. Among the national groups that we have found better than average are: Common Cause, Planned Parenthood, ACLU and Public Citizen. If your League does not want to give out member names to other organizations for exchange, many groups are willing to rent their list of names at a cost of \$35 - \$40 per thousand names.

2. Magazine subscription lists are usually only for rent, almost never for exchange. Lists are categorized as "current subscribers", "recent (i.e. one year ago) drops", "old drops", or similar terms. The LWVUS has tested a number of magazine lists, i.e. "Ms.", "New Republic", "Business Week" and "Psychology Today", for general support fund raising and they gave us a poor return. ERA could be different.

Many national organizations that use direct mail campaigns for themselves (fund raising, membership drives, direct market sales) use list brokers. Some state organizations do also. Leagues can contact a list broker and ask what lists he/she can provide. Some list brokers are:

Names in the News, 105 Montgomery Street, San Francisco, California 94104
Accredited Mailing Lists, 572 River Road, Washington, D.C. 20016
The Educational Directory, One Park Avenue, New York, New York 10016 (can provide names of list brokers)
Dependable Lists, Inc., 257 Park Avenue, So., New York, New York 10805
Direct Marketing, Inc., 224 - 7th Street, Garden City, New Jersey
Ed Burnett, Consultant, 176 Madison Avenue, New York, New York 10801
Direct Marketing Corporation of America, 3700 Wilshire Boulevard, Los Angeles, California 90010



League of Women Voters
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Getting Good PR for your ERA Fund Raising

Preliminaries

You've already received a model press release to use in announcing your ERA campaign. The following suggestions are to help you maximize the public relations impact of your campaign as it continues. As you make your plans to raise funds for the ERA, remember to consider your options in profit terms. Assess the cost of each proposed activity and select the activity which will give you the best dollar and PR return for your time and resources investment. For more detailed advice in maximizing your PR impact, consult Reaching the Public, Getting into Print, Breaking into Broadcasting, Speaking Out and Projecting your Image -- the League's media kit, publication #163, \$1.00.

Manufacturing an Event

For maximum media coverage, try to develop fund raising projects which will be news events themselves. A citywide marathon race (with entry fees going to ERA) or a walkathon might work. Making well-known people the focus of your fund raising event can also generate audience and news coverage. For example, you might try a celebrity auction of skills and services donated by well-known people or a sporting contest or fair with events headed by city celebrities. The more unique your event, the more likely you are to get news coverage for it and, as a result, attention for ERA.

Notify broadcast media well ahead of time and hold your event on a weekend for maximum TV coverage. Place notices of your event with newspaper community calendars and radio and TV community bulletin boards (such notices take two weeks to get on the air and a week to get in print, so start early).

For the sake of publicity you may decide to schedule some events around donations you are already sure of. You might want to schedule a benefit theatre performance or a benefit dance or even a fund raising dinner (guests by invitation). Notify social press to get newspaper coverage. See if friendly businesses will contribute space for ticket information in their daily and weekly newspaper ads. Place ticket information in community events calendars in paper and with radio and TV. Request that sympathetic organizations place ticket information in their bulletins. And call friends to bring friends. (For such projects, be sure to carefully weigh costs against benefits before committing yourselves.)

Smaller events such as yard sales, etc. shouldn't go without publicity either. You can promote them and your cause in newspaper and radio-TV community events calendars as well as in shoppers' magazines, community newsletters and in supermarkets.

Getting Visibility from Other News Events

League sponsored ERA events are not your only PR option. Another way to get visibility is by capitalizing on news events not directly tied to the League or the ERA.

For example, you may also get spin-off coverage if you focus your ERA fund raising on such news items as elections, holiday celebrations, back to school, resort traffic, etc. For instance, how about selling ERA ice tea to drivers stuck in lines of holiday traffic. With the right placement you could get TV and photo coverage as well as some money for these campaign tactics. And of course you will want to be visible selling promotional items or seeking contributions at all political and women's gatherings and conferences.

The Direct Approach

Finally, direct approaches to the press to seek coverage for your ERA campaign may also work. Certainly, notify your local press when your state reaches its goal. Approach your editorial directors for endorsement of the campaign or of an "ERA Week". Try to get on radio and TV talk shows to discuss the ERA and remember when reporters ask for League comments on news events -- or in responding to editorials -- bring in reference to the ERA whenever possible.

Coordinating a Variety of Efforts

If you are planning more than one approach to fund raising, wherever possible use one fund raising vehicle to promote the other. For example, a direct mail campaign can also promote your major fund raising event -- or if you do your mailing after a popular event, you can remind the reader who you are by citing the successful gathering.

You might have flyers or tickets for your theater benefit at your yard sale or promote your ERA sales item on your radio show.



League of Women Voters
of the United States
1730 M Street, N.W.
Washington, D.C. 20036
(202) 296-1770

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Suggested Guidelines for
Sending ERA Contributions to LWVUS

Many Leagues have already worked out procedures for handling the money they are collecting for the ERA campaign. In some cases, state Leagues have set up a system to receive the money raised by the local Leagues and plan to make payments to the LWVUS from the state. In other states, local Leagues are handling the administration of the cash themselves and will be sending the money directly to LWVUS. Each League should check with their state League for instructions. As your League collects large amounts of money, deposit every contribution to your local (or state) separate ERA account. (see below) Don't send those checks directly to LWVUS. Instead, periodically send the LWVUS one check drawn on your ERA account. (We suggest at least \$100, unless your League pledge is less.) If your League has not yet developed a way to receive, bank and turn over the ERA contributions to LWVUS, you might want to consider the following method:

Each local League (treasurer, president) could open a separate ERA account with a local bank. The name of the account could be LWV of (local League) ERA Fund. Contributions would be deposited as they come in. Before each check-point or each time the balance totals \$100 or more, one check could be written to the state League's ERA account, if the state is collecting the money, or to the LWVUS-ERA Fund and mailed to the Development Office, LWVUS.

State Leagues that have elected to collect money from their local Leagues should also open a separate account and plan to send a consolidated check to the LWVUS. A separate account serves two purposes. It helps your local treasurer keep the ERA funds separate from other income of your League, and it provides a record for possible future audits.

Regardless of the method chosen by your League to administer the ERA campaign funds -- each League should:

1. Use a form similar to the example (see over) when sending any money to the LWVUS-ERA Campaign Fund.
2. Keep good records of all money sent to LWVUS or your state League.
3. Send to your state League a record indicating money sent to LWVUS-ERA.
4. Keep a list of all contributors, including name, address, amount of contribution, date of check, date received by you, name of the bank the check is written on. If you have collected cash by "passing the hat", say so next to that amount, tell date and occasion.

The Development Office, LWVUS, will deposit all money in the ERA Campaign Fund in Washington. Each local League will receive a receipt acknowledging its check, and a copy of the receipt will be sent to the state League.

FYI

*Potential contributors should be encouraged (whenever possible) to make their checks to the LWV of (local League) ERA Fund. If you receive a check made out to a local League, a League member, a state League or the LWVUS, the proper person can endorse it over to the LWV of ERA Fund at your local bank.

*All contributions are welcome from individuals and corporations but are not tax-deductible.

One final word -- keep the checks coming in as your account grows. September 15 is the first deadline.

PLEASE MAIL THE TOP OF THIS FORM WITH YOUR CHECK TO:

League of Women Voters of the U.S.
1730 M Street, N.W., 10th Floor
Washington, D.C. 20036

ERA PLEDGE PAYMENT FORM

LWV of _____
(Name of League) (Address) (State)

Check enclosed for \$ _____. (Please make checks out to LWVUS-ERA.)

Date: _____ Signed: _____

=====

PLEASE SEND THIS COPY TO YOUR STATE OFFICE. Thank you!

ERA PLEDGE PAYMENT FORM

LWV OF _____
(Name of League) (Address) (State)

Check enclosed for \$ _____. (Please make checks out to LWVUS-ERA.)

Date: _____ Signed: _____

=====

PLEASE RETAIN THIS COPY FOR YOUR RECORDS

ERA PLEDGE PAYMENT FORM

LWV of _____
(Name of League) (Address) (State)

Check enclosed for \$ _____. (Please make checks out to LWVUS-ERA.)

Date: _____ Signed: _____



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SWAP SHOP ON ERA FUND RAISING IDEAS #1

ERA WON'T GO AWAY! ERA THE ONLY WAY! These are just two of the campaign slogans being used by Leagues to promote their fund raising efforts for the LWVUS-ERA Campaign. What are your ideas? Starting with this sheet, the LWVUS-ERA Campaign will try to keep you up to date on the latest news of successful and unsuccessful fund raisers used by Leagues for ERA. We will be reading bulletins and Voters for new ideas, but we need your help too. Send us a brief note describing your ERA fund raising drive. Other Leagues will want to know what the project's expenses are, length of time involved, members' hours needed and actual profit made. Be sure to give an address for more information.

In just a few short weeks since the LWV announced our ERA Campaign, many Leagues have formed committees and started to brainstorm, but few Leagues have had time to actually plan and carry out a successful fund raising effort. So let's begin with a few ideas from past ERA campaigns.

MONEYWINNERS IN 1976

GOURMET DINNER PARTY RAFFLE The Colorado LWV sold \$5.00 tickets with the prize a dinner party for eight served in the prize winner's home. Talented League members were able to offer a French, German and Mexican meal as first, second and third prizes. League members prepared, served and cleaned up after each of the three dinners. Expenses involved printing tickets and food for the dinners. Tickets were sold in the Denver area over a six week period with a \$5,000 profit. For further information contact the LWV of Colorado, 1600 Race Street, Denver, Colorado 80206.

NON-PARTY "You are invited to a Christmas ERA fund raising NON-PARTY which will not be held on December 25", began the unique fund raising appeal mounted by the LWV of Bartlesville, Oklahoma. Invitations were sent to potential contributors explaining the purpose of the project. The price of non-admission was \$5.11 (11¢ for expenses, \$5.00 for the cause). The invitation stressed that the contributor need not do anything but send money. The only costs were the 200 letters and postage. In one month's time they raised almost \$500 from people in their community. Write to the LWV of Oklahoma for more details: 400 N.W 23rd Street, Oklahoma City, Oklahoma 73103.

HISTORIC HOME TOUR The LWV of Arapahoe County, Colorado raised \$1,700 one weekend by selling \$2.00 tickets to tour an historic home recently purchased by a League member. The home was open for three days and League members took turns as guides. A local florist filled the home with plants and flowers and was able to sell all of the displays. Total time to print tickets, sell tickets and hold the house tour was one month. For further information, contact the LWV of Arapahoe County, 6601 South University Boulevard, Littleton, Colorado 80122.

1977 SALE ITEMS

Arrangements are being made by several Leagues to sell items as a method of raising money for ERA. Talented members have been able to donate services and items cutting the initial costs to the League.

LIMITED EDITION PRINTS The LWV of Alaska is selling silk screen prints of an old New England weathervane with 'ERA' superimposed on the design. These 8½ x 11 inch prints were designed and donated by a League member. Contact the LWV of Alaska for more information on promotion and price: 911 R Street, Anchorage, Alaska 99501.

BUMPERSTICKERS AND T-SHIRTS - ERA THE ONLY WAY slogan on a red bumper sticker with white letters and on white T-shirts with orange letters are being sold by the Portland, Oregon LWV. The bumper stickers will sell for \$1.00 (cost for the first 500 - 37¢ each), and the T-shirts will sell for \$5.00 (cost for 150 - \$2.10 each). The Portland League is starting with a small order to the wholesalers with plans to order larger quantities if the items sell well. Items will be offered for the first time at a city-wide NEIGHBORFAIR later this month. Contact the LWV of Portland, Oregon, 519 S.E. 3rd, 610 Dekum Building, Portland, Oregon 97204.

ERA LOCAL FACT BOOK The LWV of Ohio is developing a four page booklet on ERA giving background on LEAGUE involvement in the issue and information on how it is working in Ohio. The booklet is designed to counter the myths raised in Ohio on ERA and to promote the LWVUS-ERA Campaign. The booklet will be issued as part of their fund raising efforts. Contact the LWV of Ohio for more information: 65 South Fourth Street, Columbus, Ohio 43215.

STATE LEAGUE FUND RAISERS

State Leagues have started to make plans for a special event or one-time activity that will hopefully raise several thousand dollars.

LOTTERY The LWV of Iowa is planning to sell lottery tickets with the Grand Prize a trip to Washington, D.C., all expenses paid. The three-day trip will be for two persons, with airfare, accommodations, meals, lunch with Congressional delegation, tours of the capitol, an evening at the Kennedy Center, etc. planned. Tickets will be printed and distributed to local Leagues in late August. The suggested contribution will be \$1.00 and each local League member will be asked to sell \$11.00 worth of tickets. The drawing will be sometime later in the fall, with hopefully a state VIP pulling the winning ticket. Contact the LWV of Iowa at 610 Capital City Bank Building, East Fifth & Locust Streets, Des Moines, Iowa 50309.

LOCAL LEAGUE EVENTS

Local Leagues with limited budgets have already organized garage sales, wine and commitment parties and raffles. The LWV of New Jersey offers the following hints on these proven events. Write to the LWV of New Jersey for detailed information: 460 Bloomfield Avenue, Montclair, New Jersey 07042.

SERVICE AUCTIONS League members donate their services (paint a fence, babysit for a weekend, cater a party, etc.) which are auctioned off to the highest bidder. An admission fee is charged. Hopefully, your auctioneer will donate his or her services. Programs with listed items must be given out at the time of ticket sales.

ART AUCTIONS Arrange with a local gallery to sponsor an auction. A percentage of the total sales goes to League. For extra profit, charge an entrance fee, sell raffle tickets for a donated picture and sell refreshments. The gallery will usually provide tickets, posters, invitations, programs and an auctioneer. You are responsible for arranging for the place of auction, furnishing chairs and sound equipment and for cleanup later.

COCKTAIL OR CHAMPAGNE PARTIES The highlights of this party are the donated homemade appetizers and a White Elephant auction. (Each guest brings a White Elephant.) This event is usually held in a private home. You bring your own drink, and an admission fee is charged.

BUFFETS, LUNCHEONS, DINNER DANCES A rented hall and rented tableware are in order. The food may be donated. It can be an open community affair or closed to your League and its guests. Tickets vary in price according to the amount you spend and the going rate in your area.

PROGRESSIVE MEALS are fun and, if held in private homes, there is very little overhead. Helpers should be assigned to hostesses, and consideration given to parking, closeness of homes to each other and a tight schedule management.

THEATER PARTIES If there is a theatrical company in your area, usually you can buy out the house at a substantial discount and resell the tickets for whatever profit you choose. Intermission is a good time for selling refreshments.

HOUSE TOURS This event may either be held in a single home or several homes. Each house should have guides briefed in the points of interest in the home, stationed in rotating shifts in every room of the home. Local businesses may be willing to sell tickets. A booklet with a description of each house could be available at the time of the ticket sales along with a map to easily identify landmarks between homes. Tickets should be punched or marked as each visitor enters a home which is numbered by a sign on the outside. Insurance is an important factor and a rain date should be considered. Refreshments are optional and you may choose to sell gifts, crafts, plants, etc. at the final home.

NOTE----Be sure to check with the state officials or legal counsel on the laws and sales tax regulations of your state before you sell anything or make arrangements to stage an event. In some states it may be illegal to sell tickets for a lottery or a raffle. In other states the profits of a garage sale may be taxed.



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League Background on ERA

The League of Women Voters formalized its support of "equal rights for all, regardless of sex" in May 1972 when delegates to the national convention overwhelmingly voted to add the phrase to the League's human resources position and to support the Equal Rights Amendment as one of the major ways to take action in support of the position.

The vote was not hasty or unfounded. While preparing for the convention early in 1972, the national office received numerous calls from state and local Leagues urging adoption of a national equal rights stand, especially in light of the ERA which was then pending in the 92nd Congress. On March 22, 1972, the Congress approved the ERA and sent it to the states for ratification, giving the League more reason to take a national stand.

But the League has not always believed a constitutional amendment was the best way to guarantee women all the benefits of the American political system.

In 1920 when the League was first formed, members supported a variety of reform legislation, some of it written specifically to protect women against labor abuses. When the first comprehensive ERA was proposed in 1923, the League opposed it. Even though it had no quarrel with the bill's purpose, the League instead approached equal rights questions on an individual basis, believing that method would be less likely to undermine hard-fought labor legislation gains such as minimum wage and maximum hours.

Through the 1930's, the League continued its step-by-step approach "to remove legal and administrative discriminations against women" instead of an ERA. But as the years progressed, League members realized society and the role of women in it were changing. By 1954, the League had determined an ERA would not erode the gains made in labor legislation and dropped its 31-year-old anti-ERA stand. In the 1960's, women's rights became more and more a point of discussion and interest in state and local Leagues and some Leagues adopted positions on the subject. But there was no national League position specifically favoring equal rights for women or an ERA until 1972.

Preparing for the League's biennial convention in 1972, many state and local Leagues urged that equal rights and the ERA be added to the national League agenda. The National Board recommended the 1972 LWV convention consider the position of "equal rights for all regardless of race or sex..." and suggested several options for convention delegates to consider in dealing with the ERA. Options ranged from conducting a consensus study to provide a foundation for League action to a National Board review of the amendment to determine an appropriate response.

Meeting at the convention in May, League delegates overwhelmingly decided to incorporate "equal rights for all regardless of sex" as part of the HR position. They saw their action as a necessary extension of the League's long-term equal opportunity position. Delegates also voted to endorse ERA and sanction active lobbying for ratification in the states. That position was reaffirmed at the 1974 and 1976 national League conventions.

Leagues immediately began to see progress as 22 states ratified the brief amendment in the first year. But, by 1973, an organized opposition had formed and progress had slowed. That year, only eight states joined the ranks of the ratified, sparking the LWVUS to launch its first national fund raising efforts for passage of the amendment--the sale of nickel-silver bracelets etched with ERA as a sign of support.

More than \$273,000 raised by selling 103,000 bracelets was used to provide financial and technical assistance to help Leagues and ERA ratification coalitions lobby legislators and

educate the public about the need for ERA. After that drive, an every-member fund raiser in 1975 raised an additional \$87,925 to supplement the on-going work. At the May 1977 Council meeting, the role of the League in the ERA ratification fight in the final months was a major topic of deliberation. Delegates decided if state and local Leagues could pledge to raise a major amount of money and if political realities warranted, the LWVUS would launch a campaign to raise over \$1 million in order to get ERA ratified in three more states before the March 1979 deadline.

In June 1977 at the National Board meeting, with more than \$825,000 in pledges from state and local Leagues on hand, the decision was reached to move ahead with the fund raising campaign and a massive effort to gain ratification before March 1979.

news release

[August 26 has been named Women's Equality Day in commemoration of the 57th anniversary of women's suffrage. There may be events planned in your community to mark this special day--marches reminiscent of the suffrage movement or salutes to its leaders. It can provide a moment for your community to ponder this country's past and anticipate its future. Participate--even plan your own event on this red letter day. With the LWVUS' announced \$1 million fundraiser for ERA ratification, August 26 can be an opportunity to drum up interest and funds to help finance lobbying efforts planned on state legislatures to secure those last three states. The following is a sample press release you may want to use in announcing your plans for the day.]

Going on DPM
FOR RELEASE ANYTIME
August 1977

On August 26, 1920, a news story broke that was to change the lives of women throughout the United States. It was the culmination of years of labors by a group of individuals dedicated to equality, fairness and the democratic system. Some of their brutally difficult efforts were viciously criticized as a prelude to the end of the family and the beginning of a unisex society.

But those individuals did not stop.

On August 26 -- 57 years ago today -- the women of America got the vote. The 19th Amendment to the Constitution was ratified by the states and the Women's Suffrage Proclamation was signed by Secretary of State Bainbridge Colby.

It was the triumphant end of a long struggle which had meant protest marches, physical attacks and jail sentences for its leaders but they were dedicated to obtaining a better life for all Americans.

The League of Women Voters of _____ did not want to let this day go by unnoticed. We feel it is a most appropriate time to look back at that experience and focus on another challenge facing the women of this country -- the future of the Equal Rights Amendment.

OVER

Proposed as the 27th Amendment to the Constitution, the ERA is designed to make women truly equal partners in American life. Five years have passed since the Congress passed the ERA but it is still 3 states shy of ratification.

Today, we will be _____ to dramatize our support of the ERA's ratification. It is a small part of a large effort but we realize big results often come from modest beginnings. Progress is not made by standing by as the parade marches past us.

We hope those states (your state if unratified) will come into the winners column in the coming months. We hope the legislators will vote for fairness and equality for all Americans.

#

END OF SUMMER CELEBRATION

and
FUND RAISER
in support of
FINAL RATIFICATION OF THE ERA
sponsored by

The LEAGUE OF WOMEN VOTERS
of

Minnetonka, Eden Prairie, Hopkins

"-Helene Borg, President
L.W.V. - Minnesota

"...it takes money to win political battles..."

Good Food - Good Fun - Good People - Good Cause

SEPTEMBER 10, 1977 - 6:30 P.M.

HOPKINS CENTRAL PARK

16th Ave. & County Rd. #3

Hopkins, Minnesota

COST: \$7.50 per person (adults only)

Food included

Beer & soft drinks to be sold

Tennis Tourney
Prizes

Softball

Bridge Tourney
Horseshoes Volleyball

for further information, call: 933-3530, 933-8606, 933-4178

Registration/Donation Form - for the ERA Fund Raiser sponsored by the
L.W.V. of Mtk., Eden Prairie, Hopkins.

COST: \$7.50 per person (adults only)

RESERVATION DEADLINE: September 1, 1977

Complete this form & return with your check (payable to L.W.V.-M.E.P.H.)
to: Jayne Marecek: 5041 Woodgate Ct.; Minnetonka, Minnesota, 55343

_____ (name) I will be playing in the tennis tournament.

_____ (partner's name). I will need a partner _____.

_____ Level of skill. 1. Courageous-knows how to hold racquet!
2. Eager-usually able to return ball!
3. Talented-generally places ball
where intended!

_____ (name) I will be playing in the bridge tournament.

_____ (partner's name). I will need a partner _____.

_____ (name) I (we) will be attending Celebration/Fund Raiser,
but will not be in tennis or bridge tournaments.

_____ (name) I (we) will not be able to attend, but my (our)
donation of \$10, or more _____, is enclosed.

POT LUCK FOOD DONATIONS: (League members only!) Check one!

_____ Salad (to serve 10); or _____ Casserole (to serve 10)

_____ (name); and (phone number) _____

PLANNING MEETING

ST. CLOUD AREA LEAGUE OF WOMEN VOTERS

70 CC
AUG - 1977

July 20, 1977

The Board met at the home of Joan Hicks on Wednesday, July 20, 1977 at 9.30 a.m. with the following present:-

Ellen Mork, Jessie Harper, Dory Frampton, Viv Kloskin, Bev Pehler, Mary Lou Swenson Irene Nordling, Pat Soyka, Kathleen Hogenson, Joan Hicks, Barb Reinert, and Pam Landberg from Monticello LWV. Apologies were received from Pat Malm, Deanna Lederer, Ruth Nordin, and Sue Martin.

The meeting was called to order at 9.45 a.m. by the President.

The minutes previously sent to Board members were corrected and approved.

The President opened the meeting by indicating that Fall promised to be a busy time for our League with ERA, Education and Energy consensus to deal with, as well as Legislative Interviews.

Barb reported that for health reasons Kathleen Hogenson had had to relinquish the Education Chair and was approaching Carol Meredith to replace her.

After general discussion on which leaflets we needed for studies and how they were to be financed, a motion was made and passed unanimously that:-

For this year, program committee materials prepared by LWV be used, and copies be provided for each member unless a decision is made to the contrary.

Discussion followed on timing and handling the Education consensus. There are to be two education Facts and Issues with another one to be issued in Voter. It was decided that two Unit Meetings would be needed to adequately deal with the Education Study and Consensus..

ENERGY WORKSHOP.

After discussion of the Energy Workshop that the Monticello League had offered to co-host and organize, Jessie harper suggested and it was immediately acted upon, to ask Dr. David Jerde, Professor of Physics at SCSU to present an energy lecture and slide show. A pot luck supper at 6.00 p.m. at a Church Hall to be decided, on Thursday September 27 will precede Dr. Jerde's lecture. Viv Kloskin will co-chair the workshop with Monticello. It was decided to provide name tags for all present.

After some discussion it was decided to ask State League advisors to visit us in mid-August. Agenda 3 - the less formal approach, with discussion based on 'IN LEAGUE' was requested.

MEMBERSHIP - Chair - Irene Nordling.

Membership teas and orientation were discussed. It was decided to leave this activity up to the membership committee, with 2 or 3 teas per year. It was suggested that members should be assigned to attend the teas, but that they should be kept small.

ERA

Barb reported on the work of this very active committee. Activities are to include a Fund Raiser on August 26, at Club Mesa. This is Suffragette Day and ERA is an extension of that movement. The Fund Raiser will be a Dance with tickets at \$2.50 per person with a cash bar and hopefully celebrities. Barb reported a band had been hired and that the committee hopes for good participation from League members and friends. Publicity will be important for this and our ERA Lunch Rally to be planned at the Holiday Inn in September. The Press will be contacted personally by a committee member.

There are to be ten 5 minute taped news spots on WJON as a public service starting August and running through Fall. It was suggested that some publicity should be included on how ERA will benefit men.

UNITS

Unit organization will be handled by Mary Lou Swenson with Units starting in September on their own organization. It was decided that working December Units will be necessary and that they should be moved forward to the first full week of December.

The subject matter for April Units was left open with suggestions on the Federalist papers, a Local Government Study, Growth, Update on International Relations and Update on Welfare and Housing, to be considered at a later date.

MONTICELLO & BUFFALO LWV.

In response to a question, Pam Landberg clarified her League's position. They hope to retain their identity as long as they have funds, but have not enough members to function entirely alone. They have offered to co-host an Energy Workshop and one other item. They would like to receive our League Lines for which they will pay. The Board expressed approval subject to confirmation by the Monticello League.

League Lines deadline is to be August 8.

The complete calendar follows separately.

The meeting adjourned at 2.45 p.m.

Respectfully submitted

Joan Hicks, Secretary.



LEAGUE OF WOMEN VOTERS OF MINNESOTA

555 WABASHA • ST. PAUL, MINNESOTA 55102

PHONE: (612) 224-5445

MEMO

✓
TO: Borg, Scribner, Schmitz, Hall,
Kahlenberg, Judy M.

FROM: H.H.

SUBJECT: Form

DATE: December 13, 1978

RSVP by noon on December 20th.

To other organizations supporting ERA

AMERICA

Dear President:

Please, look carefully at that letterhead again. The design provides an entirely new frame of reference for the continuing struggle for equality, doesn't it?

The League of Women Voters of Minnesota (LWVMN) believes the design and its allied slogan, "ERA. A part of America," symbolize what most of us have believed for so long - that America stands for equality.

The graphic design was conceived and created by a young Minneapolis public relations specialist who presented it to us earlier this year. Others associated with that firm have developed a wide selection of possible applications described in the enclosed brochure.

The LWVMN will be the exclusive distributor of the products, with all profits being used to further the ratification of the ERA. Your organization will receive credit for purchases made by its members, thanks to the book-keeping system we will be using.

If supporters of equal rights across this country - both men and women - will purchase and display one of the many products available, a tremendous amount of free visibility will be created for the ERA cause. Eventually legislators may come to realize that they should vote for, rather than against, America, and the battle for equality will be won before the December 31, 1981, deadline.

One of LWVMN's members suggested that persons in ratified states may wish to purchase some items to send to their counterpart organizations in unratified states, thereby enabling its members to distribute materials to more people. If your organization is having a Convention, we hope that you will display the prototypes at that Convention and supply order blanks for your delegates and visitors.

If ERA is to be successful, and if more money and a dignified pro-America slogan will help to turn the tide, then we need the enthusiastic cooperation of every pro ERA organization. Let's make 1979 the year that ERA goes over the top.

Yours in Equality,

Helene Borg, President
League of Women Voters of Minnesota

Sue Scribner, ERA Promotion Chair
League of Women Voters of Minnesota

AMERICA

Dear State League Presidents:

Please, look carefully at that letterhead again. The design provides an entirely new frame of reference for the continuing struggle for equality, doesn't it?

We believe the design and its allied slogan, "ERA. A part of America," symbolize what most of us have believed for so long - that America stands for equality.

The graphic design was conceived and created by a young Minneapolis public relations specialist who presented it to us earlier this year. Others associated with that firm have developed a wide selection of possible applications. (Prototypes of all products are enclosed.)

The LWV-Minnesota will be the exclusive distributor of the products, with all profits going to replenish the currently depleted LWVUS-ERA war chest. Your League will receive credit for purchases made by citizens of your state, thanks to the bookkeeping system we will be using.

Whether or not your state has ratified the ERA, if supporters of equal rights across this country -- both men and women -- will purchase and display one of the many products available, a tremendous amount of free visibility will be created for the ERA cause. Eventually legislators may come to realize that they should vote for, rather than against, America, and the battle for equality will be won before the December 31, 1981, deadline.

One of our Leaguers suggested that members in ratified states may wish to purchase some items to send to their adopted, unratified sister state, thereby enabling its members to distribute more materials to more people. The bumper stickers or window decals would be ideal for affixing to your state League's Convention workbooks. (We trust that you will also display the prototypes at your Convention and supply order blanks for your delegates and visitors.)

If ERA is to be successful, and if more money and a dignified pro-America slogan will help to turn the tide, then we should have the enthusiastic cooperation of every state League. Let's make 1979 the year that ERA goes over the top.

Yours in Equality,

Helene Borg, President

Sue Scribner, ERA Promotion Chair

To Presidents of Local Leagues of Women Voters in Minnesota

The battle for equality continues. As you know, the time for ratification of the ERA has been extended until December, 1981, but this ratification will take effort and money as well as time.

We think we have an exciting way to get our message across and raise money at the same time.

We are selling a variety of products, which will carry the "AMERICA" logo shown on this letter and the allied slogan: "ERA. A part of America."

This design provides a new frame of reference. After all, who can argue with America and the flag in red, white and blue. We do think it symbolizes what most of us have believed -- that America stands for equality.

We must keep promoting the ERA and not only in the unratified states. Many states, including Minnesota, have been targeted for rescission by our oponents. So let's make "AMERICA" visible and raise the dollars to continue the fight for equality for all people.

P.S. Brochures are enclosed, which may be copied for inclusion in your bulletins.



LEAGUE OF WOMEN VOTERS OF MINNESOTA

555 WABASHA • ST. PAUL, MINNESOTA 55102

PHONE: (612) 224-5445

MEMO

TO: Schmitz, Hall, Medelman, Scriber

cc: Borg ✓

FROM: H.H.

SUBJECT: Marketing AmERICA

DATE: November 20, 1978

Pat Craig
Bob Merriman and Dave Peterson will be at our office on Tuesday, November 28, at 11:00 a.m. to discuss LWVMN's marketing of AmERICA products. Please be present with your suggestions, comments and legal concerns (like do we pay him \$3500 even if we don't make that much?). The meeting should fit in at the close of the development committee meeting for some of you, so only one trip in would be necessary.



LEAGUE OF WOMEN VOTERS OF MINNESOTA

555 WABASHA • ST. PAUL, MINNESOTA 55102

PHONE: (612) 224-5445

MEMO

TO: Emily, Sue, Judy M., Hall, HB ✓

FROM: H.H.

SUBJECT: AmERicA

DATE: November 22, 1978

The attached is F.Y.I. only - to give you an idea of what another group is selling and the prices they charge. I also have a catalog from the White River Company in New Jersey showing their products and quantity prices. They peddle t-shirts (including turtlenecks), sweatshirts, totes, aprons (!), scarves, note pads and cards and a bunch of other stuff for the "Liberated Woman."

A. BROCHURES

\$3/25 \$8/100

B. FACT SHEETS

\$5/100

NARAL publishes numerous brochures and fact sheets addressing the many facets of the abortion rights issue: legislative, religious, medical, legal. We will send you an assortment of this literature FREE. Just circle A and B on the order form below and return it to us.



C. POSTERS

1. *Abortion Illegal!*—50 cents
2. *Keep Abortion Legal & Safe*—\$1
3. *Supreme Court Language*—50 cents

D. SPEAKERS' AND DEBATERS' NOTEBOOK

80 pp. \$5

Provides suggestions for speeches and debates, gives definitive answers and rebuttals to Right-to-Lifers' arguments. A must.

E. T-SHIRTS

1. *Keep Abortion Legal & Safe*—tan or blue—\$6
2. *Never Again* (with coat hanger symbol)—blue or green—\$6
3. *Pregnant by Choice* maternity sizes 6,8,10,12,14; in red, blue, and yellow—\$10



Mail Order Form and check to: NARAL, 825 15th Street, N.W., Washington, D.C. 20005

F. TOTE BAG AND ATTACHE

1. Heavy canvas tote bag—navy/white print—\$6
2. Zippered canvas attache—natural/blue print—\$8

G. NARAL BANNER

Heavy vinyl with metal grommets for hanging. 4' x 6' *Keep Abortion Safe and Legal*—\$20

H. BUTTONS AND BUMPER STICKER

50 cents each; \$2/5; \$40/100

Buttons:

1. *Abortion: A Personal Decision*
2. *Keep Abortion Safe and Legal*
3. *A Woman's Right to Choose*
4. *Never Again (NARAL)*
5. *Never Again (symbol)*

Bumper Sticker

6. *Keep Abortion Safe and Legal*



I. SLIDE SHOW

\$20

10 minute slide show, "The Right to Choose", with accompanying narration. An excellent tool for education of groups on the issue of abortion.

J. SLIDES/PHOTOS

\$3.50 each

Write for descriptions of available slides/photos.

K. ABORTION LAW REPORTER

\$110

Write for information.

Order Form

		Total			Total	Total
A.	Assortment of		Name _____			
B.	literature	FREE	Address _____ Zip _____			
C.	1. _____ posters @ \$.50	_____	_____			
	2. _____ posters @ \$1	_____				
	3. _____ posters @ \$.50	_____				
D.	_____ notebooks @ \$5	_____				
E.	1. _____ T-shirts @ \$6	_____	F.	1. _____ tote bags @ \$6	_____	I. _____ slide shows
	2. _____ T-shirts @ \$6	_____		2. _____ attaches @ \$8	_____	
	3. _____ T-shirts @ \$10	_____	G.	_____ banners @ \$20	_____	J. slide/photo info.
	Sizes: <input type="checkbox"/> sm <input type="checkbox"/> med <input type="checkbox"/> lg		H.	1. _____ buttons @ _____	_____	K. Law Reporter info.
	Color: _____			2. _____ buttons @ _____	_____	
				3. _____ buttons @ _____	_____	
				4. _____ buttons @ _____	_____	
				5. _____ buttons @ _____	_____	
				6. _____ stickers @ _____	_____	
					Total	



NATIONAL ABORTION RIGHTS ACTION LEAGUE
825 15th Street, NW, Washington D. C. 20005
(202) 347-7774

Reading this newsletter for the first time? Or would you like to make a gift of it to a friend? The newsletter is mailed to all members of NARAL, the largest membership organization working for the right to choose safe and legal abortion for all women.

- ☐ I'd like to join. Here's my check for \$15.00.
☐ Please send a gift membership to a friend.
☐ I want to help even more by making an additional contribution of:
☐ \$10 ☐ \$25 ☐ \$75 ☐ \$100 ☐ Other Total enclosed \$ _____

Name _____

Address _____

City _____ State _____ Zip _____

...start filling your buses now... get together with other pro-choice activists from your state... visit your Senators and Representatives en masse...

join in the excitement of the

NARAL ANNUAL CONVENTION

to be held

April 28, 29 and 30

at the

Shoreham Americana Hotel
in Washington, D.C.



NATIONAL ABORTION RIGHTS ACTION LEAGUE
825 15th Street, NW, Washington D. C. 20005
(202) 347-7774

November 1978

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EDINA MN 55436

H.B.



LEAGUE OF WOMEN VOTERS OF MINNESOTA

555 WABASHA • ST. PAUL, MINNESOTA 55102

PHONE: (612) 224-5445

MEMO

TO: Sue Scribner
FROM: Harriett Herb
SUBJECT: ERA Promo
DATE: December 12, 1978

Attached is a list of potential buyers of AMERICA materials. I've checked potential recipients -- the ones I think worth pursuing, at least in Minnesota, at this point in time. If you can think of others, -- like Council for Economic Status of Women or I.W.Y. attendees - let me know. Dave Peterson has a place that'll do 8,000 brochures for about \$500 or less.

Peter Schmitz has done the contract. Dave and I are negotiating same. Copy enclosed F.Y.I. Holler if you can think of other needed changes.

If at all possible, would appreciate your RSVP by next Monday, the 18th.
Thanks.



LEAGUE OF WOMEN VOTERS OF MINNESOTA

555 WABASHA • ST. PAUL, MINNESOTA 55102 • TELEPHONE (612) 224-5445

December 1, 1978

Mr. Peter Schmitz ✓
Box 237
Northfield, MN 55057

Dear Peter:

The following are the major items to be included in the contract between Peterson Political Communications of Golden Valley, MN 55422 (herein referred to as PPC) and the League of Women Voters of Minnesota (herein referred to as LWVMN).

Contract pertains to sale of items bearing "AmERicA" with block flag underneath and/or "ERA A Part of America" slogan. Slogan colors are blue and red.

Items to have on them copyright of PPC and distributed by LWV or their appropriate abbreviations.

✓ PPC will provide, at no cost to the LWVMN, 65 to 75 boxes of sample items. Each box to contain: one tote bag, one T-shirt, one 5" x 7" notebook, sample of "noteables" (note paper), a button, a bumper sticker and a window decal. All items will be printed with the slogan.

LWVMN will prepare a letter which PPC will print onto stationery bearing slogan - also at no cost to the LWV.

Postage for mailing boxes and letters will be paid by the LWVMN.

PPC will prepare a brochure describing the items currently available. Brochure will also include an order blank with LWVMN address on it. LWVMN to determine the number to be printed, pay for same and associated mailing costs.

LWVMN will handle all finances, ordering of items, and mailing of same.

PPC to give LWVMN 60-day notice of any price increases.

LWVMN agrees to order and pay in advance for 200 of the 5" x 7" notebooks (cost not to exceed \$1.50 per), 5000 buttons (cost not to exceed \$74/5000), and 500 bumper stickers (cost not to exceed \$90).

PPC to retain exclusive distributorship of emblem.

Mr. Peter Schmitz

-2-

December 1, 1978

LWVMN to have exclusive distributorship of other items mentioned above. Future items to be marketed at a later date, e.g., sweat shirts, stick and lapel pins, mugs, tie tacks, will be subject to the terms of this contract.

71 Peter, if you need more details, Emily, Sue or I can provide them. You may want to draft a draft of the contract which Dave Peterson and I can haggle over before we finalize it. Dave is much more flexible and amenable than Bob.

Thanks a zillion for your help - you can have a free T-shirt in pay.

Sincerely,

Harriett Herb
Executive Director

H:M

AGREEMENT

This agreement is made and entered into this ____ day of January, 1979 by and between Peterson Political Communications, hereinafter for convenience referred to as PPC, and the League of Women Voters of Minnesota, for convenience hereinafter referred to as LWVMN, is based on the following facts:

1. PPC has designed and produced various items bearing the logo "AmERica" with block flag underneath for sale in connection with promotion not only of the item, but of the Equal Rights Amendment to the United States Constitution.
2. PPC has designed and produced various items which bear the slogan: "ERA a part of America." The logo and slogan colors are blue and red.
3. PPC desires to have LWVMN market and distribute items bearing the ERA promotional logo and/or slogan.
4. LWVMN desires to market and distribute certain items, namely Tote Bag, T-shirt, 5" x 8" notebook, note size writing paper (5½" x 8½"), button, bumper sticker, and window decal.
5. LWVMN does not desire to either market or distribute a certain emblem or patch designed and produced by PPC.
6. PPC, at a later date, may design and produce various other items bearing the ERA promotional logo and/or slogan such as: sweatshirts, stick and lapel pins, mugs, tie tacks and the like.

NOW THEREFORE, in consideration of the premises, and of the mutual covenants contained herein, the parties agree as follows:

- A. PPC retains the copyright, distribution and marketing rights of the articles, items, logo and/or slogan described above. LWVMN will not use or alter in any form either the logo and/or slogan without written permission from PPC.
- B. PPC shall employ LWVMN as an organizational agent for the marketing and distribution of the ERA promotional logo and/or slogan, referred to above in paragraphs 1 and 2, on the following items: tote bag, T-shirt, 5" x 8" notebook, note size writing paper, button, bumper sticker and window decals.

- C. PPC will not contact or sell to any other organization promoting passage of the Equal Rights Amendment. Further, during the term of this contract, PPC will not directly place advertising or directly sell to any individual, partnership, corporation, or other group or association, without, first giving 30 days written notice to LWVMN of intention to do so, and, within that 30 days, giving LWVMN the opportunity to directly place either the advertising or sale as contemplated by PPC in its notice to LWVMN.
- D. LWVMN shall attempt to market and distribute the above items by contacts with other League of Women Voter Organizations and with other organizations promoting passage of the Equal Rights Amendment, both within and without the State of Minnesota. It is understood and agreed that LWVMN may sell the items to persons, partnerships, corporations, and other groups and associations which are not either League of Women Voter Organizations or organizations promoting passing of the Equal Rights Amendment.
- E. The distributorship hereby conferred upon LWVMN made by PPC shall continue until terminated by 60 days prior written notice by either party, and mailed, certified mail, return receipt requested, to the addresses specified below:
- Peterson Political Communications
1806 Zephyr Place
Golden Valley, Minnesota 55422
- League of Women Voters of Minnesota
555 Wabasha
St. Paul, Minnesota 55102
- F. To assist LWVMN in its marketing and distribution of items, PPC will provide at no cost to LWVMN 65-75 boxes of sample items. Each box shall contain: 1 tote bag, 1 T-shirt, 1 5" x 8" notebook, sample of note size writing paper, a button, a bumper sticker, and a window decal. All of the items will be printed with the logo and/or slogan. PPC further will print (maximum 2,000) onto stationery bearing the logo at no cost to LWVMN a letter to be prepared by LWVMN. Postage for mailing boxes and letters will be paid by LWVMN.

- G. PPC shall prepare a brochure describing the items currently available. The brochure shall include an order blank for the items available with LWVMN address on it. It shall be LWVMN's responsibility to determine the number of brochures to be printed and for the LWVMN to pay for the cost of printing and mailing said brochures.
- H. All responsibility for financing, ordering of items, and delivery of items shall be the responsibility of LWVMN. LWVMN will order items in the following minimums:

<u>Item</u>	<u>Cost to LWVMN</u>	<u>Minimum Order & Reorders</u>
T-shirt	\$3.15 each	100
Tote Bag	3.15 each	100
5" x 8" Notebook	1.70 each	250 (500-\$1.50;
Note Size Writing		1,000-\$1.35)
Paper	1.15 pkg. 12	250 pkg
Button	74.00 M (thousand)	5,000
Bumper Sticker	90.00 M (thousand)	2,500
Window Decal	85.00 M (thousand)	2,500

- All items are to be prepaid by LWVMN with order. Freight charges will be billed separately to LWVMN. PPC, shall, within a reasonable time furnish to LWVMN all items ordered.
- I. In the event of a price increase, PPC shall give to LWVMN a 60 day prior written notice in the manner set forth for notice of termination as provided for in paragraph E above. It is understood and agreed that all orders placed prior to the effective date of the price increase shall be furnished to LWVMN at the prices established prior to the effective date of the increase.
- J. With respect to the distribution and marketing of the emblem or patch, PPC shall retain the exclusive right to distribute and market that item. With respect to any further items to be marketed with ERA promotional logo and/or slogan, such as sweatshirts, stick and lapel pins, mugs, tie tacks, and the like, PPC, prior to the sale, distribution and marketing of said items, shall give LWVMN an opportunity to market said items on the same terms and conditions as provided for the items to be distributed and marketed by LWVMN under the terms of this contract.

- K. It is expressly understood and agreed that LWVMN has not undertaken any obligation to purchase from PPC any specified number or "quota" of the items. It is understood and agreed that in the event of PPC's dissatisfaction with efforts of LWVMN to sell and distribute the items described herein, PPC's solemnity shall be termination of the contract as provided for in paragraph E above.
- L. LWVMN agrees to consult with PPC on ad copy before it goes to print, and on price increases.
- M. It is understood and agreed that all orders by LWVMN of merchandise from PPC shall be prepaid. That the prices established herein will be F.O.B. at the point of manufacture and the responsibility for paying shipping costs will be that of LWVMN.

Dated this _____ day of January, 1979.

PETERSON POLITICAL COMMUNICATIONS

by: _____

by: _____

by: _____

LEAGUE OF WOMEN VOTERS OF MINNESOTA

by: _____

by: _____

by: _____

Inside: camera-ready art for an ERA flyer/poster

TIPS ON PRINTING

These two layouts are camera-ready copy for an 8½ x 11 flyer/poster--text on one side, sketch on the other.

If you wish to add state information in the center third of the text side, you can match the existing text by having your copy set in 12/14 Helvetica regular, caps and lower case, by 18 picas.

The display heading can be set in 18-point Helvetica bold, all caps, no longer than 43 picas.

The type should be positioned the same distance from the black rules at left and right as that in the top third.

This flyer-poster can then be presented to the printer as camera-ready art, for reproduction on both sides of an 8½ x 11 sheet, in one-color ink, either flat or with two folds.

Space has been left in the bottom third of the text side for addressing.

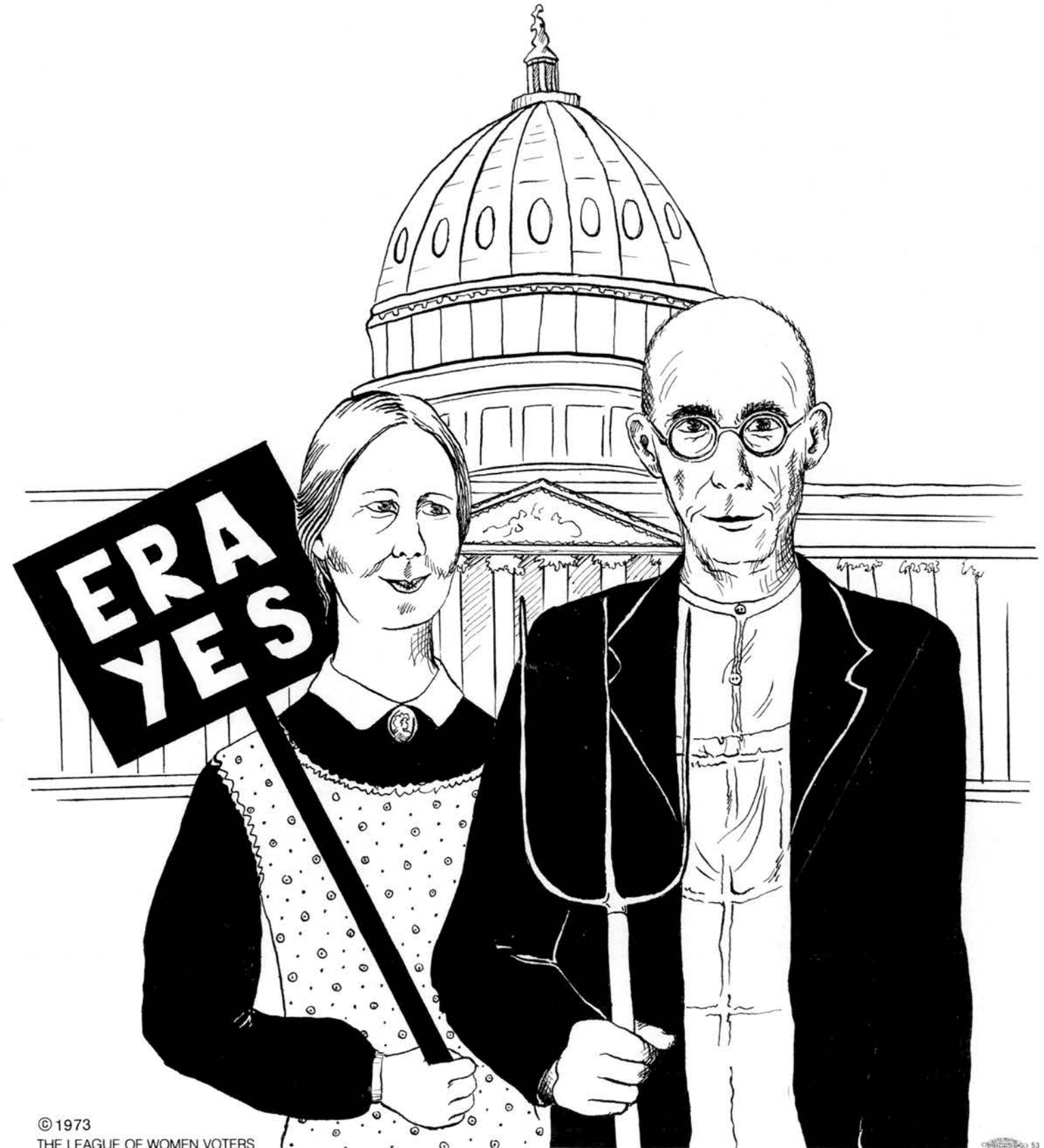
(c)1973 League of Women Voters of the United States Publication #459
1730 M Street, NW Washington, D.C. 20036

We have a small additional number of these reproduction proofs available and will send them on request to Leagues and to coalitions of which Leagues are a part. Please identify by publication number 459.

THE EQUAL RIGHTS AMENDMENT WILL:

- Guarantee equal treatment under the law for women and men.
- End discriminatory practices which limit a woman's access to credit, mortgages and business opportunities.
- Open up more educational opportunities for women in public schools, colleges and universities.
- Equalize social security benefits for women and men and expand opportunities for women who wish to serve in the armed forces.
- Reinforce the generally applied yardstick of "who is able to support whom" in divorce and separation proceedings. The ERA will not interfere in ongoing marriages or intrude on the constitutionally established right of individual privacy.

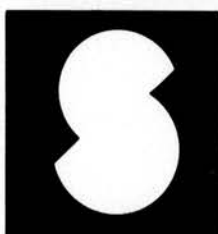
THE LEAGUE OF WOMEN VOTERS
**Y
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© 1973
 THE LEAGUE OF WOMEN VOTERS

REPRODUCTION PROOF FOR EQUAL RIGHTS AMENDMENT

THE LEAGUE OF WOMEN VOTERS



THE LEAGUE OF WOMEN VOTERS



THE LEAGUE OF WOMEN VOTERS



SOME IDEAS FOR USING THIS DESIGN

This is reproduction copy for offset printing. It can also be used for letterpress printing by having an inexpensive plate made.

If these sizes don't fit your needs, you can change. Ask your printer to help you work out the correct ratio, because the width and depth change proportionately, as you can see in the sizes above.

ABOUT HANDLING THIS COPY

Treat this copy as you would a valued film. Keep it clean.

Do not groove it with pen or pencil impressions.

Don't leave fingerprints on it. As you work, cover it with a tissue, piece of onionskin paper or other protection.

FOR YOUR INFORMATION

This copy is set in regular Times Roman 10/11, which is a widely available *type face*. 10/11 means 10-point letters on an 11 point body (there are 72 points in an inch). The bigger the number, the bigger the size. It is set flush left and right in two columns of 21 *pica* width. There are 6 picas in an inch.

The big head above the reproduction proof is set in 12 point Times Roman Bold (a heavier type face) all *caps* (capital letters). The other heads are set in regular Times Roman 12 point, all *caps*. The technical terms in this section are set in Times Roman *italics* 10/11. All copy has been set by a typesetter who works in hot metal on a linotype machine. □

THEY MAKE THEIR VOICES HEARD

Gov. office of
Volunteer services

by Judy Medelman
League of Women Voters of Minnesota

They do more than just register voters - they publish reports, conduct workshops and lobby on public issues. "They" are the nearly 4500 members of the League of Women Voters of Minnesota (LWVMN).

Organized in 1919, a few months before the national organization, the ~~League~~ **League** is a strong proponent of citizen participation in government. Because LWVMN believes such participation is basic to the democratic process, members devote an immeasurable number of volunteer hours to bringing impartial information to people throughout Minnesota.

Last year the League conducted public seminars on subjects ranging from "Developing Nations: The Economic Challenge" to "Public Employee Bargaining and the Citizen," as well as sponsoring a variety of workshops in coalition with other groups.

LWVMN also studied state tax revenues and expenditures, producing a series of four publications, "Financing State Government." Through grants from H.B. Fuller Community Council, Control Data and the First Bank System Minnesota Affiliates, the League is distributing 10,000 copies free of charge to interested citizens.

Part of the League's excellent credibility is its non-partisan approach. It deals in issues, not candidates, and its members carefully study all sides of an issue before taking a position. Through study, in such program areas as corrections, human resources and the environment, League members gain the background and knowledge to be effective decision-makers. It's

no coincidence that most of the women elected to office in the past year belong, or once belonged, to the League of Women Voters.

Operating on the national, state and local levels (there are 69 local Leagues in Minnesota), the League of Women Voters is open to all women and men of voting age. A true grass-roots organization, members choose the study-action programs at local, state and national conventions.

While citizen information is the prime mission of LWVMN, the League is also highly active in lobbying to support its positions. During the Minnesota legislative session, over 40 volunteer lobbyists from LWVMN monitor committee meetings, give testimony at hearings and speak with legislators.

The organization is proud of the part it has played in the passage of historic legislation. In the past seven years it has made its voice heard on such bills as the Open Meeting Law, Environmental Protection Act, tenants' rights legislation, Indian wild-ricing rights and the Equal Rights Amendment.

The latter Amendment, although ratified by Minnesota in 1973, is still a matter of concern to LWVMN. As part of a national LWV million dollar fund drive to aid ERA's passage in unratified states, the League of Women Voters of Minnesota has pledged \$40,000.

Members in communities throughout the state are currently engaged in activities to raise that amount. By appealing not only to its own membership but to all those interested in the ERA, the group hopes to meet its goal by spring. The record they have for making their voices heard - by citizens and by legislators - indicates they'll do just that.

JUN 22 1979

Jeanette K — FYI

2,500 in a few weeks vs. maybe 100 in three months for the ERA

Is this a comment on the times, the AMERICA T-shirt, or the women's movement?

Wear It in Good Health

The policemen's softball team in Jacksonville is raising money to play in a tournament in New Orleans by selling, for \$5 each, pastel T shirts decorated with a drawing of "Old Sparky," the Florida electric chair, and bearing the legend 1 DOWN, 133 TO GO. The reference is to the recent execution of John Spenkelink and the 133 people left on death row in Florida. So far, 2,500 T shirts have been sold and orders—including some from lawyers and judges—have come in from all 50 states and from as far away as Australia.

Time Magazine
June 25

David P.

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MIDDLETOWN, VA. 22645

western union

Mailgram®



4-052227E113002 04/23/79 ICS IPMBNGZ CSP MPSB
1 6122245445 MGM TDBN SAINT PAUL MN 04-23 0452P EST

MAY 4 1979

LEAGUE OF WOMEN VOTERS MINNESOTA SS
555 WABASHA
SAINT PAUL MN 55102

THIS MAILGRAM IS A CONFIRMATION COPY OF THE FOLLOWING MESSAGE:

6122245445 MGM TDBN SAINT PAUL MN 100 04-23 0452P EST
ZIP
MRS BETTY FORD
RANCHO MIRAGE CA 92270

ON FEBRUARY 16 I WROTE TO ASK THAT YOU JOIN SENATOR MURIEL HUMPHREY AS CO-CHAIR OF THE LEAGUE OF WOMEN VOTERS MINNESOTA AMERICA PROJECT, DESIGNED TO RAISE MONEY FOR RATIFICATION FOR ERA. WE OFFER TO PAY YOUR EXPENSES TO MINNESOTA FOR A NEWS CONFERENCE AT A TIME AGREEABLE TO YOU AND SENATOR HUMPHREY. ERA FUNDS ARE DESPERATELY LOW; WE KNOW YOU SHARE OUR COMMITMENT TO ITS RATIFICATION. WE WOULD APPRECIATE HEARING FROM YOU IMMEDIATELY. PLEASE CALL COLLECT SALLY SAWYER, EXECUTIVE DIRECTOR, LWVMN, 612-224-5445. WE WOULD BE HONORED TO HAVE YOU JOIN US IN THIS EFFORT.

HELENE BORG, PRESIDENT
LEAGUE OF WOMEN VOTERS MINNESOTA

16:53 EST

MGMCOMP MGM



LEAGUE OF WOMEN VOTERS OF MINNESOTA

555 WABASHA • ST. PAUL, MINNESOTA 55102

PHONE: (612) 224-5445

TO: Pam, Sally, Suzanne, Joan H.

FROM: Jeannette

SUBJECT: AmERicA press conference

DATE: Mon, June 18, 1979

MEMO

341-
2441

Bad news. I called Mary Conover back at Se.n. Humphrey's office this morning since she had never gotten back to me. Muriel will not be available for July 1. I then asked her for Aug. 26 at the state fair, and practically speaking, got a turn-down on the spot. Mary said Muriel is turning down almost everything except Humphrey Institute and Frazer school this summer. because she is moving from Waverley. I told Mary we wanted to build our public announcement around Muriel==she said that was not wise, since she was saying no to almost everything. We should go ahead and plan an event without her!

AMERICA[®]



ERA A part of America[®]

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LEAGUE OF WOMEN VOTERS

ERA A part of America

A FUND RAISING AND
PROMOTIONAL PROSPECTUS

presented by

Peterson Political Communications

April 1979

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Introduction

That the ERA is in serious trouble should be evident to all.

The question is what, if anything, can be done to save it.

The key to its ultimate fate clearly rests with the 1980 elections, the last general election prior to the final ratification deadline of June 30, 1982.

In Florida, all the ERA needs is a one vote net pick-up in the State Senate. In other unratified states the barriers are clearly more formidable, but perhaps still surmountable.

We will never know unless we try.

And one thing is quite definite: without concerted pro-ratification activity, the ERA is dead. Fini. At the end of the line.

If the leadership of women's groups across America is ready to accept that verdict, then we may as well all go home and, in Voltaire's cynical solution to Candide, cultivate our own gardens.

The struggle ahead may well be Sisyphean, and the rock may indeed topple back upon us, but struggle we should and struggle we must.

The struggle for justice and equality has never been an easy one. And clearly the ERA is up against some formidable opponents--ignorance, fear, and Phyllis Schafly.

The following proposal presents realistic and achievable plans to raise substantial funds during the next year -- funds which would be shared by the League of Women Voters, the National Women's Political Caucus, the National Organization of Women, and any other major group which wants to become actively and productively involved in the promotion of AMERICA logo products.

If anyone else has an alternative plan, please consider it. But the lead-time available to make plans and carry them out is quickly vanishing.

We urge consideration and implementation of these proposals.

The America logo: history

The America logo was first developed in August 1978. Its various fund raising and ERA promotional applications were also largely conceived at that time, as were ideas for utilizing pro-American themes in pro-ERA advertising.

While the logo was offered to the national League for use in its Florida campaign, it was rejected along with associated advertising themes because other advertising plans were already finalized.

At the same time, negotiations began with the Minnesota League of Women Voters to enter into a fund raising sales agreement. After several months, a contract was finally signed in early 1979 and sales began in Minnesota. Promotional boxes were also mailed to all other 49 state Leagues and to various other women's organizations.

The results thus far are spotty. Sales have clearly been hampered by a lack of public announcement necessitated by our desire to wait for a response from Betty Ford regarding her decision to accept as honorary co-chair along with Muriel Humphrey (who has accepted and has personally written to Betty Ford to urge her to do the same).

Sales have also been hampered, we believe, by a failure to communicate the real potential of the project -- if it is successfully carried out on a national scale, it has the potential to raise hundreds of thousands and possibly even millions of dollars for pro-ratification efforts. (This claim is documented in a subsequent discussion of specific marketing plans.)

Clearly part of the motivation for the entire project must be predicated upon an understanding that it could make a vital difference to the final fate of the ERA.

This idea must be a part of the motivational rhetoric used when addressing organizational audiences concerning the project's potential.

If we cannot motivate, we cannot succeed in selling the necessary quantities to raise adequate funds for the 1980 campaigns. And if we do not have funds, we cannot win.

It is that simple.

And it is that important.

The America logo: form and substance

There is perhaps a danger that the form of the America logo may tend to overshadow its substance.

In form, it is very clearly a clever, albeit simple, graphic device. As a "corporate symbol" for the ERA, it could have been the product of a months long design search by a very expensive New York "image" consultant. (Firms typically spend hundreds of thousands of dollars developing simple graphic symbols such as General Mills "Big G" or 3M's recent color and typographic switch from blue to red and from serif to sans serif type.)

Here are a few of the considerations, we believe, that make the America logo an ideal pro-ERA symbol.

- Clean and modern, but traditional. The crisp clean capital letters in a Helvetica face convey a no-nonsense modern look. (Similar typography was employed, for example, in a logo designed for the Apollo Moon Mission.) Yet use of the word America and the use of the stylized flag appeal to older, more traditional values. Thus the logo has appeal to both modern and traditional audiences, or the young and the old alike.

- Patriotic appeal. For years, conservative and reactionary forces have benefitted from an almost exclusive claim to the flag. Liberal and progressive forces (such as those who support ratification) have allowed themselves to be pictured or perceived as unpatriotic and unAmerican when in reality the reverse is true. The red, white, and blue theme and stylized flag help put the force of patriotism back where it belongs -- on the side of those struggling for liberty and equality.

Our founding fathers (and mothers) were not advocates of the status quo. They were advocates of change, progress, and even revolution. We are their heirs, not the Phyllis Schlafly's and Anita Bryants. (Indeed, if Phyllis Schlafly had been around in 1776 instead of Betsy Ross and if she was half as effective then as she is today, we would all still be British subjects and the Union Jack would be flying in Washington, D.C.)

- Equality as an American, not a women's issue. The America logo and allied slogan emphasize the rights of American women as Americans, not the rights of American women as women. This is a simple but important and profound change and represents a major shift in ratification strategy. Women, seeking their rights as women qua women, have indirectly (and somewhat unintentionally) raised irrelevant but powerful concerns regarding sexual and biological roles. Regardless of where each of us may personally stand on these issues, we are convinced that the political battles surrounding them cannot yet be won.

Certainly it is the reaction brought about by this confusion that now holds the Equal Rights Amendment hostage and threatens its ultimate defeat even with the extension passed last year. To be saved, the ERA can and must be separated from extraneous issues. Other victories can and will follow. But we must fight one battle at a time. To do otherwise risks losing them all.

- A cohesive symbol for all, men and women alike. Finally, by emphasizing the pro-American aspect of the ERA struggle, it should be possible to involve men more fully. One male state senator from Minnesota commented favorably on the T-shirt design and said that while he would never wear a simple pro-ERA T-shirt, he would wear one with the America logo and flag. If this attitude is representative of other men (and we believe it is), then we should attempt to promote the products with men and women alike. Since men still overwhelmingly dominate state legislatures across America, better support from them is clearly vital. We must not allow the ERA to be seen as totally a women's issue. We need to encourage a more active role for male supporters.

The America logo: fund raising potential

If all groups supporting the ERA would jointly adopt the America logo as the ERA symbol, and then join together in promoting the sale of products displaying it, then it would indeed be possible to raise as much as \$8-10 million to carry on 1980 ratification efforts.

Incredible as that figure may sound, it is both necessary and achievable.

To accomplish this, however, it is virtually essential that traditional organizational rivalries be set aside and that all groups work together and benefit financially from the effort.

This is essential for two reasons.

First, what these groups can accomplish by working together will be more than the sum of their individual efforts; synergetic gains are possible, especially since the success of the project depends upon universal recognition of the symbol. One organization alone cannot accomplish this.

Second, if substantial funds are raised, it is essential that they be utilized during 1980 for two basic purposes: (A) Attitudinal alteration advertising directed at creating a more positive image for the ERA and at educating the public about its purpose and at eliminating irrational fears and general confusion; and (B) Direct candidate advocacy aimed at electing targeted candidates in targeted states.

The division of labor between A and B above would see the League being given primary responsibility for A, while the National Women's Political Caucus and other organizations which are free to become involved in direct candidate advocacy would assume responsibility for B.

Marketing Phase I: the INTERNAL challenge

The League of Women Voters has some 130,000 members across the United States. And while support for the ERA may not be unanimous, it is certainly widespread.

And they have shown that support in the past -- by successfully raising over \$1 million for ratification efforts.

But now the League and other women's groups must raise more money.

Can they be motivated to do so?

We do not know, but if they cannot, then the ERA will NOT be ratified. And the sums of money necessary to win in 1980 are enormous. Anyone connected with national political campaigns

knows that a mere million dollars is literally a drop in the bucket. We need the best political consulting talent; we need the best advertising agencies; we need the best individual campaign coordinators; and we need the best voter identification efforts to be successful in electing enough pro-ERA legislators in at least three states.

And since 1980 is the LAST chance, it is not the time to think small.

Buy or sell three

We suggest that the internal challenge that should be issued to members of the League (and members of other participating groups) is to ask each member to buy or sell three T-shirts (or an equivalent of \$20 in other merchandise).

If all League members would rise to this simple challenge, the resulting sales would net \$1.3 million for ERA activities.*

Other women's groups utilizing this internal challenge method would raise proportionately the same amounts or approximately \$10 per member participating. (Everyone who does participate would be urged to do more, since clearly not every member could be successfully motivated to help.) Thus an organization with 75,000 members could raise \$750,000 under this internal challenge phase if its aggregate quotas were fulfilled.

The Phase I internal challenge would then involve only internal communications with members of organizations and their immediate personal acquaintances. If the League, NWPC, and NOW all participate and all successfully motivate their own members, a total of \$2-3 million could be raised and shared proportionately.

Marketing Phase II: the EXTERNAL challenge

To raise the kinds of dollars actually needed for the 1980 effort, however, we must go beyond the traditional supporter and successfully seek and win the support of the general public, including many persons not previously involved.

We all know that the ERA has always been supported by a substantial majority of America's 220 million citizens.

For purposes of developing an estimate of the market potential, let us assume that about 60 percent of Americans support the ERA. This gives us 132 million potential buyers of pro-ERA products (such as the America logo T-shirt).

If we can reach, motivate and sell to only two percent of this pool of possible supporters, that would mean sales of 2.6 million T-shirts.

*All product prices were set high enough to enable us to realize a 50 percent profit margin.

Since our profit margin on T-shirts runs over \$3 per item, sales of that magnitude would result in profits of approximately \$8 million.

Is it possible to meet those kinds of sales objectives?

Again, we do not know. But again, if one out of every 50 ERA supporters cannot be convinced to care enough about the fate of the ERA to contribute by buying ERA products, then once again, the ERA is probably finished. We have to be able to motivate at least those kinds of numbers to have a chance for victory in 1980.

If the external challenge phase is successful, \$3 million would be allocated for attitudinal and educational advertising while about \$4 million would be channeled to organizations working on candidate races.

Funds of that magnitude would enable ERA supporters to make substantial inroads toward victory. Whether or not it would guarantee it, no one can say. But the trend in elections is running more and more toward victories for those who spend the most. (About 75 percent of the candidates who spent more won in the 1978 Senate and Congressional races.)

A prospectus to retain Peterson Political Communications

Peterson Political Communications proposes that it be retained to a six month period beginning June 15, 1979 and ending December 15, 1979 so that it can begin national marketing and promotional efforts under Phase I (described above).

Two staff persons (a project director and an associate director) would be retained during this period to promote the products through direct organizational contacts and some public promotional efforts.

In as much as possible during this initial phase, efforts would be made to garner free publicity (through news conferences and possible celebrity endorsements). However, some paid advertising will have to be placed in key market publications (such as Ms Magazine).

A substantial portion of the thrust of activity during this period would also be directed at establishing celebrity contacts and staging at least one concert/rally to raise funds for the ERA and publicize the project.

(Many Hollywood celebrities are strong ERA supporters and if commitments can be sought far enough in advance, it should be possible to get key performers to volunteer their services.)

The concert/rally would be tied to the T-shirt campaign by offering free admission to anyone wearing a T-shirt (or who buys one at the door instead of paying the admission price). Others would be required to donate \$5 for admission.

The concert/rally would primarily feature entertainment but would also include some serious talk about the ERA, why it is needed, and what each individual present can do to help.

One such event, successfully executed in conjunction with concurrent and complementary organizational contacts, could draw extensive free national media coverage and thus provide the publicity needed to get the product marketing concept off the ground.

July 4, 1980. American Equality Day.

Peterson Political Communications also proposes that initial contacts and planning begin now for a nationwide celebration of equality on July 4, 1980. (We would seek a Presidential proclamation declaring the date American Equality Day in addition to its normal holiday status.)

Assuming the success of the initial concert/rally, plans would be drawn up for similar events in several key cities in several key states. (At least three and possibly five.) Top entertainers would be included in each city along with

important local ERA supporters. The events would be family oriented, beginning in the early evening and culminating with the traditional fireworks display (the last of which, of course, would be a burning red and blue America logo).

Beyond creating favorable publicity and generating positive images, the events would provide a further mechanism for product sales and would provide an opportunity to gather the names of literally thousands of volunteers for work in campaigns later that summer and early that fall.

(No final plans would be made for these events until the success of the initial six month period had been established.)

A budget for the six month period is attached.

It is understood that at the end of the six month period, the progress of the program and the performance of PPC would be evaluated and continued or terminated on the basis of the results obtained.

BUDGET for six month trial period

Staff salaries

Project director (six months at \$2,500 monthly)	\$15,000
Associate director (6 @ \$1,500 monthly)	9,000
<u>Salary total</u>	<u>\$24,000</u>

Office rentals

None. Would work out of home, national and state League offices.

Telephone expense

(six months @ \$500 monthly)	\$ 3,000
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Travel expense

(six months @ \$1,000 monthly)	\$ 6,000
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Advertising

\$30,000

Financing of inventory

\$10,000

<u>Expense total</u>	<u>\$49,000</u>
----------------------	-----------------

<u>TOTAL BUDGET</u>	<u>\$73,000</u>
---------------------	-----------------

H. B. -

Put on AGENDA?

I think we should
advertise ERA products -
Sally

OK?



The League of Women Voters of Minnesota
is pleased to present
this information to you as a public service.

These publications were made possible by grants from the Community Affairs Council of the H.B. Fuller Company, Control Data Corporation and the First Bank System Inc. Minnesota Affiliates. The League of Women Voters is a nonpartisan organization established in 1920 to encourage citizen participation in government.

This is not
going on DPM.

TO: State and Local League Presidents
FROM: Gina Rieke, National Communications Chair
RE: CLASSIFIED ADS FOR 1979 NATIONAL LEADERS CATALOG

Back by popular demand for the fifth straight year! Advertise your League publications and products nationally through a CLASSIFIED AD in the 1979 NATIONAL LEADERS CATALOG. An easy, inexpensive way to reach that large League audience and boost pub sales.

For each publication or other League-related product, type in this order: title, a brief description from the buyer's perspective, publication number (if any), price and ordering information (League name, address, etc.). The catalog will state that ALL ORDERS ARE TO BE PREPAID, so don't repeat this instruction. Plan to have enough copies on hand to fill orders.

Some pointers, learned from experience:

- Those pubs have sold best that were listed under subject heading, rather than as part of a multi-pub ad. So, indicate outside the frame what category each pub belongs under. Include League name and address with ad in each subject area.
- Highly localized directories and Know Your Community pubs understandably don't sell very well--unless your ad says why a League miles away should want to buy a book about your town.
- We will retype all ads. You type to the exact width of the frame with NO paragraph indentions. (Duplicate the frame for additional entries.) Return this sheet and your check to Editorial Department, LWVUS, 1730 M Street, NW, Washington, DC 20036.

PRICE: \$1.50 per line of copy, typed within the frame on the reverse side. See how much information and salesmanship you can pack into a small space. Please enclose payment for the number of lines purchased.

Copies of the Leaders Catalog will go to each state, ILO and local League president and to each DPM subscriber.

Don't miss this chance to promote your many fine publications!

DEADLINE FOR RECEIPT OF ADS IN THE
NATIONAL OFFICE: May 1, 1979

Please help us with an informal survey. Have you placed a classified ad in the past? _____. Are you satisfied with the results? _____. Comments _____

TOP

CATEGORIES:

ENERGY, LAND USE AND THE
ENVIRONMENT

HUMAN RESOURCES

ADMINISTRATION OF JUSTICE

SURVEY GUIDES

STATE AND LOCAL GOVERNMENT

VOTING AND ELECTIONS

HOW TO BE POLITICALLY

EFFECTIVE

GETTING THE LEAGUE JOB DONE

Leadership

Membership

Finance

PRODUCTS



MAR 22 1979

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RUTH J. HINERFELD

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Vice Presidents
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Longboat Key, Florida
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Secretary/Treasurer
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Bellevue, Washington

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Louisville, Kentucky
Gina Rieke
Salt Lake City, Utah
Florence R. Rubin
Newton Centre, Massachusetts
Ann S. Savage
Oklahoma City, Oklahoma
Ann W. Viner
New Canaan, Connecticut

March 16, 1979

Ms. Helene Borg, President
League of Women Voters of Minnesota
555 Wabasha, Suite 212
St. Paul, Minnesota 55102

Dear Helene,

Thank you for sending a package of your AMERICA products. You've done a good job of market segmentation--your impressive array of items appeal to a wide range of consumers. With T shirts for the young in heart, note paper for correspondents, buttons for button collectors and bumper stickers and tote bags, how can you miss?

We hope your marketing efforts are a real "profit making" success and that the visibility of your AMERICA design and its allied slogan will become a familiar reminder across the country. We still have three to go!

Best wishes to the LWV of Minnesota,

Sincerely,

Ruth J. Hinerfeld
Ruth J. Hinerfeld
President

P.S. I've written my 1st note on the note paper and will sport the "T" shirt this weekend.

R

ORDER FORM

Item	Price	Quantity	Total
T-Shirts	\$7.00		
S—Adult	\$7.00	x	=
M—Adult	\$7.00	x	=
L—Adult	\$7.00	x	=
X-L—Adult	\$7.00	x	=
Lg Child's	\$7.00	x	=
Totebags	\$7.00	x	=
Notebooks	\$4.00	x	=
Notecards	\$2.50	x	=

Buttons, Decals, Bumperstickers

(Because of handling costs, ONLY available with order of another item.)

1 of each	3/\$1	x	=
3 buttons	3/\$1	x	=
3 decals	3/\$1	x	=
3 bumperstickers	3/\$1	x	=

Subtotal _____

Minnesota Residents Add 4% Sales Tax _____

Order Total _____

NAME _____

ADDRESS _____

CITY _____

STATE, ZIP _____

METHOD OF PAYMENT

☐ My check or money order for _____ is enclosed.

☐ Please charge my Visa or Master Charge account. (Minimum charge—\$10)

Visa account # _____ Expires _____

Master Charge # _____ Expires _____

CHARGE AUTHORIZATION:

Signature _____

ADDITIONAL BROCHURES

Please enclose _____ brochures with order.

I will distribute them to friends and neighbors.

MAIL ORDER WITH PAYMENT

OR CHARGE AUTHORIZATION TO:

ERA A Part of America

League of Women Voters of Minnesota

555 Wabasha

St. Paul, MN 55102

(For bulk orders and prices, contact the
League of Women Voters of MN.)

ERA A Part of America
League of Women Voters
of Minnesota
555 Wabasha
St. Paul, MN 55102



Equality. A single simple word. A part of America from Day One.

The first of Jefferson's self-evident truths.

In 1776, the idea that all *men* were created equal was startling and revolutionary.

Today we're still defining and deciding—what America means and what equality means.

It's a critical battle. Because unless *everyone* is equal, no one is.

The ERA is stalled—just three states short of victory. It's already been ratified by a majority of states with populations that represent almost 75 percent of all U.S. citizens.

But unless three more states ratify it in the next three years, it may never become the law of the land.

The new AMERICA logo (pictured above) graphically illustrates what we all believe: that equal rights are an integral part of America and the American dream.

PLACE
STAMP
HERE

The AMERICA logo T-shirt should prove popular with the young and the young-at-heart—both on-campus and off. It is also available in a smaller size for children.



T-shirts

(100% cotton—allow for some shrinkage)

\$7.00

(Includes postage and handling)

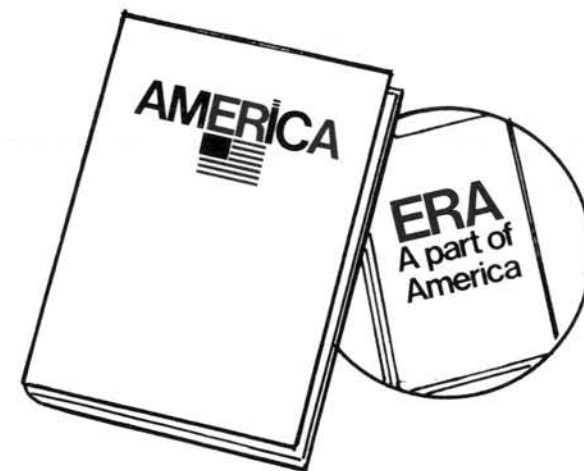
Show your colors for ERA

By buying and wearing (or carrying or displaying) any of the products illustrated in this brochure, every person in America (man or woman) who believes in equality can make a statement about that belief, give visibility to the cause, and also help raise funds to carry on the fight for ratification. (Almost half of what you pay for each item will go to help the ratification cause.)

Buy one or buy them all. Or give them as gifts. Remember—you'll be making a statement and you'll be helping the national ratification effort.

P.S. If you're excited about this, show your friends, relatives, and neighbors and get their orders, too, and send one mass order. It'll get more money to the cause sooner and with less administrative expense.

The AMERICA notebook is small enough to fit in a purse or large pocket for carrying to meetings or to a classroom.



Notebooks

(Standard 5" x 8")

\$4.00

(Includes postage and handling)

The AMERICA tote-bag makes a handy carry-all for shopping or whatever.



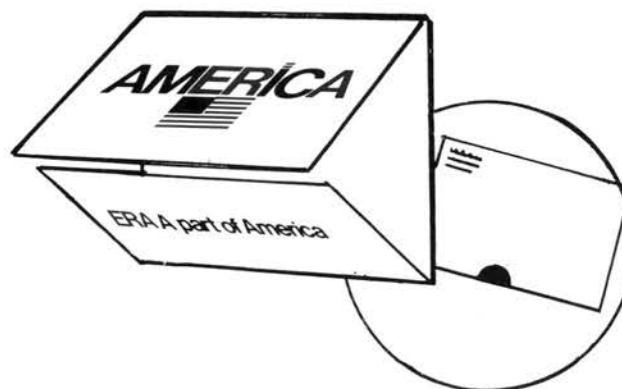
Tote-bags

(Vinyl lined for carrying wet items)

\$7.00

(Includes postage and handling)

Send a message when you send a note with attractive AMERICA self-mailing notecards.



Notecards

(Package of 12 with seals)

\$2.50

(Includes postage and handling)

Traditional buttons, bumperstickers, and window decals are also available.
MUST ACCOMPANY OTHER ORDER



Window decals, Buttons and Bumperstickers

(Contact MN League about bulk prices)

3/\$1.00



To: Presidents of Local Leagues of Women Voters in Minnesota
From: Helene Borg, President
Suzanne Jenkins, ERA Promotion Chair
Date: February 23, 1979

The battle for equality continues. As you know, the time for ratification of the ERA has been extended until June, 1982, but this ratification will take effort and money as well as time.

We think we have an exciting way to get our message across and raise money at the same time. We are proud and honored that former Senator Muriel Humphrey has consented to serve as Honorary Co-chair of the project.

We are selling a variety of products, which will carry the "AMERICA" logo shown on this letter and the allied slogan: "ERA. A Part of America." This design provides a new frame of reference. After all, who can argue with America and the flag in red, white and blue. We do think it symbolizes what most of us have believed -- that America stands for equality.

We must keep promoting the ERA, and not only in the unratified states. Many states, including Minnesota, have been targeted for rescission by our opponents. So, let's make "AMERICA" visible and raise the dollars to continue the fight for equality for all people.

All profits will be used to further ratification of the ERA. We are enclosing brochures for every member which you may distribute at your meetings or through your bulletin.

May we have your order, please?

LEAGUE OF WOMEN VOTERS OF MINNESOTA

555 WABASHA • ST. PAUL, MINNESOTA 55102

PHONE: (612) 224-5445



MEMO

TO: Peter S., Sue, Judy M, HB.
(copy Emily, Hall)
FROM: H Herb

SUBJECT: ERA meeting

DATE: 1-5-79

There will be a negotiating meeting with Peterson
Political Communications on Thurs., Jan. 11 at 11 A.M.
at the LWV office.

(I'll have copies of our and their proposed
contracts available at Board meeting for
any who need/want them.)

DRAFT

Fellow State League Presidents:

~~As Executive Director~~
^{President} of the Minnesota League of Women Voters, I am writing to you about what I think is an exciting and original new way to raise money -- both for your on-going operations and to aid the fight to win ratification of the equal rights amendment.

HB - After all your 12
dinner guests depart,
would you like to take
a crack at writing
your
own
Letter.

HH

What we are proposing is that state leagues sell a variety of products, all of which will carry the "AMERICA" logo shown on this letter, and some of which will include the allied slogan: "ERA. A part of America."

The graphic design was conceived and created by a young Minneapolis public relations specialist who presented it to us earlier this year. Others associated with that firm have developed a wide selection of possible applications. Prototypes of all products are enclosed.

The design, employing as it does a red, white and blue theme, along with a stylized American flag, succinctly symbolizes what so many of us have felt so long -- that equal rights are an axiomatic extension of what this country has always stood for, and that we, not our opponents, are the truest patriots.

I personally feel that it is a beautiful and inspiring design, and I will proudly wear it and display it in every possible way. When I first saw the design this summer my reaction was, "That says it all." Others in Minnesota have had similar positive reactions and I hope people in your state will react favorably also.

The benefits of this program will be two-fold: We will be able to double every dollar we invest in product purchases; and second, if supporters of equal rights across this country -- both men and women -- will purchase and display one of the many products available, a tremendous amount of free visibility will be created for the ERA cause.

While each state league is ultimately free to determine how it will use its proceeds, we suggest that half the profits be kept by the state leagues to cover their operational costs and that half be sent on to the national league to aid continuing efforts toward ERA ratification.

We are sending to you under separate cover a number of two color brochures that you may insert in your state mailings or mail in a separate mailing to your state league members. If this is going to be a successful nationwide effort, we will need the enthusiastic cooperation of every state league organization.

Let's make 1979 the year that ERA goes over the top.

Yours in equality,

~~Harriet Herb~~

HB

1 box
20 brochures

11 - 3 or 4
brochures

00

E R A

League of Women Voters of Minnesota

Fund Raiser Presentation

AMERICA



Copyright 1978
David Peterson
Peterson Political Communications
Golden Valley, MN 55422
All rights reserved.

ERA[®]

A part of
America

PETERSON POLITICAL COMMUNICATIONS

League of Women Voters of Minnesota
555 Wabasha
St. Paul, MN 55102

Date: October 31, 1978

Ref: ERA Fund Raiser

Expires: 60 Day Notice

Description: Canvas Bag #6418

Size: 14" x 14" x 4"

Price: \$2.95 ea.

Imprint: "AMERICA" Logo 1 side, 2 color - red/blue
"ERA. A Part of America" Logo 2nd side, 2 color - red/blue
Copyright and Distribution by League of Women Voters

Delivery: F.O.B. Minneapolis, MN

Suggested Marketing:

Retail to League Members	\$5.00
Retail to Public	6.00
Cost to Other States	3.25 & Handling
*National Conventions	
*League Gatherings	
*State and Local Fairs	
*State Conventions (M.E.A., etc.)	

PETERSON POLITICAL COMMUNICATIONS

League of Women Voters of Minnesota
555 Wabasha
St. Paul, MN 55102

Date: October 31, 1978

Ref: ERA Fund Raiser

Expires: 60 Day Notice

Description: T-Shirt/All White/100% Cotton (Domestic)

Size: Adult S, M, L, X-Lge

Price: \$2.95

Imprint: "AMERICA" Logo 1 side, 2 color - red/blue
"ERA. A Part of America" Logo 2nd side, 2 color - red/blue
Copyright and Distribution by League of Women Voters

Delivery: F.O.B. South Dakota

Suggested Marketing:

Retail to League Members	\$5.00
Retail to Public	6.00
Cost to Other States	3.25 & Handling
*National Conventions	
*League Gatherings	
*State and Local Fairs	
*State Conventions (M.E.A., etc.)	

PETERSON POLITICAL COMMUNICATIONS

League of Women Voters of Minnesota
555 Wabasha
St. Paul, MN 55102

Date: October 31, 1978

Ref: ERA Fund Raiser

Expires: 60 Day Notice

Description: Cloth Patch

Size: 4" x 2"

Price: \$.85

Imprint: "AMERICA" Logo 2 color

Delivery: F.O.B. Minneapolis, MN

Suggested Marketing:

Retail to League Members	\$1.75
Retail to Public	2.00
Cost to Other States	1.25
*National Conventions	
*League Gatherings	
*State and Local Fairs	
*State Conventions (M.E.A., etc.)	

PETERSON POLITICAL COMMUNICATIONS

League of Women Voters of Minnesota
555 Wabasha
St. Paul, MN 55102

Date: October 31, 1978

Ref: ERA Fund Raiser

Expires: 60 Day Notice

Description: Desk Folder #3845 - White French Calf Letter Sized Pad
w/Pocket on Inside Cover

Size: 12 $\frac{1}{4}$ " x 9 $\frac{1}{4}$ " closed

Price: \$2.25

Imprint: "AMERICA" Logo 1 side, 2 color - red/blue
"ERA. A Part of America" Logo 2nd side, 2 color - red/blue
Copyright and Distribution by League of Women Voters

Delivery: F.O.B. Edgerton, MN

Suggested Marketing:

Retail to League Members	\$4.00
Retail to Public	5.00
Cost to Other States	2.50 & Handling
*National Conventions	
*League Gatherings	
*State and Local Fairs	
*State Conventions (M.E.A., etc.)	

PETERSON POLITICAL COMMUNICATIONS

League of Women Voters of Minnesota
555 Wabasha
St. Paul, MN 55102

Date: October 31, 1978

Ref: ERA Fund Raiser

Expires: 60 Day Notice

Description: Stationary Notables

Size: Discuss (see samples)

Price: Not Available at this time

Imprint: Discuss

Delivery: F.O.B. Minneapolis, MN

Suggested Marketing:

Discuss Retailing

Discuss Cost to Other States

*National Conventions

*League Gatherings

*State and Local Fairs

*State Conventions (M.E.A., etc.)

PETERSON POLITICAL COMMUNICATIONS

League of Women Voters of Minnesota
555 Wabasha
St. Paul, MN 55102

Date: October 31, 1978

Ref: ERA Fund Raiser

Expires: 60 Day Notice

Description: Lithograph Buttons/Straight Pin Back

Size: 1½" Round

Price: \$5.00 per package of 50

Imprint: 2 color imprint "AMERICA" Logo
Copyright and Distribution by League of Women Voters

Delivery: F.O.B. Minneapolis, MN

Suggested Marketing:

Retail to League Members	\$.50
Retail to Public	.75 to 1.00
Cost to Other States	7.50 per 50 & Handling
*National Conventions	
*League Gatherings	
*State and Local Fairs	
*State Conventions (M.E.A., etc.)	

PETERSON POLITICAL COMMUNICATIONS

League of Women Voters of Minnesota
555 Wabasha
St. Paul, MN 55102

Date: October 31, 1978

Ref: ERA Fund Raiser

Expires: 60 Day Notice

Description: Bumper Sticker/White Vinyl

Size: 3 3/4" x 7 1/2"

Price: \$5.00 per 50

Imprint: Discuss (see samples)

Delivery: F.O.B. Minneapolis, MN

Suggested Marketing:

Retail to League Members	\$.75
Retail to Public	1.00
Cost to Other States	7.50 per 50 & Handling
*National Conventions	
*League Gatherings	
*State and Local Fairs	
*State Conventions (M.E.A., etc.)	

PETERSON POLITICAL COMMUNICATIONS

League of Women Voters of Minnesota
555 Wabasha
St. Paul, MN 55102

Date: October 31, 1978

Ref: ERA Fund Raiser

Expires: 60 Day Notice

Description: Window Decal/Transparent

Size: 4" x 2"

Price: \$6.00 per 50

Imprint: "AMERICA" Logo

Delivery: F.O.B. Minneapolis, MN

Suggested Marketing:

Retail to League Members	\$.75
Retail to Public	1.00
Cost to Other States	9.00 per 50 & Handling
*National Conventions	
*League Gatherings	
*State and Local Fairs	
*State Conventions (M.E.A., etc.)	

- C. If more than two suggestions are included in such notice or if the cost to the LWMN of the suggestions exceeds an advance outlay of more than \$2000 by the LWMN, the length of time shall be subject to further negotiation by the parties.
- E. Termination of this contract shall not result in any financial loss to the LWMN for any money it has previously invested in the promotion, advertising, purchase or sales of any product which has not been recovered prior to the actual date of termination.
- H. Prices of the above are guaranteed for the following periods of time: T-shirts to June 30, 1979; tote bags to April 30, 1979; notebook, writing paper, button, bumper sticker, window decal to December 31, 1979.

All items are to be prepaid by LWMN with order, excepting quantity orders placed by an individual, partnership, corporation, group, organization or association exceeding 500 T-shirts, 500 Totebags, 1,000 notebooks, 100 pkgs. note size writing paper, 10,000 buttons, 5,000 bumper stickers, 5,000 window decals. Unless the buyer prepay the order or the actual supplier agrees to advance credit to the ultimate purchaser, prepayment of said quantity orders may be paid in installments subject to further negotiation by the parties.

PPC shall, within a reasonable time, furnish to LWMN all items ordered; at no time will the delivery exceed 6 weeks barring an unforeseen act of nature.

- J. The price to the LWMN of the further items referred to above shall not exceed the suppliers' actual production costs plus PPC's standard mark-up cost, which should not exceed 5%.