

For Information

SOUTHERN CHRISTIAN LEADERSHIP CONFERENCE
208 Auburn Avenue, Atlanta, Georgia
JACKSON 5 - 1763
Room 203

January 20, 1958

Dear Brother and Co-Worker:

Thanks to your ready response and splendid cooperation, the "Crusade for Citizenship" of the Southern Christian Leadership Conference will be launched on Wednesday evening, February 12 with public meetings being held simultaneously in twenty (20) or more cities throughout the South.

SCHEDULED MEETINGS

| <u>CITIES</u> | <u>SPEAKERS</u> |
|-----------------------------------|----------------------------|
| 1. Atlanta, Georgia | Rev. M.L. King, Jr. |
| 2. Montgomery, Alabama | Rev. Kelley M. Smith |
| 3. Birmingham, Alabama | Rev. T.J. Jemison |
| 4. Mobile, Alabama | (Local) |
| 5. Tuskegee, Alabama | (Local) |
| 6. New Orleans, La. | Rev. C.D. Pettaway |
| 7. Baton Rouge, La. | Rev. A.L. Scott |
| 8. Shreveport, La. | Rev. F.L. Shuttlesworth |
| 9. Tallahassee, Fla. | Rev. B.D. Lambert |
| 10. Nashville, Tenn. | Rev. M.L. King, Sr. |
| 11. Chattanooga, Tenn. | Rev. J. L. Ware |
| 12. Dallas, Texas | Rev. R.K. Young |
| 13. Houston, Texas | (Speaker not decided) |
| 14. Jacksonville, Fla. | (Speaker not decided) |
| 15. Clarksdale, Miss. | (Speaker not decided) |
| 16. Miami, Fla. | (Speaker not decided) |
| 17. Memphis, Tenn. | Paegent |
| 18. Columbia, S.C. | Special Arrangements |
| 19. Greensboro, N.C. | Special Arrangements |

Other cities in Georgia, North Carolina, Mississippi and Virginia are interested

and may hold meetings.

PURPOSE OF CRUSADE

As you know, the goal of the Crusade for Citizenship is to double the number of qualified Negro voters in the south, by developing a program of education and action.

To hold meetings in twenty (20) cities at the same time will have a definite impact both locally and nationally. These meetings

1. will highlight the importance of a sustained and concerted drive to enroll Negro voters;
2. demonstrate that we in the South are determined to make use of the recently enacted Civil Rights Bill;
3. further registration efforts in communities where meetings are held, and stimulate action in other localities.

PROMOTING MEETINGS

Although time is short, we must try to make each meeting a telling success. The ATLANTA OFFICE is preparing a general poster and handbills, some of which will be sent to you. You will, no doubt, want to use local posters to publicize the speaker and place of meeting.

We urge that steps be taken to:

1. set up a promotions committee that is representative of the entire community----
 - (a) ministers of all denominations should be especially invited to participate.
2. select a live-wire publicity chairman who will begin at once to publicize meeting--
 - (a) by sending written announcements to all churches and organizations;
 - (b) by using radio stations and newspapers, wherever possible.

FINANCING THE MEETINGS

Our Executive Board agreed that local committees would take care of the transportation and accommodations of any invited speaker. It is our hope that honorariums will not be expected; however, the Executive Board felt that this was a matter to be decided by the local committee. To help finance your meetings, we suggest that

- (a) churches and organizations be requested to make financial contributions in advance of the meeting.
- (b) teams be selected to secure personal contributions from individuals who may wish to support the "Crusade for Citizenship".

SUPPORTING THE CRUSADE FOR CITIZENSHIP

The southwide program we have planned will require a substantial budget. This has been set at \$200,000. To raise this, it was generally agreed that each city would accept a quota. The quota set for your city is _____. While it is not expected that every city will raise its full quota on February 12, we do hope that each meeting will raise enough to make an initial contribution to the Conference budget.

CONTACTING YOUR SPEAKER

We are asking your speaker to send his picture and biographical material to you. But you may contact him directly at the following address-----

NAME _____

ADDRESS _____

CITY _____

TELEPHONE _____

Because of the pressure of time, it is not possible to write each of you personally as we would like to do. We hope for your most charitable understanding.

Most sincerely yours,

M.L. King
Rev. M.L. King, Jr. EB
President