

## ***NAACP One Dollar or More Campaign***

In an effort to garner the financial support of individual NAACP members and supporters during this time of financial crisis, the NAACP has launched the ***“One Dollar or More Campaign”*** to raise money for the Association. This campaign emphasizes that all financial contributions (from the least to the greatest amounts) are needed and appreciated and that everyone can contribute something to this campaign. Some individuals may give \$1, some may give \$10, and some may give \$100 or more. The important thing to be emphasized is that if everyone gives something, the dire financial condition of the National Office can be resolved.

### **Unit Solicitations**

As part of the *“One Dollar or More Campaign,”* contribution sheets will be disseminated to NAACP units in September 2007. Units will be asked to distribute the contribution sheets to members of their units. Members will be asked to solicit contributions of one dollar or more from individual NAACP members and/or supporters. The name of each individual contributor and the amount contributed by each contributor will be noted on the contribution sheet beside one of the reasons for giving listed on the contribution sheet.

Completed contribution sheets along with all funds collected by individual members shall be turned in to the unit. A copy of each completed contribution sheet and the total funds collected by the unit shall be forwarded to the National Office by **September 30, 2007**. Upon receipt of the contribution sheet(s) from each individual unit, the National Office will send an electronic thank you all of donors who supply an email address.

The name of Units submitting contributions will be listed in the “***One Dollar or More Campaign***” report. A copy of this report will be disseminated to all units and will be posted on the NAACP website.

### **Individual Solicitations**

The National Office will email individual NAACP members and other individuals in our databases (e.g., databases maintained by the Membership Department, the Washington Bureau, the Hollywood Bureau, etc.) encouraging them to make a donation of one dollar or more to the NAACP as part of the “*One Dollar or More Campaign*” by August 31, 2007. A copy of the contribution sheet will be included with this email.

In addition, information about the “*One Dollar or More Campaign*” will be featured on the NAACP website for the rest of 2007. Individual visitors to the website will be asked to contribute one dollar or more to the NAACP as part of this campaign. Individual contributions of **\$5** or more may be made on-line. Individual contributions of any amount may be mailed to the National Office. An electronic thank you will be sent to all online donors who supply an email address.