

STAR OF INDIA

PROPOSED PLAN FOR FUND RAISING CAMPAIGN

STEP I Membership Solicitation

Send letter to all members on membership list of Maritime Museum Association of San Diego (over 200 names). Letter to be composed by Mr. Donnelley. Enclose Pledge Card, request assistance in calling upon special prospects - Announce open house aboard Star of India as soon as ship is in condition for such an event.

Exception - Certain letters are to be withheld from mail and personally delivered by member of Campaign Committee in hope of securing substantial subscription.

STEP II Special Gifts Solicitation

Prepare prospect list of possible donors on 3x5 slips in duplicate. Calls to be made by members of Restoration Committee. Arrange meeting for distribution of prospect cards when record will be made of assignment of cards. Set deadline for completion of solicitation.

Arrange for notification of committee members of progress of campaign by either:

- (a) letters, or
- (b) meetings or
- (c) both.

Arrange open house aboard Star of India for all who make contributions to fund.

STEP III Solicitation of memberships from general public.

Upon completion of Steps I and II, a campaign to raise funds from the interested general public will conclude campaign effort.

Arrange for showing of film (brought up-to-date) at as many clubs and other groups as possible. Insert mats in advertisements of stores and other general advertisers. Arrange for inserts in billing of Gas and Electric, Telephone, Large stores, etc.

Secure cooperation of business establishments in a mailing such as suggested by Richard Mills. Arrange for open house aboard ship to be held at conclusion of campaign when those contributing during Step III would be invited to attend.

PUBLICITY

Picture of small group of campaign workers aboard Star of India just prior to beginning of Step II of campaign. News story to stress volunteer character of campaign - small cost, etc. Story to include information about actual amount needed for restoration of the ship, amount received from Federal Government, approximate value of gifts in kind and amount that remains to be raised in campaign.

Other stories, T. V. announcements, etc., to be made as campaign progresses.

