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INTERNATIONAL FUNDRAISING

A STRATEGY OUTLINE

Voluntary contributions from governments

Of the 180 odd countries in the world, perhaps 70 would be old friends of the ANC, and these should be approached first. Possibly in the region of 20 will actually come through. Governments should be persuaded to back the ANC in this election. The President could make a direct approach or a visit if Missions do the background work assessing possible donors. First contacts could possibly be via the ministries of Foreign Affairs.

Political Parties

Political Parties should be able to bilaterally fund the ANC. Approaches should be made to all communist, labour, socialist, social democratic and liberal parties who have traditionally supported the ANC.

International Organisations

For the most part these organisations will only support voter education and registration, and training activities such as for voter educators, monitors or peace keepers. The ANC could pinpoint the exact type of programme that it needs to organisations such as CIDA Canada, CIDA Sweden, UNDP, World Bank, AID, etc. The Elections Commission has a full voter education programme which needs funding, and a proposal to this effect is being sent to all Missions.

International Non-governmental organisations

This is the biggest area of possible unrestricted funds and should be approached as such. As these are traditional supporters of the ANC, this is also the category of donors who, with guidance as to what is expected, should be encouraged to run their campaigns with their own funds and under their own auspices.

Anti-Apartheid Organisations

Religious Organisations

Trade Unions

Women's Organisations

Youth Organisations

Cultural Organisations

Educations Institutions

Recreational Organisations

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Corporate and Corporate Foundations

The ANC should start with the corporations with a history

of a social conscience related to South Africa, e.g: corporations that never came into South Africa because of apartheid, or corporations which divested.

Listings of these corporations are available from the Centre for Corporate Responsibility in Washington DC. The corporations would usually give restricted funds because they have shareholders to satisfy. Corporate Foundations may give unrestricted funds.

Private Foundations

Private foundations may consider non- partisan voter education support. Research will need to be done to identify these foundations. Please inform the PRU of possible and interested foundations which will then arrange for proposals to be sent to them. Missions could be of assistance in making follow-up calls and visits to foundations contacted.

7. Individual donors

Funds from individual donors are usually unrestricted and must be solicited as such, for the political campaign. The VVIP donors will no doubt be handled by the President's Office. Innovative mass appeals through TV, direct mail, poster ads, etc. would be strategised with support Fundraising Committees in each country.

8. Special Events

One major event, for example, a world wide event on satellite, should be organised by someone like Bob Geldorf. The ANC should not be involved in the costs of mounting any special event. Such events are time consuming and are not cost effective. Underwriters and organisers must be found outside of the ANC.

9. International visits by NEC members

All visits abroad by NEC members should be utilised for fundraising. Missions could find hosts who would hold lunches or dinners and key donors could be invited; groups could be addressed, or TV spots arranged.

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