

African National Congress

51 Plein Street
Johannesburg 2001
P O Box 61884
Marshalltown 2107



Tel: (011) 330-7000
Fax: (011) 333-4509
Telex: 421252

TO: All Chief Reps
FROM: Aziz Pahad and Popo Molefe
DATE: 4 October 1993
RE: Fundraising for Election Campaign

Jean de la Harpe from the Elections Commission will be travelling abroad to follow-up on various fundraising initiatives and to facilitate contacts for a specific fundraising project that the National Fundraising Committee has taken on together with Axis Communications. Details of this project are attached.

We would like you to please meet with Jean and the representatives from Axis to discuss how you might be able to assist with the project. In particular we would like you to identify potential contacts for the project and to facilitate/follow-up such contacts. Jean is due to leave on Friday 8 October, and will contact you as soon as her itinerary is finalised, to set up an appointment.

We hope that you have already received our fundraising package which was sent to your office two weeks ago. If you have not received it please inform Jean on fax (011-4871435) so that she can bring your office a package. Should you have any further requirements from the national fundraising unit or the Elections Commission, please also include these in your fax.

It would also be very helpful for us to receive some feedback on your fundraising initiatives and any ideas you may have that we can share with other chief reps.

Yours in Struggle

The People Shall Govern!

**AXIS COMMUNICATIONS
(PROPRIETARY) LIMITED**

First Floor
132 Fox Street
Johannesburg
2001
South Africa
Tel: (011) 331-2881
Fax: (011) 331-6357

P O Box 61448
Marshalltown
2107
International
Tel: (27) 11 331-2881/2/3
Fax: (27) 11 331-6357

**ANC ELECTIONS COMMISSION AND AXIS COMMUNICATIONS (PTY) LIMITED
PROPOSAL IN RESPECT OF FUNDRAISING AND VOTER EDUCATION**

1. PROPOSAL

The proposal has three (3) objects:-

- 1.1 to raise substantial funds to finance the election campaign of the African National Congress;
- 1.2 to educate prospective voters through the distribution of educational material; and
- 1.3 to promote the image and public profile of the African National Congress in the run up to national elections.

2. CONCEPT

These objects will be achieved by the sale of watches bearing the ANC logos and/or election slogans in both the local and international markets and the payments of royalties on those sales to the African National Congress' Elections Commission.

3. THE LOCAL MARKET

- 3.1 The aim is to sell 1 million good quality but low cost watches locally.
- 3.2 The watches will bear upon their face the ANC logo and the elections slogan "NOW IS THE TIME".
- 3.3 The packaging for the watches will display the ANC logo as well as voter educational materials designed by experts in the field to be easily understood by first time voters.

- 3.4 The packaging may also contain a more detailed pamphlet setting out the manner on which a voter should exercise his or her rights and also, if so desired, details of the ANC's elections manifesto.
- 3.5 In order to ensure maximum market penetration and exposure it is envisaged that the watches will be distributed through commercial distributor networks that have a proven record of being able to reach the furthest reaches of the commercial network including hawkers and the smallest informal shops.
- 3.6 The use of such networks will also ensure the financial viability of the project.

4. THE INTERNATIONAL MARKET

- 4.1 The aim is to sell fifty thousand top quality limited edition watches to friends and allies of the African National Congress in the international community.
- 4.2 The watches are to be manufactured by a recognised manufacturer of high repute and will be individually numbered and personalised.
- 4.3 The watches will bear upon their face the logo of the African National Congress and the signature of its President.
- 4.4 The watches will be accompanied by a certificate of authenticity, a warranty document and a letter of thanks from the ANC to the purchaser thanking them for their contribution to the ANC's election campaign.
- 4.5 Only limited numbers of the watches will be made available to each country to ensure exclusivity.
- 4.6 The emphasis throughout will be on good taste, refinement and quality.
- 4.7 Distribution and sales of the watches worldwide will be undertaken by the directors of Axis Communications (Pty) Limited (Axis). It is hoped that the African National Congress and in particular its international representatives will play a facilitating role in this process.
- 4.8 It has been suggested that an official of the African National Congress be seconded to the company for this purpose.

African National Congress

51 Plein Street
Johannesburg 2001
P O Box 61884
Marshalltown 2107



Tel: (011) 330-7000
Fax: (011) 333-4509
Telex: 421252

FAX COVER SHEET

TO: ...ANC...Norway.....

ATT: ...Chief...Rep.....-Thandie Rankoe

FAX No: 09.....47-22115707

DATE:7 Oct.....

NUMBER OF PAGES INCLUDING THIS ONE:1.....

SENT FROM: AFRICAN NATIONAL CONGRESS

DEPARTMENT: Int...Fundraising...Co-ordinator

SENT BY: Dawn Zain.....

MESSAGE:

.....Please find out + fax me Cued.

Patrick...hekota's...exact program...in

Norway...19 + 20...October.....

.....Please also let me know

by return what I can send from

here...with his, as he

leaves tomorrow:

Sincerely

DZ

The People Shall Govern!

African National Congress

51 Plein Street
Johannesburg 2001
P O Box 61884
Marshalltown 2107



Tel: (011) 330-7000
Fax: (011) 333-4509
Telex: 421252

FAX COVER SHEET

TO: ...ANC... Norway...
ATT: ...Chief Rep... - Khundie Rankoe
FAX NO: 09... 47... 22... 11... 57... 07
DATE: ...7 Oct...
NUMBER OF PAGES INCLUDING THIS ONE: ...1...
SENT FROM: AFRICAN NATIONAL CONGRESS
DEPARTMENT: Int... Fundraising... Co-ordinator
SENT BY: Dawn Zain

MESSAGE: ...
... Please find out + fix the Card.
Patrick Lekota's exact program in
Norway... 19 + 20 October...
... Please also let me know
by return what I can send from
here... with his, as he
leaves tomorrow.
... Sincerely
... DZ

The People Shall Govern!



African National Congress

MISSION IN NORWAY

International Fundraising Co-ordinator
Attention: Ms Dawn Zain

From: ANC Mission, Norway
Date: Oslo, 7th October 1993

Dear Dawn Zain,

RE: YOUR FAX OF TODAY.

Thank you very much for your message of today and we will get back to you by tomorrow.

Best regards for now

ANC Mission, Oslo.



African National Congress

MISSION IN NORWAY

International Fundraising Co-ordinator
Attention: Ms Dawn Zain

From: ANC Mission, Norway
Date: Oslo, 7th October 1993

Dear Dawn Zain,

RE: YOUR FAX OF TODAY.

Thank you very much for your message of today and we will get back to you by tomorrow.

Best regards for now

ANC Mission, Oslo.

Postal address:
P.O. Box 6765 St. Olavs plass
N-0130 Oslo

Visiting address:
Nordahl Brunsgr. 22

Telephone no:
(47-2) 11 11 24
(47-2) 11 59 85

Telefax: (47-2) 11 57 07
Telex: (56) 79 988 ANC N

TRANSMISSION REPORT

THIS DOCUMENT (REDUCED SAMPLE ABOVE)
WAS SENT

**** COUNT ****
1

*** SEND ***

NO	REMOTE STATION I. D.	START TIME	DURATION	#PAGES	COMMENT
1	0114916057	7-10-93 15:52	0'36"	1	

TOTAL 0:00'36" 1

XEROX TELECOPIER 7021