



**“No American can afford to
be apathetic about the
problem of racial injustice”**

-Martin Luther King

**President of the Southern Christian Leadership
Conference (SCLC)**

**A LOOK INTO
THE SCLC IN 1966**

**Information from the UGA Special Collections Library and Civil Rights
Digital Library**

The Southern Christian Leadership Conference

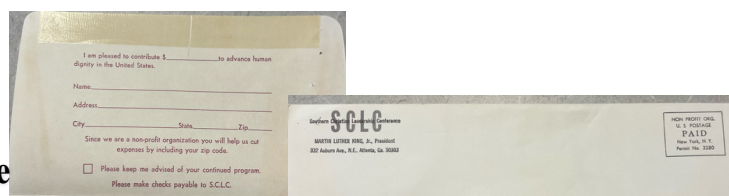


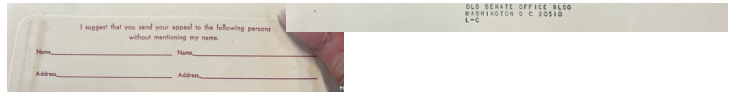
Image from <https://www.georgiaencyclopedia.org/articles/arts-culture/southern-christian-leadership-conference-sclc>

President Martin Luther King sent various letters in attempt to raise funds for the SCLC to continue their non-violent efforts towards equality.

In this specific document, this letter was mailed to Senator Richard B. Russell in June of 1966.

King's persuasive language in his letters played a key role in gaining support for the





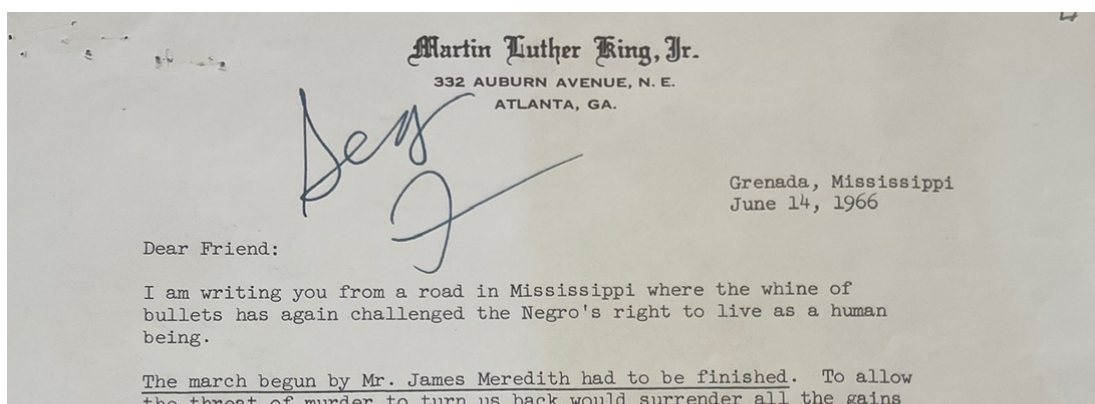
SCLC

Despite Senator Russell's lack of involvement towards civil equality, MLK still wrote to him, addressing Russell as a "friend".

"We urgently need funds to carry on our nonviolent resistance"

"I know that people of good will, Negro and white, will want to be part of this noble effort and ask that you act today when the need is overpowering"

King makes sure to address both "Negro and white" when closing his letter. He uses a form of "guilt-tripping" when he states that he knows people of good will will want to be involved. MLK's friendly tone is also appealing to readers.



of hard fought years.

On Sunday, June 12th, in an on-the-spot telecast, John Hart of CBS News stated "The march has already given Mississippi the beginnings of a penetrating voter registration drive and an ignition of spirit among Negroes..." The response to these constructive efforts has often been electrifying. The number of new Negro registrants is mounting daily from hundreds into thousands. Even more remarkable, the march's purpose of imparting courage has reached beyond the Negro community. One day last week a group of white Mississippians joined the line of march carrying a sign reading "White moderates also need freedom from fear".

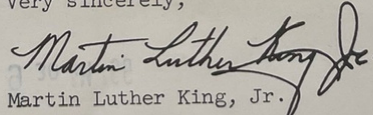
Unfortunately, this emergency found SCLC unprepared financially and organizationally. Our forces are widely deployed in major projects in Chicago, Georgia and Alabama. We decided to sacrifice none of these vitally important activities and yet to meet our responsibilities in Mississippi.

We urgently need funds to carry on our nonviolent resistance across these far-flung fronts. I am certain I need not assure you that our appeal for financial aid is not an end in itself. Every dollar is used to sustain the vital struggle for democracy in the areas of our nation where its light only flickers.

I know that people of good will, Negro and white, will want to be part of this noble effort and ask that you act today when the need is overpowering.

With warmest appreciation for all expressions of support I am,

Very sincerely,


Martin Luther King, Jr.

Please make check
payable to SCLC.

SOME IMPORTANT FISCAL FACTS ABOUT SCLC

- No officer of SCLC, including Dr. King, receives any salary or compensation for his services.
- SCLC is registered with the Charities Registration Dept. of New York State—Reg. #12147.
- Our administrative costs are well below the ratio regarded as standard by agencies.
- Our books are audited by Jesse B. Blayton, C.P.A. Our financial statement is published annually and is available to the public.
- Our fund raising is done in the most careful, economical fashion by our own staff and volunteers. We use no commercial fund raisers to insure that the largest possible portion of your contribution sup-

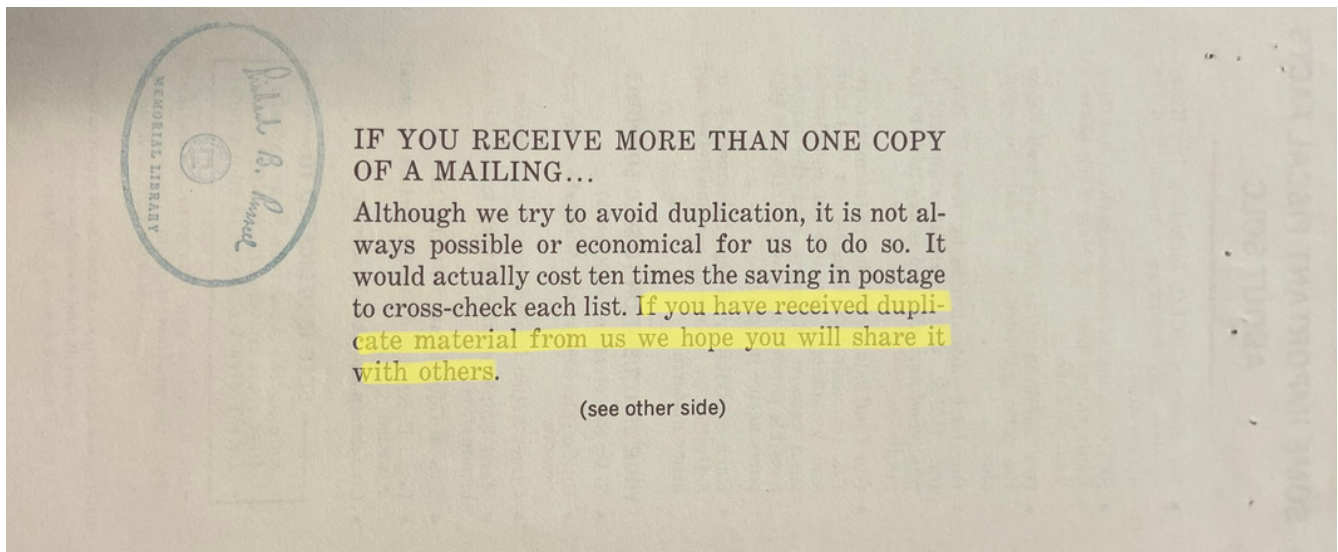
possible portion of your contribution supports active programs.

- Each contributor is kept informed of our activities by means of our **newsletter** and other material.

YOUR CONTRIBUTION TO SCLC SUPPORTS:

- Voter Registration (Southwide)
- Citizenship Clinics and Work-shops on **non-violence**
- **Direct Action Projects** to end segregation
- Merit Employment Programs to end job discrimination
- Special Educational Scholarships
- Legal Defense and bail for victims of racial injustice
- Citizenship and literacy schools

MLK included brochures in his letters stating where donated money would be allocated, specifically highlighting his NON-VIOLENT efforts. He made sure to use personal language, including “your” to make readers feel as if he was addressing them directly.



On the back of the brochure, King made sure to include a short note hoping that if duplicate copies occur, people will share it with others to continuing spreading the word about the SCLC

The march begun by Mr. James Meredith had to be finished. To allow the threat of murder to turn us back would surrender all the gains of hard fought years.



Through extensive fundraising efforts, the SCLC gained member and monetary support in order to continue Meredith's March Against Fear in 1966. It's purpose was to raise awareness for inequalities in Southern Mississippi regarding voting and discrimination

Ultimately, Martin Luther King's persuasive language and friendly tone used in his letters were paramount in accumulating donations and support in favor of the success of the SCLC in 1966.

