

MEMORANDUM

September 28, 1989

To: Susan Stuntz
From: Martin Gleason *MG*
Subject: Coalition of Labor Union Women

As you are aware, The Institute has initiated discussions with Joyce Miller, the Coalition of Labor Union Women (CLUW), on tax-related matters. Miller has committed to work with us on labor briefings, a tax video, an economic impact study and articles for the CLUW newsletter. We are currently reviewing an outline for the research paper and will take it to CLUW when completed.

CLUW is asking for our support on two of its priority projects: outreach to new members and targeted membership recruitment. The group says an informational packet that has interchangeable inserts can reach new members as well as entice others to join the organization. CLUW wants our assistance with development and distribution of the packets.

The 5,000 new member packets will be mailed to those individuals who have joined CLUW in the past several months and those who plan to join in the coming months.

CLUW will use the recruitment packets in all outreach efforts. Recruitment avenues include union conventions, conferences and meetings; personal contacts; and targeted outreach within individual unions. The group plans to begin recruitment efforts in two or three test unions this fall.

Anti-excise tax messages will be inserted, where appropriate, in the materials, which will include a new informational brochure about the organization, its statement of purpose and a list highlighting its activities.

Production and distribution costs are \$15,500. Funding would come from the Labor Management Committee. I recommend we approve the CLUW project.

Please let me know if you have questions or need further information.

cc: D. Schoonmaker

Can we include IAG as well as well as a project there as well -

*Yes
Were supposed to be suggesting*

*\$3 apiece
See if
we done
any
check?
Can we get it
to 31,000?*