

to turn over more than a thousand dollars collected by school children, a bright traveler hit on the idea of selling \$20 seats on an old double decker London bus lashed to the deck as the Queen Elizabeth rounded Cape Horn. The sympathetic Captain and fellow passengers played along with the benefit scheme that brought proceeds for the day care center to over \$4,000. Can you top this? There is a lesson to this story: Be on the lookout for unusual opportunities!

DISASTER APPEALS

Your affiliation will hopefully be spared the necessity of pulling all the stops in a mass appeal for a Sister City reeling under some devastating blow as was the case when Hialeah, Florida rushed to the aid of stricken Managua. Should such an unhappy occasion arise, your own local news media - the press, radio and TV stations - are your best allies in extending the outreach of the committee to get your community sensitized and responding to the plight of your friends abroad. When massive aid in kind pours in, storage, handling and transportation arrangements become paramount. Contact American Red Cross Headquarters in Washington, D. C. to find out what is being done at the national and international level to provide relief and coordinate your own efforts to dovetail with theirs. It would also be wise to call on TAA for pointers based on actual experience. For example, Hialeah used the local fire stations as an assembly and temporary storage point for Managua relief goods.

The Advisory Committee on Voluntary Foreign Aid, Agency for International Development, Washington, D. C. 20523 can be especially helpful in giving you pointers on current conditions in your affiliated country as well as what is needed most. Also, the nearby Consulate of the country of your affiliate can be most helpful in providing information, help with transportation and fast communications.

Remember to work closely with the news media directors. They can obtain direct communications with your counterpart committee or the mayor of the stricken city for an initial shopping list of the emergency supplies. While they organize a mass appeal, perhaps a "telethon" on the local stations, your committee members can divide the task of direct aid solicitation of area business and industrial leaders.