

Contributions Have Doubled

Watergate Helping Demo Finances

Washington

Response to a Democratic mail appeal for funds made during the rise in Watergate scandal developments has doubled earlier expectations, party officials said yesterday.

They said the rate of return on a mailing that reached about 500,000 contributors to the McGovern presidential campaign within the past six weeks has been running about 4 per cent.

The return rate on a test mailing to names from the same list, in January when Watergate was attracting little attention, was only about 2 per cent.

The average contribution has been about \$12 or \$13, according to Bobbie Gechas, head of direct mail fund raising for the Democratic National Committee.

So far this year mail contributions, which make up the great bulk of the com-

mittee's revenue, total \$462,000, of which \$236,000 has come in since April 1.

Contributions for 1973 are keeping pace with revenue for 1972, when fund raising was stimulated by the presidential election.

According to Joe Carter, committee press aide, Watergate was "an important factor" in the relatively high return rate this year.

While party officials are pleased with the mail receipts, they say that the con-

tributions are only enough to cover committee operating expenses, which run about \$100,000 a month.

The committee still has a \$3.2 million debt, left over from the 1968 and 1972 presidential campaigns. At a press conference scheduled for today, Strauss will announce plans for a nationwide telethon this fall to help retire the debt and aid state party treasuries.

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