

BOARD OF TRUSTEES

Tuesday, October 15, 1957

12 Noon, McClintock Hall

Minutes approved

1. Naming of dormitories--Mr. McClintock

Wadhams--Obadiah Gore Hall

Dobson --Weiss Hall

Reynolds--George Catlin Hall

2. Report of the Twenty-fifth Anniversary Development Committee--Mr. Marts

3. Plans for the campaign--Mr. Koch

4. Judge William M. Rosenfield

BOARD OF TRUSTEES

Tuesday, October 15, 1957

12 Noon, McClintock Hall

1. Naming of dormitories--Mr. McClintock

Wadhams--Obadiah Gore Hall

Dobson --Weiss Hall

Reynolds--George Catlin Hall

2. Report of the Twenty-fifth Anniversary Development Committee--Mr. Marts

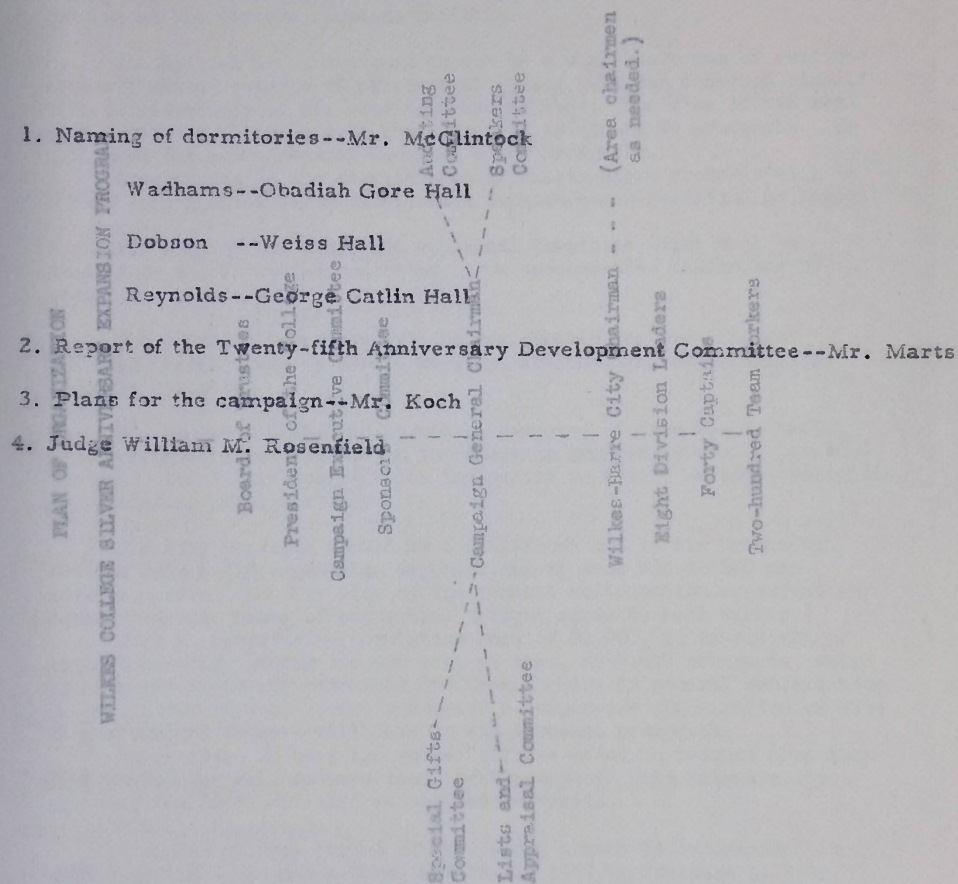
3. Plans for the campaign--Mr. Koch

4. Judge William M. Rosenfield

BOARD OF TRUSTEES

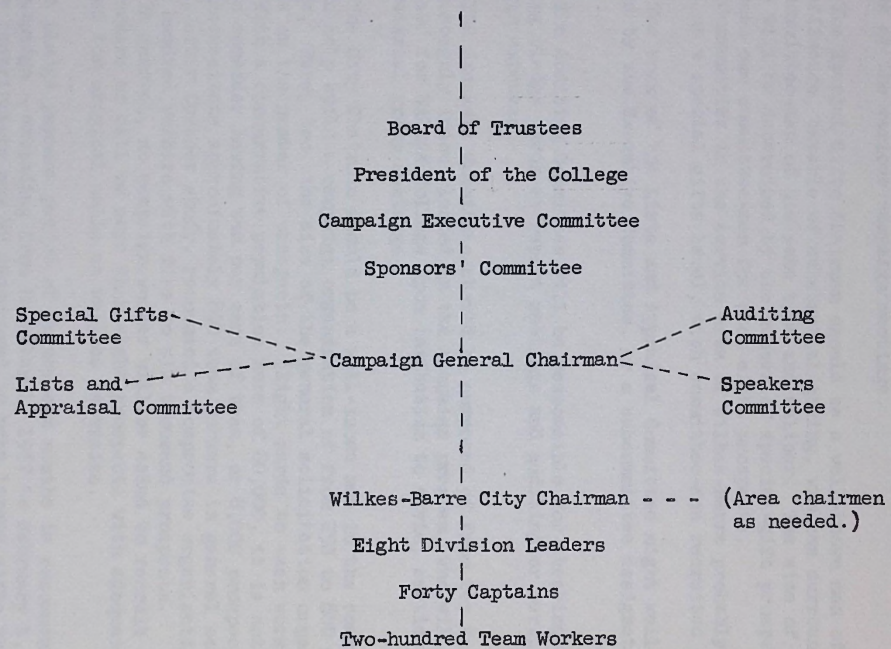
Tuesday, October 15, 1957

12 Noon, McClintock Hall



PLAN OF ORGANIZATION

WILKES COLLEGE SILVER ANNIVERSARY EXPANSION PROGRAM



IMPLEMENTING THE CAMPAIGN PLAN

- I In implementing the campaign plan, we already have an executive or advisory committee of five members and a potential sponsors committee of some fifty members. (This might be expanded.)
- II In completing campaign leadership, we need a strong General Chairman. He should be a well-known man of outstanding prestige in the community who will be well received by the entire area. His major responsibility will be to recruit additional top-campaign leadership and to preside at the various campaign meetings.
- III The Special Gifts Chairman should be a well-known man of considerable affluence, capable of substantial giving, who can surround himself with committee-men of his same type and caliber. The size of his committee will be determined by the number of special-gift prospects. He will need one committee-man for each eight prospects.

Communities in the service area of Wilkes-Barre probably will be worked on a special gifts level, with committee-men recruited as needed.
- IV The work of the Lists and Appraisal Committee might well be handled by the Executive Committee, or a subcommittee designated by them.
- V The Auditing Committee will be responsible for checking and auditing pledge cards at report meetings and auditing or certifying campaign expenses.
- VI The Speakers Committee should be composed of from ten to twelve men thoroughly indoctrinated in the campaign program, who will "present the case" for Wilkes College upon invitation to civic, service, religious and fraternal group meetings.
- VII The City Chairman should be a well-known man in the community, who can help build a campaign organization of from 250 to 800 men workers. Here, too, the size of the general solicitation organization depends on the number of prospects. (Eight cards to each worker.)

With a conservative population here of 80,000, it is not out of line to consider having ten per cent of them, or 8,000 prospects, which would necessitate approximately 800 team workers in general solicitation. We may, after further study, recommend a compromise organization of five to six hundred workers with five to six thousand prospects.

In general, no campaign worker will be asked to recruit more than five workers or call on more than eight prospects with adequate time provided for original calls as well as re-visits.
- VIII A pledge payment period of twenty-six months is recommended for this campaign - extending from December 1, 1957 to February 1, 1960, so that contributors may be encouraged to make larger gifts through the availability of a four-tax-year period for deduction purposes.

TENTATIVE TIME-TABLE

WILKES COLLEGE SILVER ANNIVERSARY EXPANSION PROGRAM

<u>Date</u>	<u>Event</u>	<u>Place</u>	<u>Time</u>
Oct. 15 (Tues.)	Board of Trustees Meeting		
Oct. 28 (Mon.)	Mail Invitations to Information Dinner		
Oct. 30 (Weds.)	Campaign Leadership Secured		
Nov. 12 (Tues.)	Information Dinner	Sterling Hotel	6:30 p.m.
Nov. 14 (Thurs.)	Special Gifts Kick-off (Brochures to be mailed by committee members.)	" "	6:30 p.m.
Nov. 20 (Weds.)	Special Gifts Report Luncheon	" "	12:15 p.m.
Nov. 27 (Weds.)	" " " "	" "	" "
Dec. 4 (Weds.)	" " " "	" "	" "
Dec. 11 (Weds.)	" " " "	" "	" "
Dec. 18 (Weds.)	" " " "	" "	" "
Jan. 10 (Fri.)	Division Leaders Meeting	" "	6:30 p.m.
Jan. 15 (Weds.)	Special Gifts Report Meeting	" "	12:15 p.m.
Jan. 17 (Fri.)	Captains Meeting	" "	6:30 p.m.
Jan. 22 (Weds.)	Special Gifts Report Luncheon	" "	12:15 p.m.
Jan. 23 (Thurs.)	Mail General Solicitation Brochures		
Jan. 24 (Fri.)	Organization Completed		
Jan. 30 (Thurs.)	Kick-off General Solicitation	" "	6:15 p.m.
Feb. 3 (Mon.)	1st Report Meeting - Entire Organization	" "	12:15 p.m.
Feb. 6 (Thurs.)	2nd Report Meeting - Entire Organization	" "	" "
Feb. 10 (Mon.)	3rd Report Meeting - Entire Organization	" "	" "
Feb. 13 (Thurs.)	4th Report Meeting - Entire Organization	" "	" "
Feb. 17 (Mon.)	Victory Dinner - Entire Organization	" "	6:30 p.m.

OUTLINE FOR BROCHURE

1. Letter from President Farley.
2. Letter from Board Chairman McClintock.
3. Brief History of Wilkes College.
4. Statement of progress made as demands for service increase.
5. Statement of badly needed new facilities to serve annually increasing needs.
 - a. Teachers' Salaries
 - b. Fine Arts Building
 - c. Dormitory Facilities
6. Chart showing where our students come from - area served.
7. Chart showing increased registrational demand during past years. (Including numbers turned away.)
8. Chart and information concerning achievements and paths followed by our graduates.
9. Pictures - School and Student Activities
Architect's conception of the Fine Arts Building
Some present buildings, etc.
10. List of Memorial and designation opportunities.
11. Statement explaining pledge-payment period.
12. Explanation of tax deductions as applied to non-profit institutions such as Wilkes College.