

Marts & Lundy Materials
1965 - 1976

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Lila Brewer
(Mrs. Melvin D.)

Max Carlson
(Mrs. John)

Anne Marti
(Mrs. Armand C.)

Marti & Lundy, Inc.

50th Anniversary Luncheon
August 6, 1976

Waldorf Astoria Hotel
New York City



Marts & Lundy, Inc., 521 Fifth Avenue, New York, N. Y. 10017 212-687-1340

May 29, 1974

*Wilkes
Scholarships
Donor's Luncheon*

Mr. Martin P. Pobutkiewicz
1367 Liberty Street
Trenton, New Jersey 08629

Dear Marty:

We were very sorry that previous commitments kept all of the officers of Marts & Lundy from attending the Scholarship Donor's Luncheon at Wilkes College on May 8. We have received the information sheet about you which was prepared for that event and want to congratulate you on your high school record as well as the outstanding achievements of your college career. Also, congratulations on your selection as the College baseball team's Most Valuable Player of the year. All of your successes are traits which Dr. Marts admired in young men and you join a worthy line of recipients of the scholarship named in his honor.

If you are ever in New York and have time for a visit with us, please feel free to call at the office. All of my colleagues join me in wishing you success and happiness in whatever field you decide to enter as your life's work.

Sincerely yours,

Melvin D. Brewer
President

MDB:rb

cc: Mr. Richard G. Raspen

bcc: Mrs. Arnaud C. Marts ✓

From: Frank Robeson
Marts & Lundy, Inc.
521 5th Avenue
New York, N. Y.
212- Mu 7-1340

FOR IMMEDIATE RELEASE

NEW YORK, N.Y. -- Arnaud C. Marts, professional fund raiser, college president, former executive director of the Pennsylvania State Council of Defense and holder of the Navy Commendation Medal and Ribbon, died Saturday, July 11, at Doctor's Hospital at the age of 81.

Widely known for his long career in philanthropic fund-raising, Dr. Marts was co-founder and honorary chairman of the board of Marts & Lundy, Inc., one of the oldest and largest professional fund-raising firms in the country. He saw annual private giving for public causes in this country rise from less than \$500 million in the early years of the century to its present level of over \$17 billion. The increase was due in large part to the management techniques which he helped to pioneer after counseling Bucknell University at Lewisburg, Pa.

Dr. Marts was elected to the Bucknell University's board of trustees in 1932 and became acting president three years later. In 1937, in response to a petition signed by the entire faculty and student body, he consented to permanent appointment.

During the ten years of his administration, a chemical engineering laboratory, a new gymnasium and a new library were built on the Bucknell campus and the University's "Old Main," destroyed by fire, was rebuilt. In addition, Dr. Marts guided the transformation of Bucknell Junior College at Wilkes-Barre, Pennsylvania, into the fully accredited four-year institution now known as Wilkes College. Besides being one of the founders, Dr. Marts served 20 years as vice chairman of the Wilkes College board of trustees.

In the spring of 1968, the administration center at Bucknell was named Arnaud C. Marts in his honor.

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During the war years Dr. Marts was a member of the cabinets of Pennsylvania governors Arthur H. James and Edward Martin serving as executive director of the State Council of defense. In January 1943 he was commissioned as a Captain in the United States Coast Guard Reserve in charge of the Division of temporary Reserves. At the conclusion of his tour of duty he was awarded the Navy Commendation Medal and Ribbon.

Dr. Marts entered the fund-raising profession during World War I, serving as associate director of the \$18 million campaign for the War Camp Community Services and as a member of the National committee in charge of the \$125 million United War Work Campaign.

In 1926 he founded Marts & Lundy, Inc., in partnership with George E. Lundy and served as president of the firm until 1957 when he was elected chairman of the board.

From the beginning of his fund-raising career, Dr. Marts was devoted to the cause of establishing and maintaining high ethical standard and practices in the fund-raising calling. One outgrowth of his efforts in this direction was the organization of the American Association of Fund-Raising Counsel. Through the years Dr. Marts served three times as president of AAFRC and was often referred to by its members as the elder statesman of the fund-raising profession.

Addressing members of the firm at an annual staff conference some years ago, Dr. Marts said, "We are proudly representing one of the great forces in American life, that not only helps build these great institutions of service and benefit to mankind, but curiously enough, helps the giver, too, because one of the noblest experiences men and women can have is the unselfish giving of property and of means to help make a better world."

Arnaud C. Marts was the son of the Reverend William G. Marts and Irene Cartwright Marts. He was born in the parsonage of the Congregational Church in the village of Reeds Corner, Canadaigua County, New York. He attended local public schools, including the East Aurora High School, and in 1910 was graduated from Oberlin College, Ohio, with Phi Beta Kappa honors.

- Immediately after graduation from Oberlin, he became Boys' Secretary at the YMCA in Pittsburgh and became associated with the Standard Life Insurance Company where he quickly rose to the position of vice-president. The Pittsburgh years marked his first association with the men who originated the intensive campaign method of fund raising and with whom he founded the first professional fund-raising firm.

During his career Dr. Marts was an active volunteer worker in a score of educational, religious and philanthropic causes. In the course of thirty years on the board of The American Leprosy Mission he served as director, vice president, president and chairman of the board successively. He also was president for five years of the trustees of Woods Hole Oceanographic Institution. In addition to membership on the boards of Bucknell University and Wilkes College he served as a trustee of Oberlin College, Bradford Junior College and Geisinger Hospital.

Until his death he was a member of The Consistory of the Dutch Reformed Protestant Church of New York and was a member of the Marble Collegiate Church.

Dr. Marts was the author of several books and articles and was an elected member of the Authors League and Authors Guild. His most recently published work was "The Generosity of Americans," published in 1966. His articles and writings on philanthropic and educational matters were widely printed and achieved circulations of well over a million copies. This spring, his biography, "A Winner In The American Tradition" was published by Algonquin Press.

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Dr. Marts was awarded honorary degrees by Oberlin, Hillsdale and Hobart Colleges and Bucknell University. He was a member of the Sons of the American Revolution, The Council on Foreign Relations, and the American Legion. He belonged to the University Club of New York and the New York University Club.

In 1920 he married the late Ethel A. Daggett, who died in 1953. In 1958, he was married to the former Anne McCartney who survives him.

A funeral service will be held at 10 a.m. on Monday at the Marble Collegiate Church.

Fidelity Union Skin

MARTS & LUNDY

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FLUORESCENT

June 30, 1965

GEORGE E. LUNDY
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The Honorable Charles E. Whittaker
The Federal Courts Building
Kansas City, Mo.

My dear Justice Whittaker:

This is a note of praise and thanks for your article
"Lawlessness in U. S." which I have just read in the July 5th issue
of U. S. News & World Report.

This is the only warning against the recent outbreak of
street demonstrations ~~and~~ sounded by a prominent Jurist that has
come to my attention.

Two years ago I expressed myself in opposition to this
primitive method of influencing public policy in an article which
was published in the Christian Herald, a reprint of which I enclose.
To this day no one (at least to my knowledge) has added his or her
voice publicly to my protest until your article in the current issue
of the U. S. News & World Report.

I hope and pray that your strong and impressive statement
will change the thinking of many persons who now believe that it is
right and proper to short-cut the democratic processes of our self-
government by these dangerous street disturbances.

Thank you again for speaking out on this subject so con-
vincingly.

Respectfully yours,

ACM:he

Arnaud C. Marts

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LAWLESSNESS IN U. S.—WARNING FROM A TOP JURIST

Behind the spread of crime and violence—

A retired Supreme Court Justice sees danger of a complete breakdown of law and order—a tendency, often officially encouraged, for people to take the law into their own hands.

What is this—a nationwide revolt against authority? Is the idea taking hold that it is all right

for “demonstrators” and others to violate any law they don’t happen to like?

Where is it leading? What is at stake?

The survival of the nation, says Justice Charles E. Whittaker. He calls for swift and vigorous enforcement of all criminal laws, with real punishment of all offenders.

Following is full text of an address by Charles E. Whittaker, Associate Justice of the Supreme Court (retired), before a meeting of the Tennessee Bar Association, Nashville, Tenn., on June 17, 1965:

No doubt you, just as I, have noticed in the news media an ever-increasing number of items and articles that show with unmistakable clarity a rapid spread of lawlessness in our land that seems to be thoroughly planned, and also to be designed to destroy, and that seriously threatens to destroy, law, order and all vestiges of decency in our land.

Recently, while sitting in my library meditating upon that subject and upon appropriate remarks here today, and also listening to the beautiful music of “My Fair Lady”—and being, perhaps, thereby lulled into a satirical mood—it occurred to me: Why not speak on “Old-fashioned Law and Order—Wouldn’t That Be Loverley?”

One of the recent articles that had deeply impressed me was by a husband-and-wife team of eminent criminologists of the Harvard Law School. It dealt with the rapid increase and spread of crime, and concluded with the statement that “unless much is done to check [current] vicious cycles, we are in for a period of violence beyond anything we have yet seen.”

Another recent and impressive article contained the theme—which I think is fundamental—of the recent presidentially proclaimed Law Day, 1965, which was: “Uphold the law—a citizen’s first duty.”

Believing that this theme states an indisputable truth, yet, having read and heard many recent open and direct preachments of disrespect for and disobedience of our laws, and, also having seen the destructive effects of those preachments upon the good order and morality of our society, I am moved to speak out in demand for an immediate end to such conduct by the vigorous and evenhanded enforcement of our laws.

While I do not claim that all of our crime is due to any one cause, it seems rather clear that a large part of the current rash and rapid spread of lawlessness in our land has been, at least, fostered and inflamed by the preachments of self-appointed leaders of minority groups to “obey the good laws, but to violate the bad ones”—which, of course, simply advocates violation of the laws they do not like, or, in other



—Wide World Photo

CHARLES E. WHITTAKER

words, the taking of the law into their own hands.

And this is precisely what their followers have done and are doing—all under the banner of “peaceable civil disobedience,” which they have claimed to be protected by the peaceable-assembly-and-petition provision of the First Amendment to the United States Constitution.

Although such preachments and practices have become far more vocal and widespread in our recent racial strife, they did not have their origin in that strife, but, rather, in the labor strife, sit-ins and lie-downs of an earlier era.

More recently, certain self-appointed racial leaders, doubtless recalling the appeasements and, hence, successes of that earlier conduct, have simply adopted and used those techniques in fomenting and waging their lawless campaigns which they have called “demonstrations.”

They have recently used these techniques to incite their followers to assemble, from far and wide—often, unfortunately, with the encouragement and at the expense of well-meaning but misguided church organizations—into large and loosely assembled groups, which many have regarded as mobs, to wage what they have called “demonstrations” to force the grant of “rights” in defiance of the law, the courts and all constituted authority.

At the beginning, those “demonstrations” consisted of episodic group invasions and appropriation of private stores, first by sitting down and later by lying down therein, and, eventually, by blocking the entrances thereto with their bodies.

Seeing that those trespasses were often applauded in high places, were generally not punished, but, rather, were compelled to be appeased and rewarded, those racial leaders and their groups quickly enlarged the scope of their activities by massing and marching their followers on the sidewalks, streets and highways—frequently blocking and appropriating them to a degree that precluded their intended public uses.

And that conduct, too, being nearly always appeased, the process spread areawise, as might have been expected, from one Southern city to another, and then into many Northern cities, including St. Louis, Chicago, Pittsburgh, Philadelphia, Washington, New York, Brooklyn, Syracuse and Rochester, and, eventually, pretty generally throughout the land.

... "Mobs are tailor-made for take-over by rabble-rousers"

"Crime," says Webster, means "an act or omission forbidden by law and punishable upon conviction." It cannot be denied that each of those trespasses violated, at least, the criminal-trespass laws of the local jurisdiction involved, nor that those laws impose penalties for their violation, nor, hence, that those trespasses constituted crimes.

In the first place, that conduct cannot properly be termed "peaceable," for we all know from experience that the assembly of large groups for the avowed purpose of forcing direct action outside the law amounts to the creation of a mob bent on lawlessness, and inherently disturbs the peace of all others.

One could hardly deny the truth of the statement written by Mr. Justice Black, joined by two other Justices, in June, 1964, that "force leads to violence, violence to mob conflicts, and these to rule by the strongest groups with control of the most deadly weapons."

Nor can this conduct even be termed "civil disobedience," for conduct violating criminal laws is not "civil" but "criminal" disobedience. And, lastly, that conduct is not protected by the peaceable-assembly-and-petition provision of the First Amendment.

That provision says: "Congress shall make no law . . . abridging . . . the right of the people peaceably to assemble and to petition the Government for a redress of grievances."

Nothing in that language grants a license to any man, acting either singly or in a group, to violate State criminal laws—including those laws which prohibit trespass upon, and appropriation of, private property, and those laws prohibiting the willful obstruction of the public walks, streets and highways.

Rather, as Mr. Justice Roberts wrote upon the subject in 1939, "The privilege of a citizen of the United States to use the streets and parks for communication of views on national questions must be regulated in the interest of all; it is not absolute, but is relative, and must be exercised in sub-

ordination to the general comfort and convenience, and in consonance with peace and good order. . . ."

Surely, no thoughtful person will disagree with that statement, nor with the statement made very recently by the president of Yale University in a speech at Detroit, that the current rash of "demonstrations" make "a ludicrous mockery of the democratic debating process."

The philosophy of "obeying only the laws you like," and of openly defying and breaking the ones you do not like, has given rise to mobs and mob actions that have proven—as certainly we should have expected—to be tailor-made for infiltration, take-over and use by rabble-rousers and Communists who are avowedly bent on the breakdown of law, order and morality in our society and, hence, in its destruction.

And even though those results may not have been contemplated, and surely weren't wished by those Americans who so advocated disobedience of our laws, nevertheless, they did advocate that philosophy and they did put its process into action, and cannot now escape responsibility for its results.

The process has now spread even into the campuses of many, indeed most, of our great universities. A fair example of what is there happening was recently related by the California State superintendent of public instruction, who, in commenting about conditions on the campus at Berkeley, said:

"Demonstrations there provided a vehicle for infiltration by rabble-rousers, red-hots and Communists and resulted in assaults, kidnappings, and imprisonment of police officers, the commandeering of public-address systems, and their use in spewing over the campus the most filthy four-letter words, and the general breakdown of law and order."

A recent national magazine contained an interview with Dr. James M. Nabrit, president of Howard University—the

TODAY'S DEMONSTRATORS, even if they "have suffered unconstitutional discriminations," must not "take the law into their own hands," Justice Whittaker believes, "for that is anarchy, and sure to result in chaos"

—UPI Photo



WORKER SIT-INS of the '30s set a pattern for "racial leaders" of the '60s who, recalling earlier successes, "simply adopted those techniques"

—Wide World Photo



... "Certain types of crimes are being permitted to pay"

largest Negro university in our country—who finds on his campus "open defiance of law and order," which he characterized as part of a campaign "to bring the university into general disrepute."

"Frauds" in Rights Movement

Dr. Nabrit cautioned: "We must beware of some people who come to us like the Greeks bearing gifts. They do not believe in civil rights for anyone. They are children of lawlessness and disciples of destruction. They are people who cloak themselves in the roles of civil righters but plot and plan in secret to disrupt our fight for justice and full citizenship. They must be unmasked for the frauds that they are, they must be fought in every arena."

He stated that he had seen known Communists passing out throwaways and helping to deliver placards to pickets on and about his campus.

"The Kansas City Times" of Wednesday, May 19, published an Associated Press dispatch about the lawless demonstrations in progress on the campus of the University of Wisconsin. It said that one of the leaders openly espoused, from a public rostrum on the campus, that "the students should band together to bring down the Government by any means."

It also said that the "demonstrations" there had now been infiltrated and were being led by "eight to a dozen" ring-leaders who are operating under "pretty good cover"; that at least some of them are known members of the DuBois clubs of America, which Senator Dodd and J. Edgar Hoover have recently described as a "new Communist-oriented youth organization dominated and controlled by the Communists."

These lawless activities, nauseating as they are, can hardly be surprising, for they are, purely and simply, some of the results that we should have known would inevitably come from tolerating open and direct preachments to defy and violate the law.

A very recent issue of "U. S. News & World Report" [May 17, 1965] contains two pertinent articles. One saying that "increased Communist penetration and influence inside some sections of the Negro movement in the United States is a subject of growing concern to the FBI and White House." The other saying, "J. Edgar Hoover, FBI Director, and President Johnson both are increasingly concerned by the growing activity of known Communists on the campuses of colleges around the country. They would like to alert the country to the situation, but are concerned about being considered 'Red-baiters' if they do."

I, for one, would like to lend a voice of encouragement to them to forget those fears and to alert the country fully about the facts, for surely that is their duty and no odium can result from exposing those who are preaching and practicing defiance of our law and, hence, the destruction of our society.

There are, of course, first duties of citizenship, but there are also first duties of government. It is undoubtedly true, as recited in the theme of the presidentially proclaimed Law Day, 1965, that "a citizen's first duty is to uphold the law," but it is also a first duty of government to enforce the law—to do so by prosecuting and punishing those who violate our criminal laws.

In no other way can our people be secure from assaults and trespasses upon their persons and property, or maintain an ordered and moral society.

Because some of our citizens will not voluntarily perform

their "first duty" to uphold the law, our governments, State and federal, have the paramount duty of, at least, making them obey it.

We have all along been told, and many of us have preached, that crime does not pay, but the recent rash and spread of law defiance, and the successes—however tenuous and temporary—of that philosophy in attaining goals, seems to compel a reappraisal of that concept, for, from what we see currently happening, one could reasonably believe that certain types of crimes are being permitted to pay.

Public Apathy and Lawlessness

Probably because of a rather widespread recognition that, at times and in certain sectors, some of our colored brethren have suffered unconstitutional discriminations, and because many of us have been sympathetic to the ends they seek—and have not, therefore, thought very much about the destructive means they have embarked upon to attain those ends—there has been a rather general public apathy toward their preachments to violate, and their practices in violating, our laws.

Indeed, one of those who first advised, and was most successful in inducing, his followers to take the law into their own hands—and who, now that their conduct has led to widespread disorder, attempts to excuse his responsibility for it with the doubtless-true statement: "I cannot control them"—parenthetically, an excuse quite reminiscent of the one given by the man who lighted the squib and threw it into the crowd—was rather recently twice honored. Once by an old and respected American university by conferring upon him an honorary degree—not in some new political science—but in law, and, second, by an honored foreign cultural group by awarding him a prize for, of all things, his contributions to peace.

What, I would like to ask, has happened to our sense of values?

But a recent article in the May 3, 1965, issue of "U. S. News & World Report" hints at a new and different appraisal of this conduct, and indicates some official impatience with this gentleman's apparent insatiable appetite for power, and some displeasure at his recently voiced criticism of the Administration's foreign policies in Vietnam and elsewhere—concluding with the statement that "some Washington observers profess to see an attempt [by this gentleman] to 'escalate' his status as a national figure—perhaps with political goals in view."

This is heartening, as it indicates a new awareness of the inevitable destruction of ordered liberty that must be expected if we continue to allow any of our citizens to incite others to disobey the law—to take it into their own hands, and to get away with it.

Whatever may have been the provocations—and, doubtless, there have been some—no man, or any group or race of men, can be permitted, in a government of laws, to take the law, or what they think ought to be the law, into their own hands, for that is anarchy, and sure to result in chaos.

The fact that the provocations may have been themselves constitutionally unlawful cannot justify unlawful means for their resolution.

Both types of conduct are wrong—constitutionally wrong, the one as much as the other. And, obviously, two wrongs cannot make a right.

All discriminations that violate the Constitution and laws of the United States are readily redressable in our courts, which have always been open to all citizens. And no one has

U. S. News & World Report

... "We must seek redress in courts rather than in the streets"

through quoting one of the "demonstrating" students. asked why some students had abandoned history college pranks for open and riotous

any room to doubt that, if he will resort to those courts, and have the patience to await their processes—as we all must do in an ordered society—all his constitutional and legal rights will be vouchsafed to him, whatever his creed or color.

But there has been impatience with the judicial processes, manifested by the recent hue and cry for "action now—not the delays of the law."

Certainly this cliché, too, advocates such direct action as amounts to a clear call for disobedience of the laws, the judgments of the courts and of all constituted authority and lawful processes.

It is true that legal processes, being refined and deliberative processes, are slow.

But like the mills of the gods, though they grind slowly, they grind exceedingly fine, and their judgments are most likely to be just.

In all events, there is no other fair and orderly way to decide the issues that arise among us, and to have an ordered liberty.

Every ordered society in history has found it necessary to establish laws, and courts fairly to interpret and enforce them; and the same history makes clear, too, that the first evidences of a society's decay may be seen in its toleration of disrespect for, and disobedience of, its laws and the judgments of its courts.

How Minority Groups Can Lose Out

The great pity here is that these minority groups, in preaching and practicing defiance of the law, are, in fact, advocating erosion and destruction of the only structure that can ever assure to them, or permanently maintain for them, due process of law and the equal protection of the laws, and that can, thus, protect them from discriminations and abuses by majorities.

In May, 1965, Mr. Lewis F. Powell, president of the American Bar Association, in a speech dedicating the new Missouri Bar Center at Jefferson City, said, "Many centuries of human misery show that once a society departs from the rule of law, and every man becomes the judge of which laws he will obey, only the strongest remain free," and also that "those who break the great tradition of respect and tolerance for the differing views of others by resorting to coercion, whether 'violent' or 'nonviolent,' menace the spirit of responsible inquiry essential to [our] institutions." "No 'end,' he said, "however worthy [can ever] justify resort to unlawful means."

He concluded with the statement that "America needs a genuine revival of respect for law and orderly processes, a reawakening of individual responsibility, a new impatience with those who violate and circumvent laws, and a determined insistence that laws be enforced, courts respected and due process followed." To this, I say amen.

Surely we must always strive to eliminate injustice and discrimination, but we must do so by orderly processes in the legislatures and the courts, and not by defying their processes and actions, nor by taking the laws into our own hands.

We must take the laws into our hearts rather than into our hands, and seek redress in the courts rather than in the streets.

A very recent issue of "The Kansas City Star" contained several articles about the general breakdown of law and order on college campuses.

One of them fairly puts the finger on the cause. It did so

through quoting one of the "demonstrating" students. He was asked why some students had abandoned historical "panty raids" and similar college pranks for open and riotous rebellion. "Why," he said, "you could get kicked out of school for conducting a panty raid and things of that kind, but no one is ever kicked out or punished for demonstrating for something like civil rights."

It is thus plain that the students, knowing just as everyone else knows, that open and riotous rebellion in the name of "civil rights" is not being punished, but is being tolerated, have been thus encouraged to wage and spread rebellion.

Another of these articles quoted some comments of J. Edgar Hoover about the effects of spreading crime upon the peace and safety of our citizens. He said: "There is too much concern in this country . . . for the 'rights' of an individual who commits a crime.

"I think he is entitled to his [legal rights], but I think the citizens of this country ought to be able to walk all the streets of our cities without being mugged, raped or robbed." But, he said, we can't do so today, and he added: "All through the country, almost without exception, this condition prevails."

The April 10, 1965, issue of the magazine "America" contained an article on the imperative need for certain and severe punishment of crime, which made many pertinent observations, including this one:

"[Government] has no right to turn the cheek of its citizens. Instead, it is gravely obligated—by the very purpose of its existence—to see to their protection.

"Sure and swift punishment [is our only way] to guarantee that protection. . . . We stand in need of sure, swift, tough punishment if we expect to decrease the crime rate, and to protect the great mass of our upright citizens."

To this, too, I can only say amen.

The causes are plain. We have, in high places, tolerated and even encouraged preachments to break the law—such as: "Obey the good laws but break the bad ones," which, of course, means to obey only the laws you like; and such as: "Action now, not the delays of the law," which is, of course, a call for direct action outside the law and the courts.

And we have also tolerated and in some high places have even encouraged, the actual defiance of the law which those preachments have advocated and brought into existence, and which have now spread to all areas of the nation, and seriously threaten the breakdown of law, order and morality.

Remedy: Demand Respect for Law

The remedy is equally plain. It is simply to insist that our governments, State and federal, reassume and discharge their first duty of protecting the people against lawless invasions of their persons and property and from assaults upon their liberties by demanding and commanding respect for law and legal processes through the impartial, evenhanded, vigorous, swift and certain enforcement of our criminal laws and the real and substantial punishment thereunder of all conduct that violates those laws.

These are not platitudes, but are fundamentals and vital, as every thinking man should see, to the survival of our nation.

In no other way can we orderly resolve the issues that confront and divide us, or live together in peace and harmony as a civilized nation of brothers under the fatherhood of God.

63

MARTS & LUNDY

INCORPORATED
521 FIFTH AVENUE
NEW YORK 17, N. Y.

MURRAY HILL 7-1340-1341-1342-1343

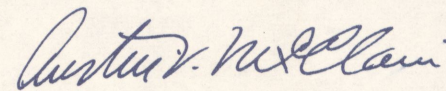
Dear Friend:

In recognition of your activities in philanthropic fields, this monograph is sent you with our compliments.

It is a brief review of the dawn of the Humanitarian spirit; of its development over the past 40 centuries; and of the creation of modern fund-raising methods which have lifted America's philanthropy to the highest level yet achieved by civilized man.

We hope you will find it of interest and value.

Sincerely yours,

A handwritten signature in dark ink, reading "Arthur V. McClain". The signature is written in a cursive style with a large, stylized initial 'A'.

President

Unforgettable Characters in Fund-Raising

William Allen White - by L. W. Robey

One of the most unforgettable fund-raising leaders with whom I have had the pleasure of working in a campaign was Mr. William Allen White, the noted "Sage of Emporia." He was an exceedingly busy man. "The unusually busy man always finds time to do what he wants to do," another very successful leader once told me. The inactive man is very apt to find reason for not doing what you want him to do because he thinks he is too busy.

Mr. White was the founder and editor of the Emporia, Kansas Gazette. Emporia is a small city, but the paper had a national circulation because of Mr. White's management and his unusual contributions to it. He was a columnist of distinction particularly in the political field. Every political convention of any importance was reported in a nationally syndicated column by Mr. White. He was the author of five or six biographies, among them being the life of Woodrow Wilson and one of President Coolidge. He was also one of the editors of The-Book-of-the-Month Club.

Despite all of these activities and others of a local nature such as business boards, Mr. White willingly agreed to become general chairman for a campaign for the College of Emporia of which he was an alumnus. Furthermore, he was not merely a chairman in name but he involved himself in the conduct of the campaign in a very active and definite way. As one might expect, his experience qualified him to give a great deal of assistance. He did this, fortunately, in an advisory and not in a dictatorial way. He took an active part in advising about the publicity for the campaign. He was very keen about making this not only informative but interesting and dramatic. His chief thought always was to write the publicity so the prospect would read it.

He also involved himself in the active conduct of the campaign. He attended all meetings of the campaign Board and of the campaign workers even down to attending each report meeting. Inasmuch as this was some years ago, this was quite a task because we had report meetings in those days every day at lunch for two full weeks and after that some additional scattered meetings. He attended all of them.

He involved himself personally in the solicitation program. One case in particular I remember. The largest financial institution in that part of the country was resisting making any gift to the campaign. Mr. White took it on himself to go to a Board meeting of that institution, although he was not a member, and remind them of the fact that a college was a

great asset to the community. He said that when he was thinking of establishing a newspaper he had one requirement, which was that it be in a college town. His reason was, he said, that a college offers three big advantages to its community. In the first place, it offers an opportunity for a higher education to a great many students of the community who would be able to live at home. In the second place, it added to the commercial activity of the community in offering a purchasing power supplied by the students, faculty and the public activities carried on by the college. In the third place, a college creates a strong influence of community culture and refinement. Incidentally, we have used this as the theme of a good many casebooks. The institution subscribed.

When it came to leadership in giving, he was among the tops. When he made his subscription he gave me one of the finest statements about giving that I have ever heard. He said to me, "I love to make money and through my writing I do make a good deal of it. I then like to bank it and see it grow and sit there and stroke it, as it were. Finally, I get the greatest kick of all in giving it away to a worthy cause." That, too, does not make a bad theme song for a campaign.

That was the philosophy of my unforgettable fund-raiser, William Allen White.

Dr. Marts

F. M. KIRBY
17 DEHART ST.
MORRISTOWN, N. J.

November 11, 1968

Mr. Austin V. McClain
Marts & Lundy, Inc.
521 Fifth Avenue
New York, N. Y. 10017

Dear Mr. McClain:

Many thanks for your note and sending me a copy of Dr. Marts' article about Mr. Roberts.

All of this has made most interesting reading for me and has brought out considerable information of which I was not previously aware. The principal setting of the story, residential Wilkes-Barre, is the neighborhood where I was raised. The Danny Warner referred to was one of my schoolmates as was also Jack Sordoni, and practically everyone else mentioned was a friend of one or more generations of my family.

I am in the process of publishing a four volume biography about the lives of my grandfather (after whom I was named) and my father and other members of the family.

For future reference, your files there ought to show my father's first name as "Allan", not "Allen".

If you can spare them, I should like very much to have fifteen copies of this article to send to people whom I think will be very much interested. This includes one each for Seymour Knox and Robert Kirkwood, the present chairman of Woolworth, in case they have not been sent copies. If this is more than you can spare, any lesser number will be very welcome.

Please give my kind regards and thanks to Dr. Marts.

Yours sincerely,

Fred

FMK:gc

Marts & Lundy INC.

STAFF REPORTER

VOL. XXXV No. 3

November, 1976

HARVARD LIKES MARTS & LUNDY

After many months of tenacious effort and persistent cultivation by members of the Marts & Lundy staff, Harvard University has signed a contract for counseling service in preparation for a major campaign to be launched within the next two or three years.

Burr Gibson has been the principal contact with Dr. Chase Peterson Harvard Vice President, over a period of several months and John Taylor was involved for a short period when Harvard was seeking counsel for a campaign designed to raise money for athletic facilities. Burr's frequent conferences with Dr. Peterson and his colleagues--aided and abetted from time to time by Bill Boardman (who is on the Harvard staff), our former staff member Dick Boardman, and John Carlson, resulted in the signing of the counseling contract which began on November 1, with Burr as our representative.

Harvard plans a core campaign, which is expected to have a goal of \$200 million--more or less. It has been running a number of mini special-purpose campaigns for various schools of the University. Most of these will be either folded into the new core campaign or terminated.

This is an association of which we may all be proud, since Harvard has traditionally resisted the use of outside counsel and because its international prestige should enhance the reputation of any fund-raising firm associated with it. We are all proud and appreciative of the fine selling job done by Burr and those who worked with him.

—Marts & Lundy INC.

MARTS COURTYARD DEDICATED AT WILKES COLLEGE

The weekend of October 22-24 marked a significant milestone at Wilkes College, Wilkes-Barre, Penna. It marked the inauguration of Robert S. Capin the third president of the College and the dedication of the Arnaud C. Marts Courtyard in the Stark Learning Center, given by an anonymous donor in memory of the founder of Marts & Lundy and the prime mover in the building of Bucknell Junior College, which became Wilkes College in 1947.

The courtyard, through which most students of the College will pass daily, is marked by a huge stone containing a bronze tablet suitably inscribed in honor of Dr. Marts. In addition, Mrs. Marts turned a spadeful of earth to symbolize the planting of a tree in the courtyard. (The tree cannot be planted until it is dormant.)

M. & L. Board Chairman Mel Brewer represented the firm at the dedication and included in his remarks the following: "The physical development of this College during his tenure as President of Bucknell and later as a member of the Board of Trustees of Wilkes, give eloquent testimony to his leadership; but even more, what he did here has touched the lives of thousands of young men and women who probably would not have been able to secure a college education if this institution had not been developed by him and his colleagues. Their impact on the life of this region is incalculable.

"The dedication of this court is a fitting tribute to Dr. Marts. It joins other campus places and special funds established by him, by his widow and by his friends in continuing the work he started so well. May it be an inspiration to the students who use it daily and may it encourage others who want to be remembered in the future through their deeds and their contributions to the education of many more generations of deserving young men and women."

COUNSELING ASSIGNMENTS, NEW BUSINESS

As members of the staff were advised at our conference in August, 1975 at St. George's School, we have been watching the changing economic conditions and their effect on the kinds of services now demanded by our clients. One result of the fiscal problems of most clients has been their reluctance to employ professional counsel for full-time campaign direction, which is and will continue to be, Marts & Lundy's principal service. It is during these times of tight budgets that we get an increasing number of calls to supply only part-time counseling service. We are making personnel assignments, when necessary, to adjust to those demands. So far as we can determine, other professional firms are doing the same thing.

All of the officers are now providing counseling service in addition to their promotional and administrative responsibilities and the income derived from this source is providing a large percentage of our business income each year. The increase in demand has necessitated our asking other staff members to assume counseling chores from time to time.

We have asked Bob St. Lawrence to become our Midwestern representative to provide closer contact with former and prospective new clients in that area. He is starting by operating out of his new home at 1931 Prairie Square, Suite 110, Schaumburg, Illinois (60172). (Phone number is 312-397-9107.)

John Taylor is now counseling several clients in New England, where he has joined John Carlson and Burr Gibson in both counseling and selling.

Bruce Freeman's current assignments take him to the mid-Atlantic and Southeastern regions, while Bill Brown is on temporary assignment counseling clients in the New York City area and winding up his work at The Cambridge School in Weston, Massachusetts.

The officers want to reiterate that many assignments of this nature are temporary and that we are continuing to try to persuade clients to accept full-time resident direction. In some cases, however, other members of the staff might be asked to take on counseling assignments for which they are qualified and for which they will be given adequate training.

— *Marts & Lundy* INC.

We also hope that every staff member will continue to keep us advised of any possibilities for selling contracts to clients for any service we offer--surveys, campaign direction, counseling, or writing and design. Competition in our field is much keener than ever. This is brought home to us almost daily when we hear of the number of new one-or two-man firms starting out, of "moonlighters" who serve on development staffs of institutions and do counseling on the side, and of some so-called ethical firms which offer bargain fees on surveys in order to entice clients to use them. While we are in this period of adjustment and change, we will make every effort to meet our competition with the kind of ethical standards and service that have been the hallmarks of Marts & Lundy since the firm's founding in 1926. And we'll also rely on our staff members to provide the kind of service that will permit no compromise of its quality.

HOW MUCH CAN YOU GIVE?

Charles Wolfe has forwarded to Herb Richman a letter, in the handwriting of an apparently elderly lady, which was sent to the development officer of a client college. Names are deleted to protect both parties. How many people of your acquaintance have this kind of income and still give \$3 per week to their church?

October 21st

Dear Mr. _____

In reply to your letter of solicitation for the Development program, I must make you aware of my poverty level situation.

My total income (which is only social security) is \$209.10 monthly (as of July, 1976). Out of this my expenses are:

— *Marts & Lundy* INC.

Costs: Oil & insurance	\$ 348.57
Taxes	<u>646.13</u>
	\$ 994.70

Insurance on house--yearly	<u>60.00</u>
	\$1,054.70

Gas & electric--yearly	<u>140.75</u>
	\$1,195.45

Telephone	<u>87.98</u>
	\$1,283.43

Water bill--yearly	<u>20.00</u>
	\$1,303.43

Church pledge & Pension pledge	<u>150.00</u>
	\$1,453.43

Out of the yearly income of \$2,508.00, the rest of the money goes for food, clothing and necessities. I haven't a car and I can't afford a doctor.

So, Mr. _____, what could you give out of that amount of income? I am very sorry that I cannot be a donor.

Sincerely, /s/ Martha J. _____

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FIFTIETH ANNIVERSARY QUOTE

"I have no doubt that goals for (corporate) giving will ultimately take their place in corporate planning alongside goals for marketing, production and research. More and more executives are becoming aware of the close relationship that exists between the future health and independence of educational institutions and the future progress and freedom of corporate enterprise. Of the companies responding to a Conference Board survey of the "Fortune 1000" for the Filer Commission, 92 per cent indicated that the president and/or the chairman played an active part in charitable efforts. The majority, 63 per cent, ranked higher education programs as the most important."

John T. Connor
Past Chairman, CFAE
Chairman, Allied Chemical
Corporation

— *Martis & Lundy* INC.

ENCLOSURES

1. Blue Cross/Blue Shield of Greater New York has added a new benefit to all surgical-medical contracts carried by it for our employees. This new benefit, effective immediately, provides for a second opinion consultation, including required X-rays and diagnostic tests, at no cost to the covered member, when elective (other than emergency) surgery is recommended by the member's surgeon. In such cases, a second opinion will assist the member in determining whether surgery is the most appropriate course of action.

This benefit is available only when arrangements are made through the Blue Cross/Blue Shield Second Opinion Referral Center. The enclosed pamphlet outlines the proper procedures to be followed. Please keep this with your Blue Cross/Blue Shield contract.

2. The 1976 year-end address list is also enclosed.

3. John Carlson's address "Getting Your Share of the Charitable Dollar" before the Independent School Association of Massachusetts on October 5, received an exceptional reception. Copies have been printed by the Association and are being widely distributed to independent schools all over the country. They have received requests for 800 reprints. You will want to read the enclosed reprint of his speech.

4. A photograph of the participants in the dedication of the Arnaud C. Marts Courtyard in the Stark Learning Center at Wilkes College on October 23, 1976. From left to right are: President Robert S. Capin, Mel Brewer, Mrs. Arnaud C. Marts, and Joseph J. Savitz, Chairman of the Wilkes College Board of Trustees.

AND A HAPPY THANKSGIVING TO ALL!

Marts & Lundy INC.

COUNSELING CONTRACTS

MELVIN D. BREWER

SIMMONS COLLEGE, Boston, Massachusetts

"A funny thing happened on the....." This could well be our theme song this month. For three years, we have been preaching to Simmons the necessity of developing some new prospects--aside from alumnae, corporations and foundations. There has been unbelievable resistance to any search of this kind, because they say they have never been able to do it with their constituents and "there are dozens of colleges in the Boston area--we don't have a chance." So, I have kept talking about some of the little old ladies in tennis shoes who are prime prospects for Simmons if they are cultivated and they kept their unbelieving attitude.

But on a bright October day, one of these old ladies made her appearance at the College and said she wants to give it between \$125,000 and \$150,000 to pay the cost of renovating the lobby in the main building. She wasn't in tennis shoes--her gown was probably a St. Laurent--and she has a reputation in Boston for having given to Brandeis, Boston University and a lot of health-oriented institutions. Now the Development Director is enthusiastic about getting a "friends of Simmons" organization in operation, with a lifetime membership fee of \$150! This is the kind of thing that makes fund raisers grow old fast! So we start our educational process all over again.

NEW YORK COLLEGE
OF OSTEOPATHIC MEDICINE, Old Westbury, Long Island

These doctors are trying to make a good case for the acceptance of their particular brand of medical practice. Their "committee" finally accepted our case statement and Bill Brown has taken up part-time residence on the campus at New York Institute of Technology to help in some of the detailed work that has to be done to get the campaign off the ground.

Although there are colleges of osteopathic medicine in other states, this will be the first in New York. The doctors involved have a list of patients that sounds like something out of the social register and the jet set list, but they are also very protective of their clients. Time will tell whether they will loosen up enough on information to help raise the \$6.8 million they need in startup costs for the fall of 1977.

—Marts & Lundy INC.

HERBERT C. RICHMAN

MOUNT UNION COLLEGE, Alliance, Ohio

Long-Range Goal \$6,500,000

Slow progress, but we are up to \$1,000,000 including one bequest of \$200,000. Since this is an endowment campaign - signed deferred gifts will be counted.

BUCKNELL UNIVERSITY, Lewisburg, Pennsylvania

Goal: \$4.5 - \$5 million

Working on the Trustee program. Also a few other leadership prospects. They started with two \$600,000 gifts, and have only \$114,500 more signed up. Since they launched this without a "case" statement or a list of prospects for top gifts, we are trying to keep them interested while catching up on the "homework."

JOHN I. CARLSON

CHATHAM HALL, Chatham, Virginia

This school is off to a good start on their annual giving program for this year. Goal of \$175,000. Trustee solicitation completed - slightly in excess of \$40,000. Leadership gifts of \$1,000 organized for personal solicitation, four front-end phonothons in November, parents solicitation to be handled by class chairmen in each class, all of whom were briefed and introduced at Parents Weekend. All of these will be tied together on a three day weekend - October 29 - 31 with meetings of the Board, Alumnae Council and Council of Friends with meetings overlapping permitting each group to mingle with the other. It is being referred to as the October Troika.

DEERFIELD ACADEMY, Deerfield, Massachusetts and
THE PHILLIPS EXETER ACADEMY, Exeter, New Hampshire

Both of these schools have put out very outstanding reports on their annual giving programs. The reports are more superior than most college reports. Deerfield reported \$660,303 with \$322,816 in \$1,000 and up category. Exeter reported \$703,726 and in the \$1,000 plus group \$290,059. The reports have every imaginable analysis possible. From nine reunion classes Exeter received \$188,513 with the 20th reunion class doing \$52,291.

— *Mart & Lundy* INC.

JOHN I. CARLSON

PINGREE SCHOOL, South Hamilton, Massachusetts

Groundbreaking on October 7 for the new gymnasium-dining room complex drew over 300 people and the chairman announced \$404,000 raised toward a \$580,000 goal, from the Trustees and the Pingree family. The final \$175,000 is going to be the roughest.

THE GUNNERY, Washington, Connecticut

Survey report completed and since then complete disorganization. There are approximately five different factions all saying they are trying to pull things together and in turn are pulling the school apart.

The other schools are off and running but some of them cannot get themselves off the starting blocks. Long-range planning is one of the number one problems in schools; few staffs have the ability to see beyond the next day. Although the long-range plan Exeter did in 1970 looking ahead to the year 2000 is brilliant.

TOZIER BROWN

HAMILTON COLLEGE, Clinton, New York

More than \$7,000,000 has been raised against a goal of \$16,000,000 and the first meeting of the Major Gifts Committee was held just this week! However, eleven gifts of \$100,000 to \$1,500,000 have been obtained from Trustees and a few others.

Eight regional campaigns are in process but with controls lacking. There are 20 more to come in the months ahead. A great many changes must be made before this will even resemble a Marts & Lundy campaign.

Best of all, top-flight people to work with at all levels.

— *Marts & Lundy* INC.

TOZIER BROWN

COLGATE ROCHESTER/BEXLEY/CROZER, Rochester, New York

Very little momentum is evident in the midst of leadership solicitation and only about one-half of the Trustee gifts are in. In all, commitments exceed \$1,000,000 against a \$5,000,000 goal but it will be a long and difficult struggle to come even close to the goal. Special Gifts in Rochester will start after the first of the year and a new campaign will be launched in Cleveland.

Campaigning for three theological schools which are now under one roof is the most complicated kind of campaign you can imagine.

LEHIGH UNIVERSITY, Bethlehem, Pennsylvania

The current thrust is to get the annual giving program back to or higher than its former level: \$1,000,000. We have prepared the material for this all-out assault which will combine everything that anybody has ever used in an annual appeal.

ST. LUKE'S HOSPITAL CENTER, New York, New York

As we move toward the launching event on December 9 everything is becoming a crisis: case statement, Trustee gifts, medical staff campaign, etc. We are devoting four days a month there and considerably more service will be needed, especially after the first of the year.

BETHLEHEM AREA CHAMBER OF COMMERCE, Bethlehem, Pennsylvania

The feasibility study has been reported to the Board and to the entire community via an "Early Bird" breakfast meeting with more than 100 of the local citizens attending, including the mayor. Extensive newspaper and media coverage and a willingness to accept our recommendations and act upon them.

WASHINGTON & JEFFERSON COLLEGE, Washington, Pennsylvania

A \$500,000 challenge grant from the Benedum Foundation has given the "sizzle" to this campaign. Total commitments are well beyond \$1,000,000 now and Special Gifts campaigns are in full swing in the local community and in Pittsburgh. Joe Leckie has three other staff men helping but their experience ranges from "insufficient" to "none." Meanwhile, the pressures mount in all directions.

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TOZIER BROWN

NEW YORK URBAN LEAGUE, New York, New York

The special study has been reported to the President, Executive Director and Chairman of the Fund Development Committee. They seem very pleased and in agreement with all of the recommendations. Next week it will be reported to the Fund Development Committee and thereafter to the full Board. The First National City Bank (now Citibank) is underwriting the cost and will somewhat subsidize the increased cost of enlarging and improving the development staff of the League.

ROBERT B. ST. LAWRENCE

MARY INSTITUTE - ST. LOUIS COUNTRY DAY SCHOOL
St. Louis, Missouri

Great news! An anonymous donor has given \$500,000 which brings our total to over \$2.7 million. We are making plans to use this gift as a matching challenge with the hope that we can stimulate major and special gift workers to complete their assignments. There are about 450 major and special gift prospects unreported with a minimum giving potential of \$2 million.

ST. LOUIS FOUNDATION FOR ALCOHOLISM
AND RELATED DEPENDENCIES, INC., St. Louis, Missouri

Eight out of 35 board members have given \$60,000. Their gifts are equalling 90 per cent of minimum. We have to reach about 60 per cent of minimum to reach the board goal of \$100,000. Looking good!

The Executive Committee decided not to enlist a separate major gifts chairman and committee. Too many contacted wanted to be indians not chiefs. So, they will handle the 100 major gift prospects. Most of them are corporations. They have assigned some of the key ones to committee members. So far nothing on paper but one corporate president who is on the committee has agreed to give \$10,000 personally and has indicated we would get a six-figure gift from his company. A second corporation has also mentioned six figures. A third corporation has indicated a gift of \$50,000 to \$100,000.

Met with the chairman of the "Alumni Association" and have begun the organization of this group. There are about 70 prospects - not much potential - more moral support than anything else. Another 400 to 500 will be solicited by mail.

— *Martins & Lundy* INC.

ROBERT B. ST. LAWRENCE

Special gifts will begin organizing in November and December.
Have scheduled solicitation to begin in January.

Hope to get a medical staff committee organized in January.

E. BURR GIBSON

NORTHFIELD MOUNT HERMON SCHOOL, East Northfield, Massachusetts

Goal \$3,375,000 to meet \$1,125,000
DeWitt Wallace Challenge
Raised to date just under \$2,000,000

We have just finished a review of Northfield Mount Hermon's leadership gift prospects and have concluded that a bequest or two will have to come in in order for the School to meet the challenge. The regional campaigns are moving slowly but the area chairmen, vice chairmen, division leaders and workers are all coming in almost exactly at their ratings which we worked hard to make fairly reasonable. We have both personal solicitations and phonothons planned in the various regions, but it is obvious that almost every worthwhile prospect has been placed in the personal solicitation category. This is fine, of course, but it is likely to leave us with so little potential in the phonothons that there may be widespread discouragement. We will try to solve this problem by having the phonothons cover wider areas than the regions we initially planned, in order to give each group of telephoners some potential to work against.

WESTERN MARYLAND COLLEGE, Westminster, Maryland

Goal \$2,400,000 later raised to \$2,900,000
Raised to date \$2,420,000

It has now become clear that the same thing happened at Western Maryland as at Northfield Mount Hermon -- so many prospects were evaluated as being in the special gifts category that there is practically no one left with any potential in the general gifts phase. This means that some of the phonothons have been disappointing, although a phonothon of two weeks duration in the Baltimore area for general gifts has brought in another \$50,000. Because there were so few remaining in the general gifts program with any potential, the percentage of response has been lower than we predicted, as has been the average gift. After reviewing Bob St. Lawrence's phonothon figures for St. Olaf, I have decided I need to go back to the books on this aspect of campaigning!

— *Marts & Lundy* INC.

E. BURR GIBSON

The point I am trying to make here is that each field of prospects has to be reviewed carefully before we make projections, and that it isn't always safe for us to use just one overall set of figures when predicting possible results.

TRINITY COLLEGE, Hartford, Connecticut

Goal \$12,000,000
Raised to date \$9,600,000

The exciting news at Trinity is that Mr. James English, Chairman of the Board of the Connecticut Bank and Trust Company has agreed to join President Lockwood's staff and become his chief administrator in the area of finance. This represents a very real coup on Ted Lockwood's part because Jimmy English is widely known as an individual with a great intellect -- one with unusual stature not only in the Hartford community but in all of New England and probably even further afield.

There is nothing unusual to report at this time. We are still waiting for the next large gift to be consummated -- the one that I mentioned a couple of times which will fund another professorship.

TUSKEGEE INSTITUTE, Tuskegee Institute, Alabama

I will be reporting to the Development Committee the evening of November 4 and to the Board of Trustees the morning of the 5th, that the Institute has done a rather good job in its fund-raising over the years considering all of the built-in problems which are typical of most of our black institutions of higher education. Tuskegee is considering another capital campaign as a part of its Centennial celebration, and I know that one of the longest conversations will have to do with the possible goal. There are already indications from members of the Development Committee and the Board that there must be lots of big gifts somewhere out in the woods if only they could be identified and properly approached. As usual, we will have to try to convince them that the majority of the support must come from prospective donors already known to them.

THE LOOMIS-CHAFFEE SCHOOL, Windsor, Connecticut

We have an interesting problem developing here. The new Headmaster, Mr. John Ratté, who came aboard at the beginning of the academic year is making such a hit that the members of the Development Committee and the Trustees are all excited about launching another

— *Martins & Lundy* INC.

E. BURR GIBSON

capital campaign. The problem is that they are not ready for it and should not begin another one for another couple of years. They cannot believe it when fund counsel tells them to slow down. Also, one of the Trustees has offered a pledge of \$100,000 as a challenge gift toward a new Performing Arts Center, and another Trustee has said he will match it. That has increased the pressure for another campaign, of course, but we are going to hang in there and not let them rush out and spoil what could be developing into another excellent campaign for this excellent School.

JOHN E. TAYLOR

CONCORD ACADEMY, Concord, Massachusetts

A task force committee of the Board of Trustees is organized and assignments have been accepted. Regrettably, right after the assignments were made, the leading members of the team left the country. Some progress has been made in spite of this and the hope is that most of the major gifts prospect list will be contacted before the end of the year. The potential is impressive, but it appears that the appraisals are a bit high in some cases.

The annual fund program is progressing well. The phonothon is scheduled for nine nights with one follow-up in addition. Early gifts, and the first nights of calling, have been encouraging - over 100 callers have been recruited and the spirit is good.

MUSEUM OF SCIENCE, Boston, Massachusetts

The advanced gifts committee is being organized and the committee orientation meeting is scheduled for the middle of the month. The leadership gifts committee is being organized now. The annual fund program is also being developed concurrent with these programs. If these programs have even a modest degree of success, the Museum will at last be on the road to a successful 150th anniversary campaign.

— *Martins & Lundy* INC.

BRUCE G. FREEMAN

THE KEY SCHOOL, Annapolis, Maryland

The Third Decade Fund is off to a good start in terms of dollar commitments. The first five trustee gifts total \$40,500, with one of those already considering an increase in the original pledge. But, there are problems. A Christmas music program was canceled because of religious considerations. Naturally a number of people are unhappy and the Chairman of the Board (also campaign chairman) is at the center of the controversy. With the time and strain given to the controversy, there has been little follow-up and the schedule has slipped badly. Undoubtedly much of the difficulty could be ameliorated with full-time campaign direction.

PENNSYLVANIA COLLEGE OF OPTOMETRY, Philadelphia, Pennsylvania

The National Chairman and Trustee Solicitation Chairman have been enlisted. Trustee solicitation should start mid-November. While there have not been any pledges in addition to the \$350,000 committed in the President's Associates program, both enlisted leaders are talking about substantial gifts and in one case the discussions have been in six figures. The program is not moving as rapidly as we had hoped, but it is building a good foundation.

UNITED NEGRO COLLEGE FUND, New York City

The results of the national election should serve as a stimulus to get this effort on the track. President-elect Carter has consented to be Honorary National Chairman (incidentally, we never did get a reply from Ford's organization). Other problems regarding interpretation of the program still need to be resolved, but hopefully everything will fall into place after the first of the year.

MISCELLANEOUS

ShIPLEY School has received a \$45,000 pledge toward renovation of the old gym into an auditorium. They have three more major gifts prospects for this project. This is all a result of cultivation started in Next Step Forward I & II.

NCAE final survey report coming up. We learned much about doing association-type studies. The process included interviews, consultation meetings, and a mail sample.

— *Marts & Lundy INC.*

CAMPAIGN COMMENTS

GETTYSBURG COLLEGE
Gettysburg, Pennsylvania
(717) 334-3131

Long-Range Goal	\$5 million
Published Goal	\$5 million
Suggested M&L Goal	\$5 million
Raised to date	\$1,437,933

Charles W. Wolfe, Director

The largest gift to the campaign thus far was received this month in the form of a bequest of \$308,933. One hundred other gifts were also received totaling \$30,000.

We will have completed all of the area campaigns by Thanksgiving. At that time, it should be obvious that we have gone as far as we can go without good leadership effort and response. My final report will be written accordingly.

DETROIT COLLEGE OF LAW
Detroit, Michigan
(313) 965-7667

Long-Range Goal	\$1,750,000
Published Goal	\$1,750,000
Suggested M&L Goal	\$ 750,000+
Raised to date	\$ 526,510

James Millar, Director

Our four campaign co-chairmen, all Trustees, have decided amongst themselves to take over the 2,600 alumni of the Metropolitan Detroit Area. They sent a letter to the 300-odd workers asking them to turn in a final report on all prospects, or the cards themselves if still unsolicited, by October 31st. Thus far 12 have been heard from.

In the meantime, having had this segment of the constituency removed from my control, my instructions are to continue working the out-state areas with a year-end completion date for same. This I am so doing.

—Marts & Lundy INC.

UPPER IOWA UNIVERSITY
Fayette, Iowa
(319) 425-4256

Ralph D. Wolfe, Director

Long-Range Goal	\$1.6 million
Published Goal	None
Suggested M&L Goal	None
Raised to date	\$363,798

We took in a few dollars since our last report, \$138,515. Our faculty and staff campaign went very well. Their goal of \$53,000 was exceeded by more than \$8,000. Seventy-one people pledged this amount. It was one of the most successful faculty and staff campaigns I have ever conducted.

Three years ago the Trustees pledged \$142,650. To date we have received \$205,200. With seven Trustees still to be heard from, they should come close to their goal of \$240,000. It should be higher but when you consider the complexion of the Board has changed very little over the last three years it is not too bad.

Our largest gift to date is \$50,000 which was given by a friend at our leadership gifts kick-off dinner. Our speaker for the evening was Jesse Owens. He was superb in challenging those in attendance to support Upper Iowa's Challenge Fund.

We are now in the process of solicitating our leadership gifts prospects as well as kicking off our general gifts phase in Mason City. We are running into opposition in Mason City, Iowa because of having only a three-year interval. It appears they are not too anxious to accept the admonition that the Almighty loves a cheerful giver.

Happy Thanksgiving to all.

— *Marts & Lundy* INC.

SCHOOLS

POLYTECHNIC PREPARATORY
COUNTRY DAY SCHOOL
Brooklyn, New York
(212) 836-9800 Ext. 18

Long-Range Goal	\$1.5 million
Published Goal	\$1.5 million
Suggested M&L Goal	None
Raised to date	\$439,727

J. Wiley Christie, Jr., Director

As per usual there are a million and one things to be done. I am now waiting for a proof from the printer for the case statement. An advance gift committee is in the process of formation, and four more screening meetings will complete that item. A kickoff is scheduled for November 17. Now if everything falls in the right place we should be off and running.

PRINCETON DAY SCHOOL
Princeton, New Jersey
(609) 924-6700

Long-Range Goal	Undetermined
Published Goal	Undetermined
Suggested M&L Goal	\$2 million
Raised to date	None

Charles W. Hutton, Director

Progress is very slow at this stage, due largely to communications problems. A relatively new director of development who does not relate well to other school staff and who is defensive about the Marts & Lundy presence is a portion of the problem. Just as significant is the fact that Trustees have delegated most of the authority for the campaign to him in their original agreement and now that he has indicated that he will make a major gift they are caught in some binds. They have finally been convinced that regular steering committee meetings are essential and as of two weeks ago we began to make some headway.

Solicitation of Trustees continues and will be completed in about two more weeks but more coordinated planning will likely delay the beginning of major gift solicitation until the first of the year.

— *Marts & Lundy* INC.

THE CAMBRIDGE SCHOOL
Weston, Massachusetts
(617) 893-5555

Long-Range Goal	\$1,800,000
Published Goal	\$ 600,000
Suggested M&L Goal	\$ 600,000
Raised to date	\$ 243,000

C. Wellman Brown, Director

We are concluding our services this month, and I must say that I have never been through a campaign like this before. After nine months of steady work we have managed to bring in just a little over 100 gifts. About the only saving grace is the fact that in their last capital campaign it took over 1,200 donors to raise \$253,000, just \$10,000 more than we have to date. Quite literally, we have not even started.

For nine months I have been listening to the plea that The Cambridge School is different - that it does not turn out money makers, that it is not structured, that it is anything but traditional, etc., ad infinitum. Well, their unstructured ways certainly have been a struggle - like dealing with a bowl full of jelly. Yet when they would listen and would follow a few of our traditional principles they were always amazed at the results. It turns out that they are not so different after all. The money is there, and I only hope we proved that some of the people are willing if they are asked.

— *Martins & Lundy* INC.

MISCELLANEOUS

COMMUNITY HOSPITAL
Geneva, Illinois
(312) 232-0771

Long-Range Goal	None
Published Goal	\$1,500,000
Suggested M&L Goal	\$1,500,000
Raised to date	\$ 889,540

John C. Stahle, Director

October was another busy and productive month for us. We added substantially to our total, we recruited and trained the special gifts committees for Batavia and Geneva, and we are just a week away from launching the general gifts campaign for Geneva.

Our campaign organizations are about par for the course. About 60 per cent of the volunteers attend the "training sessions." The others attend a makeup "training session," come in for cards by appointment, or do not fulfill their promise to help.

After the Geneva general gifts committee gets going, we will be working about 2,500 cards.

There are three smaller areas to be organized yet. We should have these areas organized sometime during the weeks before Thanksgiving.

From now until the Christmas season, we will be exerting pressure on the leadership gifts committee to follow-up and complete their assignments. As you might expect, there are a lot of cards out there that ought to be coming in soon.

FAIRVIEW BAPTIST HOME
Downers Grove, Illinois
(312) 852-4350

Long-Range Goal	\$500,000
Published Goal	\$500,000
Suggested M&L Goal	\$500,000
Raised to date	\$ 4,300

Fred L. Broad, Jr., Director

Not much news from here this month. Everything is going along in a routine way. We got the Board solicitation started and all the calls are assigned but not much has come in yet, as you can plainly see. We have a couple of good men co-chairing our leadership gifts division who are now trying to put together the rest of their organization with the hope of getting this far enough along before the end of the year so that any of these prospects who want to make a year-end tax deduction will have time to do so.

Martins & Lundy INC.

We still do not have our general chairman, having been turned down a couple more times. This is proving to be something of a problem. Isn't it always? We tried a new twist with our brochure this time which looks great. Since this is a campaign to pay off a debt on a completed building which had been finished for three years and seen by everyone involved, the only picture that suggested itself for brochure illustration was one of the Administrator and the President pleading with the loan officer of the local bank. We managed to resist this temptation and decided not to use any pictures. Instead we have used some line sketches done by none other than Vincent Van Gardner of Providence, Rhode Island. It has all come off rather well and both we and the client are very pleased with the results. Thanks Bill!

We spent a delightful evening last Saturday with the St. Lawrence's at the new "521 West." This sounds like a great idea which I assume is explained elsewhere in this Reporter. Also, have just seen the new advertisement in CASE Currents. In the words of my Southern Baptist forebears, Hallelujah! Amen!

—Marts & Lundy INC.

FOLLOW-UP REPORTS

THE BALDWIN SCHOOL
Bryn Mawr, Pennsylvania

Mrs. Anne Shoemaker reports they are up to \$1,135,000 on their first phase goal of \$1,200,000. The lower school building is completed.

BLUFFTON COLLEGE
Bluffton, Ohio

Fred Broad visited the campus recently. They are up to \$1,565,000 and have a \$100,000 Kresge Challenge if they raise the balance for the science building (\$210,000 to go).

PIKEVILLE COLLEGE
Pikeville, Kentucky

Pikeville College reports they have collected \$1,150,000 of the \$1,300,000 goal.

CORNELL COLLEGE
Mt. Vernon, Iowa

Just received word from the Director of Development that one of our leadership prospects, first contacted over a year ago, came through with \$1,000,000. This puts them over the goal - somewhere near \$4,000,000 or maybe over.

— *Marts & Lundy* INC.

Assignments as of
November, 1976

** Albion College	St. Lawrence
* American Indian Archaeological Institute	Carlson
* Bucknell University	Richman
* Cambridge School, The	Brown, C. W.
* Chatham Hall	Carlson
* Christ Hospital	Carlson - Brown, C. W.
* Colgate Rochester Divinity School	Brown, T.
Community Hospital	Stahle
* Concord Academy	Taylor
* Deerfield Academy	Carlson
Detroit College of Law	Millar
** Essex Health Care Foundation	Hinebauch
Fairview Baptist Home	Broad
Gettysburg College	Wolfe, C.
* Governor Dummer Academy	Carlson
* Gunnery, The	Carlson
* Hamilton College	Brown, T.
* Harvard University	Gibson
* Key School, The	Freeman
* Lehigh University	Brown, T.
* Lincoln School	Carlson
* Loomis-Chaffee School, The	Gibson

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* Mary Institute - St. Louis Country Day School
 ** Mercersburg Academy, The
 * Montclair Kimberley Academy, The
 * Mount Union College
 * Museum of Science
 ** New York Urban League
 ** Noble and Greenough School
 ** North Carolina Association of Educators, Inc.
 * Northfield Mount Hermon School
 * New York College of Osteopathic Medicine
 * Pennsylvania College of Optometry
 ** Phillips Exeter Academy, The
 * Pingree School
 * Planned Parenthood League of Connecticut, Inc.
 Polytechnic Preparatory Country Day School
 * Pomfret School
 Princeton Day School
 * St. Andrew's School
 * St. Luke's Hospital Center
 * Saint Louis Foundation for Alcoholism
 and Related Dependencies, Inc.
 * San Antonio Museum Association
 * Simmons College
 * Simon's Rock Early College
 * Spelman College

St. Lawrence
 Brewer
 Carlson
 Richman
 Taylor
 Brown, T.
 Gibson - Iannoli
 Freeman
 Gibson
 Brewer - C. W. Brown
 Richman - Freeman
 Carlson
 Carlson
 Carlson
 Christie
 Gibson
 Hutton
 Carlson
 Brown, T.
 St. Lawrence
 Gibson
 Brewer
 Carlson
 Freeman

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- * Suffield Academy
- ** Tower Hill School
- * Trinity College
- * Tufts University
- * Tuskegee Institute
- * United Negro College Fund
- * UPCUSA - Support Agency
- Upper Iowa University
- * Wallace Village for Children
- * Washington & Jefferson College
- * Western Maryland College
- * Williston Northampton School

Gibson

Collins

Gibson

Taylor

Gibson

Gibson - Freeman

Gibson - Wells

Wolfe, R.

Brown, T.

Brown, T.

Gibson

Carlson

- * Counseling
- ** Survey
- *** Study
- **** Writing

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