

## TO THE WORKER

UPON YOU depends the ultimate success of this second annual Community Chest drive. Your report, together with that of your fellow workers will determine whether the goal of \$12,163.44 is to be reached. A brilliant victory was achieved last year--but the new quota is nearly \$3000 higher, and the world crisis will make money harder to find.

The very seriousness of our defense problem--rising prices and shortage of goods--makes this campaign more important. We have more need than ever for our character-building and charitable organizations which are part of the Chest.

Owing to the fact that one new organization, the University Y.M.C.A., has joined the Chest, and the fact that the United Service Organization's budget of \$2,400 is included in the Chest total, it will be necessary for every person to give 10 per cent more than he gave last year, if the goal is to be reached.

For these reasons, you must be more than just a collector of funds. You must be a salesman. A salesman needs talking points for his products. The slogan for this year's campaign, "Invest in Your Community", is your first talking point. Explain to the prospective donor what his contribution will mean to these worth-while organizations and to the community as a whole.

You remember that one of the main reasons the Chest plan was formulated was to eliminate the great number of separate drives which are carried on each year. Last year's slogan was "Nine Jobs in One." This year we are doing "Eleven Jobs in One!"

Point out also to the contributor that donations to Community Chest and to the U.S.O. are deductable from income tax payments.

SPECIAL QUESTIONS may be raised about certain points or particular organizations. Here are some which have already come to the attention of the Chest officials:

"What is the \$1,000 emergency reserve to be used for?"

"Why should I contribute to the U.S.O. when we have no army camp here?"

"Why should I give to the Y.M.C.A. when it is at the University of Kansas?"

"Is it true that a large part of the Salvation Army funds goes outside of Lawrence?"

ARE YOU ABLE TO ANSWER THESE QUESTIONS? If not, read this carefully:

The emergency reserve fund of \$1,000 (taken from last year's surplus of \$1,740) was set up to protect the organizations in case the quota is not raised in some year. In such event, this amount would be divided up among the participants to enable them to carry on their work.

Lawrence, of all cities, should be especially glad to contribute to the U.S.O., for our boys are in army and navy camps from Maine to Alaska. These soldiers and sailors may find time hanging heavy on their hands if they have no place to go to play when their work is done.