

specific interest and mailed at strategic intervals —  
i.e. those whose chief concern is swimming receive  
theirs the day following the swimming feature story, etc.

In some cases — and this procedure may  
be modified this year if the Finance Committee thinks  
it best — I send a brief "follow up" personal note  
to those whose ability to give is unquestioned and  
who fail to respond within a month's time.

Mr. Dean distributes copies to the Bd of Edu  
at their meeting, and members of the RC Exec Comm.  
are given copies at a meeting. Individual teachers  
in the city schools are not solicited, nor are those  
who work consistently as volunteers on the playgrounds,  
in the studio, or at the post.

Personally, I hope that one result of this  
year's campaign for funds will <sup>be an</sup> ~~result in~~ increases  
awareness of the citizens that the expenditure should  
be a public responsibility, shared by the city and  
school district or carried by the Community Chest.  
This way means that the same loyal people  
shoulder the load year after year

Marge S. Stockton