

Any fund-raising campaign requiring the support of the public should be backed by an intensive publicity program, which would include newspaper releases, radio programs, letters and public addresses. The variety of the avenues of approach will, of course, depend upon the size of the community and the size of the fund to be raised. Well organized teams should be formed under captains. The workers should know the total sum for which they are to obtain contributions and informed of the day-to-day progress. The size of the fund required should be determined in advance by the finance committee, which will confer with a planning committee of well informed specialists. The amount of this fund should be based upon a reasonable expectation of what the community is capable of raising, and if the project is not to be turned over to a state or municipal agency for future maintenance, then a sufficient backlog of funds should be set aside for maintenance.



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