

June 15, 1946

Justice Hugo Wedell and Memorial Trustees:

I would like to present a report of progress on the Memorial Campaign:

We have obtained something over \$50,000 in the first nine months of activity.

We have set up local organizations in many counties and cities. Ken Postlethwaite will give you the details on that.

We have spent \$10,387 getting all this under way.

Some terrible sins of omission and commission have been committed not a one of which will we admit for a minute as our fault. Here are some:

The campaign has been without benefit of big gifts obtained and announced in advance, except in a few localities.

We have not had adequate art work and promotional literature.

We have not had enough people officially connected with the campaign.

The campaign was not started promptly enough after the memorial was adopted, especially on the campus.

Here are some obstacles to overcome and circumvent, over which this board of trustees has no control.

The condition of affairs generally is disturbing and distracting. To carry on a campaign for anything, particularly something centered at a distant point, is like holding a picnic in a thunderstorm.

There is a great multiplicity of other campaigns in competition.

As in the case of any memorial, our particular choice is not unanimous. Furthermore, the campanile and driveway does not have the help of any special interest such as the sports enthusiasts, the journalists, and the like. It does not have the motivation that is sometimes built around a single personality.

Here are some of our suggested remedies and means of getting the job done:

(1) Create a finance committee which shall meet and give special attention to campaign techniques.

(2) Make an effort to streamline central office expense and set up, if possible, a close policy on expenditures which shall work in addition to the budget now in use.

(3) Set up a committee on publicity which shall give undivided attention to that field.

(4) Disabuse our minds of the idea that the campaign can be carried through in a few months. People seem to want considerable time to let the idea soak into their consciousness, and we find that it is soaking in.