

Why put on a campaign?

"Nowhere is Methodism more shortsighted than in her neglect of the student work on the campuses of our tax-supported schools."--Ebright.

"Now, more than ever before, our nation and world needs young men and women with education and technical training, but above all Christian Leadership training."--Woodburn.

Now is the time. Many say the Church has waited too long already. Developing Christian Character is most important. Why wait?

Why an Intensive Campaign?

What are the advantages? There is no substitute for the methodical interview in getting maximum results in fund raising.

An intensive campaign is merely the process of conducting a considerable number of interviews, without lost motion, with duplication eliminated, and on a sane, unified plan.

Among the advantages of the plan are the following:

1. It focuses attention on the project by intensive publicity.
2. It gives the enterprise "a place in the sun" for the required time--because the time is brief.
3. It eliminates procrastination. The thing must be done then or not at all.