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Analysis of Alumni Campaign

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Alumni Campaign

Kansas - Colo.

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ANALYSIS OF ALUMNI CAMPAIGN
TO DATE

C. W. Handel

Feb. 15, 1954

Since I am leaving before the productive part of this campaign gets under way, I am making an outline of what must be done if it is to succeed.

What has been done to date:

Nov. 14 - Dec. 10 - Survey of alumni. As there was no definite record of the financial potentialities and leadership abilities of the alumni, a survey was necessary. The first round below, done Thanksgiving week, reveals that 3.5% could not give at all, 79.6% could give but little, and only 4.9% could afford to give at least \$1000.

Study of Alumni of Western Kansas and Eastern Colorado
Survey by C. W. Handel, Nov-Dec., 1953

Name of Town	Total Alumni Listed	A	B	C	D	E	Could Not Find
Ashland, Kans.	7	:	:	2	1	3	1
Dodge City, Kans.	64	2	6	6	18	0	32
Garden City, Kans.	40	1	3	10	18	2	6
Lamar, Colo.	4	1	0	1	:	:	2
Pueblo, Colo.	8	:	:	1	2	:	4
Colorado Springs, Colo.	12	:	2	2	6	:	2
Denver, Colo.	90	:	7	28	38	:	17
Boulder, Colorado	14	4	1	3	5	:	1
Greeley, Colo.	1	:	1	:	:	:	-
Fort Collins, Colo.	1	1	:	:	:	:	:
Goodland, Kans.	15	1	3	2	6	1	2
Colby, Kans.	25	:	3	4	13	2	3
Oberlin, Kans.	14	1	2	4	7	:	-
Hoxie, Kans.	18	:	4	8	5	:	1
	223	11	32	61	119	8	71
Percentages		4.9	14.3	27.3	52.3	3.5	

As to the desire to do something for Fort Hays, this was found to be luke-warm, showing that there should have been a year's professionally directed public relations campaign pin-pointing and building up an enthusiasm for the project, as well as building up leadership. The survey was made of most of our producing territory.

There were four places found to have potentialities due to oil--namely, Larned, Great Bend, Russell and Paleo. The majority of the larger gifts must come from this area, except, of course, the town of Hays itself.

All of the alumni areas were organized early in December, and their meeting dates were set up by Vernon Meckel the second week in December, and immediately a plan of getting attendance by a personal letter from President M. C. Cunningham to each area was planned to be released 10 days to 2 weeks in advance of each meeting.

Also immediately, the attached organizational material was released to all area chairmen and they were to begin appointing county chairmen. Mr. Handel in January made the rounds to work with each area chairman on details of organization, leadership and program. Response was very mediocre, but by hard, concentrated work a fair representation was shown in the meetings. Distances are great, and

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people fear the weather. The meetings were as follows:

Area	Meeting Center	No. Cards.	Attendance *
Jan. 18, Northwest Area	Colby	317	22
Jan. 19, Northern Area	Norton	192	19
Jan. 20, North Central Area	Osborne	309	9
Jan. 21, Salina Area	Salina	230	17
Jan. 23, Wichita-Hutchinson Area	Wichita	289	17
Jan. 24, South Central Area	Larned	355	15
Jan. 25, Southwest Area	Garden City	364	27
Jan. 29, Eastern Colorado	Denver, Colo.	247	14

* Attendance figures do not include Faculty members or special guests.

Now you are faced with the problem of cleaning up a campaign that is already started.

HERE IS A MUST -- IT WILL NOT SUCCEED IF YOU DO NOT DO THE FOLLOWING THINGS:

1. Make regular personal contact (GO SEE THEM) with your area chairmen. Check each card that is out until it is returned. ENCOURAGE, DON'T BE OVERLY SYMPATHETIC. Listen to their problems and troubles but take every opportunity to pat them on the back BUT AT THE SAME TIME INSIST THAT THE JOB BE COMPLETELY FINISHED. Again-- see that every card is seen by a worker and reported back.
2. Pull out all cards that are "A" in rating. These must be approached for larger gifts by some official from the central organization, such as Dr. Cunningham, Mr. Sullivan, Vernon Meckel, or a member of the Endowment Committee who lives in the area. THIS IS WHERE THE MONEY IS MADE. Most of these "A" cards are in the following cities: Larned, Great Bend, Russell, Palco, Hays. There are a few scattered ones, such as Ben Hibbs, Ralph Archer, Mr. and Mrs. Leland Flora, Jim Yeager, Mickey Spillane, Mrs. Bendix, etc. Also, your Endowment Committee are all special gift prospects.
3. Memorials - these must be worked the same as special gift prospects ("A" cards). Here is your biggest source of income. This will be a long-time source.
4. Central Area Alumni--the five counties around Hays and Ellis County will produce as much as the rest of the entire state of Kansas. This is not including the merchants and friends in the City of Hays. This alumni group was to kick off with the city of Hays, which has now been indefinitely delayed. This area must be organized and given a chance to give, since proximity to the College and a greater concentration of alumni will form your most active group. These are the people who attend your games, special events, lectures, etc., and are a source of support. This area must be started at once.
5. Faculty campaign - this should be carried on without delay. We need the volume of money this would bring in to raise the amount to encourage the rest, and to begin to make a showing.
6. The Endowment Committee - They should all be approached at once for gifts by Dr. Cunningham or Mr. Sullivan and larger gifts should be indicated.
7. W.K.D.A. and its approach to the International Harvester Company. The way is now cleared by action of their Board and it is now in their minutes that they will make this appeal through W.K.D.A. direct to John S. McGaffrey, President of International Harvester, Chicago. We must do this--remember not to mention Ralph Archer's name in this, by his own request. He will help when it comes up for consideration by their Board. It is hoped that this making of an appeal through W.K.D.A. and the 15,000 ranchers and farmers of Western Kansas, can

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circumvent the IH policy of not contributing to tax-supported schools, and will open up the field for gifts from other similar companies.

Here is an estimate of what can be done if hard work and follow-through can be maintained in the next three or four weeks:

Area	Estimated Amount
Northwestern Area	\$2,500.00
North Area	1,500.00
North Central Area	1,500.00
Salina Area	1,800.00
Wichita-Hutchinson Area	2,000.00
Great Bend-Larned Area	3,000.00
Southwestern Area	3,000.00
Eastern Colorado Area	2,500.00
	<hr/>
	17,800.00
Special Gifts (worked separately)	7,500.00
Hays Area \$15,000.00	
Special Gifts, Hays Area 10,000.00	25,000.00
Faculty and employees	10,000.00
Memorials	50,000.00
Endowment Committee	25,000.00
City of Hays	50,000.00
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	\$185,300.00

This is a real possibility and can be done. Hastings, Nebraska, only a little larger than Hays, raised \$330,000 for Hastings College just from city of Hastings; and they don't have any oil fields.

You will note that neither student-parent appeal nor Industrials are mentioned. Such men as Ross Beach, on their own stationery, can write to their oil, gas and supply sources and raise considerable money. There are other sources, such as the people from whom the College buys, list of whom has been furnished by Mr. Keating; alumni outside of Kansas and Colorado; the sororities and fraternities, and also from friends of the College. It is possible to make \$200,000, which would buy the building, the furniture, and the drapes.

STUDENT UNION FUND DRIVE

February 15, 1954

SPECIFIC WORK TO BE DONE - CLEANING UP
WHAT IS ALREADY STARTED

See them personally - DONE WRITE OR 'PHONE. WORK THROUGH YOUR AREA CHAIRMAN.
GET HIM TO HAVE EVERY CARD PERSONALLY CONTACTED BY A WORKER.

Northwestern Area - Bob Helman, Area Chairman; S. S. Sidesinger, Colby, co-chm.

Cheyenne County - has a few cards to come in.

Sherman County - pretty well worked.

Rawlins County - Some to come in yet.

Thomas County - Mr. Sidesinger is doing a good job and has quite a bit yet to come in.

Sheridan County - needs special work (Hoxie) and a visit should be made as they are not doing as well as they should.

Wallace County - (Sharon Springs) - quite a bit to clean up yet.

Logan County - (Oakley) Mrs. Jim Ahrens has \$500 to come in and considerable more to come in. She is doing a good job--encourage her.

Gove County - (Gove) Rich Roemer is beginning to work. Follow through with him. There is some money to be made here--he was sick and got a later start than the rest.

North Area - Wilbur Meckenstock, Chairman; Keith Sabelius, co-chairman; A. G. Schneider, co-chairman. There needs to be concentrated follow-through here. The co-chairmen are stronger leaders than the chairman. Phillipsburg is now being worked by Louis Chittenden of the Kansas-Nebraska Gas Co. A good man has it organized and working.

Decatur county - Mr. Meckenstock and his chairman, Arris Johnson of Kanona, have done a poor job here. Something should be done to strengthen it. A trip should be made there to talk with some of our alumni to see if it can't be re-worked. I believe that Mr. Meckenstock pushes insurance so much that people run when they see him coming.

Norton county - Both Keith Sabelius and Abe Schneider need a little push to finish this up. See them personally.

Phillips County - Louis Chittenden should be contacted again to pick up his money and to get a thorough clean-up. He is a good man.

Graham County - (Hill City) This needs a good check-up. Something is being done, but it should be visited once or twice more for clean-up.

North Central Area - Paul Sandy, Area Chairman.

You need to prop Paul Sandy up and get him out to clean up this job.

Smith, Jewell and Osborne counties need attention and work.

Mitchell County - is working, but should be seen and pushed.

Rooks County - this is a very important spot. There is a lot of money there and it must be better organized. Darrell Hinkhouse was to have been chairman but passed it over to Wallace Steeples; now Steeples will not do it. They must get to work and function. Both Steeples and Hinkhouse can give \$1,000 per year for three years. Special gift work must be done in Palco as it is one of our hopes for raising money. I still believe that Rooks county should be changed over to the Central (Hays) area.

Salina Area - O. D. Edgington and Maurice Waeldin, co-chairmen. Edgington is a nice fellow but he doesn't work and hasn't worked to get things done. Maurice Waeldin has tried to get Edgington out but with no success. Edgington is now in Mexico, and after talking this over with Vernon Meckel, Vernon is appointing Waeldin as chairman. This needs a visit and a good, hard push.

Ellsworth and Saline counties are getting some work done, but you must go out early and spend a full day with Waeldin to visit all outlying counties and get them to work.

- Wichita-Hutchinson Area. This is a scattered area, but Bob Freeman is doing a good job. He had to mail some far-flung county cards, but the rest are being worked. Last Saturday (Feb. 13) I met with Bob Freeman, "Spud" Cardona and Wendell Pyle, and the Hutchinson part of the campaign is under way, but will bear watching. You must make a visit or two to get it going and clean it up.
- Larned-Great Bend Area. Warren Kopke needs help. This is one of your most productive areas potentially.
- Barton County - Tuesday, Feb. 16, alumni are meeting to pass out cards and get the work completely under way. Last week we had a meeting with Kent Collier and set this up. There are over 50 cards already out. See that Kopke follows through and gets these back in.
- Pawnee County - Mr. Barstow is a poor chairman. He needs to have a meeting like Great Bend is having. Barstow is, on the other hand, a valuable man to work with Mr. Wm. Vernon on special gifts work. If you could replace Barstow with a live wire worker, it would be better, and let Barstow do special gifts work as above suggested.
- Edwards County - Kinsley. Joe Hamm at the Rexall Drug Store is working on this. I got him well started last week. Visit him, and he will do a good job, I believe.
- Rice, Stafford, Kiowa, Pratt, Comanche and Barber counties - all need attention. Have Kopke stay right after them, because they have real potentialities, but some don't even have their cards yet.
- Southwestern District - Jim Kershner is doing one of the best jobs of all. I have gotten Dodge City re-organized and you will have to follow up on Larry Yost. He is a good man but needs encouragement and check-up. The rest of the counties, Jim has pretty well in hand, but DO FOLLOW UP on Dodge City. It should produce at least \$1500.
- Eastern Colorado - this will take a full day with Dr. Burtis Taylor, or preferably two half-days. Mrs. Bendix, Denver; James Yeager, Boulder; Mr. and Mrs. Leland Flora, Lamar, and his partner Mr. and Mrs. Harold Willmeth, Glenwood Springs, should be seen personally for larger gifts.
- Topeka-Manhattan - a date should be set with Topeka; they want to meet. They should handle their campaign similar to the way Bob Freeman did in Wichita (we have copies of Bob's letters).
- Alumni General Campaign - outside of the states of Kansas and Colorado. This is being done by mail. A series of letters will be sent out. It will be interesting to see the results.
- Special Gifts - See separate folder list and instructions.
- Memorials - See separate folder, list and instructions.
- REMEMBER - See them personally. Work through your Area Chairman. Follow up all cards until a worker has seen every prospect. Don't resort to letter writing. This is weak and unproductive. Write only as a last clean-up effort, when everything else is finished.

BE SURE THAT WE THANK EVERYONE BY CARD OR LETTER.



No. 1000

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