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### Executive Committee - Endowment Association Meeting

Fort Hays Kansas State College

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EXECUTIVE COMMITTEE \* ENDOWMENT ASSOCIATION  
December 3, 1953

Members present: Kenneth Hinkhouse, Norbert Dreiling, M. C. Cunningham, W. E. Keating. Others present: Carle Handel and Mrs. Helen Francis.

The meeting was called for the purpose of signing the contract with Cumerford, Inc. The contract was signed by Kenneth Hinkhouse, President and W. E. Keating, Sec'y.

Mr. Handel wished to make a report on the trip which he had just completed, in which he visited about 18 towns and cities in western Kansas and Colorado, contacting alumni and friends. No solicitation for funds was made. The plan was presented and he found a favorable response, only one man indicated that he was not interested in cooperating.

A survey was made of 223 persons on this trip, as to leadership and financial standing. Mr. Handel plans to make other trips through the western two-thirds of Kansas to make the same type of survey. In all of the areas he will organize and instruct groups of alumni and friends who will do the soliciting. It is the plan to so organize the campaign that no person will need to solicit more than four or five people, and to carefully plan the campaign so each solicitor will contact the persons with whom he can best work.

Mr. Handel said he had found a very warm feeling for the college within the local community.

A survey will be made of concerns doing business in this area to learn the amount of sales, etc. Contacts will be made with agricultural industries, oil industries, food companies, and other corporations doing business in this area.

The calendar for contacts was discussed. It was suggested that the industrial and big business concerns be contacted as quickly as possible, maybe before January 1. Begin at once to organize the alumni campaign and to start the work with alumni, faculty and parents of students about the first of January to carry through March, if necessary. Contact the local community about the last of February.

The suggestion was made that members of the Western Kansas Manufacturers Ass'n and the Western Kansas Development Association will be interested and helpful in the campaign.

Mr. Handel asked to have some architectural plans and pictures as quickly as possible. He suggested the possibility of selling memorials, and blue prints or pictures would be helpful for this purpose. He asked each one to prepare a list of names of possible contributors, not included in other lists.

The committee discussed the length of time for which pledges should be made. Motion was made by Mr. Keating, seconded by Mr. Dreiling that pledges be taken for a period not to exceed three years. Motion carried unanimously.

Mrs. R. U. Brooks has been employed to assist with the office work, and a room in the Applied Arts building has been fitted up for a campaign office.

Mr. Handel reported that the publicity man from Cumerford, Inc. will be here on Monday, Tuesday and Wednesday of next week, to organize the publicity campaign.



Some items suggested to be kept in mind for the publicity:

- . We cannot build a Student Union with tax funds
- . This is not a continuous program--only one drive will be made
- Our alumni in general are in low income brackets
- The effects of the recent drouth (although banks in the area visited by  
    Mr. Handel reported higher than usual deposits)
- We are in the center of a great trade area, which makes Hays an important town.
- Hays is the center of education in western Kansas
- Many children of the area come under the instruction of our graduates

Mr. Handel suggested a weekly meeting with the Fund Raising sub-committee for the Student Union, and the Executive Committee of the Endowment Association. The first meeting was set for Tuesday, December 8th, at 11:45 at Cody Commons, at which time the publicity man would be present to discuss the publicity plans.

W. E. Keating, Secretary-Treasurer