

Fort Hays State University

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August 2022

### Fund Drive Advertisement

Fort Hays Kansas State College

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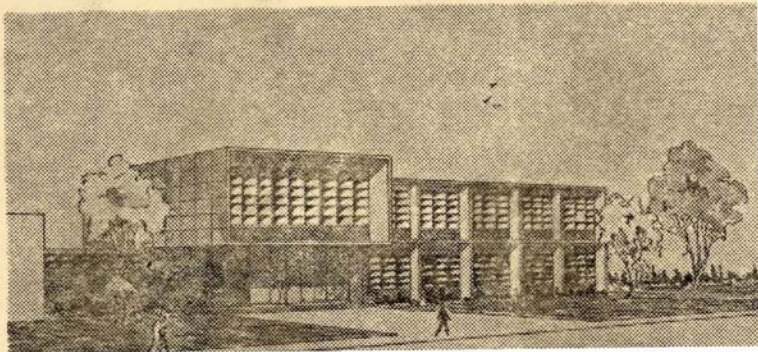
Fort Hays Kansas State College, "Fund Drive Advertisement" (2022). *Buildings & Facilities*. 956.  
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Fort Hays Kansas State College  
will need your support in its campaign to raise  
funds to build this

**Student  
Union  
Building**

for which state  
money cannot  
be used.



## To All Community Leaders . . .

Pause with us and consider what a college means to the city in which it is located.

### Business-wise . . .

- ✧ \$1,400 per year per student (Fort Hays State has 1,300 of them), according to a recent national survey. Cold figures show this is the equivalent of an industry with 844 employees.
- ✧ Trade from a vast Western Kansas territory which would remain completely untouched by Hays if the college were not here.

### Leadership-wise . . .

- ✧ Hays has first chance at the cream of Western Kansas youth, many of whom come as students and stay in the city as business and professional people. (Count the ones you happen to know.)
- ✧ Faculty members, specialists in a variety of fields, who give freely of their time and knowledge to community projects.

### Culture-wise . . .

- ✧ The emphasis a college places on the better things of life is so contagious not a single resident of Hays escapes its influence.
- ✧ One example—More than 50 per cent of Hays High School's graduates attend college, compared to a national average of 22 per cent.

This month, the business leaders of Hays will be asked to place a cash value on their appreciation of Fort Hays State College. The Endowment Association hopes you will keep in mind the facts listed above.

Sincerely yours,

NORBERT DREILING,  
Hays chairman.