

Churches Turn To Professional Fund Raising Organizations To Promote Capital for New Buildings, Operating Budgets

Washington — Hundreds of American churches will reverse the "do-it-yourself" trend this year by hiring professionals to take over the traditional layman's job of raising money.

Professional fund-raising organizations have been playing an increasingly important role in church finance for the past several years. This year, authorities estimate, they will direct upwards of 2,000 church fund drives for a total of more than \$300,000,000.

Most of these will be "capital fund" drives—money for new buildings. Some churches will also seek professional help in meeting their regular operating budgets.

First By YMCA

The first professional fund-raising firms were established in the early twenties by former YMCA officials who had worked together during World War I liberty loan drives. Today there are more than 400 such firms in the nation. Among those which are prominent in church fund drives are the Wells Organization; National Fund Raising Services; Marts & Lundy; Ward, Dreshman & Reinhardt; the American City Bureau; Lawson Associates; and Ketchum Inc.

Their fees for conducting a building fund drive may range from less than \$2,500 to more than \$10,000, depending on the size of the church and the goal. Most of the large firms work fee basis. The American Association of Fund-raising Counselors considers it unethical for a firm

to charge a percentage of the sum raised.

Weeks of Planning

For its fee, a church gets the full-time services of a professional director (usually just one man) who spends from four to eight weeks planning and supervising the drive. Actual solicitation of pledges is done by members of the church, with the director coaching from the sidelines.

How can a church afford to pay up to \$1,000 a week for one expert's service? The answer, according to hundreds of satisfied customers, is that the professionals usually can help a church to raise a far larger sum than it could have raised with entirely local talent.

The files of the professional firms bulge with enthusiastic letters which seem to bear out the claim that a professionally-aided canvass will bring in from 50 to

100 per cent more than the homegrown variety.

Despite this record of financial success, many church members remain dubious about the whole idea of bringing in professionals of using "high pressure tactics" or other methods that are inconsistent with Christian motivations for giving.

Wrong Appeal

Critics charge that some professionally-run canvasses appeal more to the motive of human pride—which Christ condemned as a cardinal sin—than to the spirit of love and gratitude toward God which ideally prompts a churchman to give. Often, they say, church members are shamed into making larger pledges than they want to make, in order to "keep up with the Joneses."

Publicizing the pledges of the minister and representative

members of the church—a tactic used by some, but not by other professionals—is frequently cited by critics as an objectionable approach.

Professional firms are fully aware of this criticism, and have answers for it. They point to testimonials from scores of clergymen who say that professionally-run canvasses yielded "spiritual dividends"—in the form of increased church attendance, more members participat-

ing in church activities, and a general atmosphere of heightened devotion—that surpassed the financial results in importance.

With American churches embarked on a building boom that will cost them a record \$850,000,000 this year, the prospect is that more and more congregations will turn to professional firms for help during the next few years.

Death of Brave Little Girl Saddens Santa Monica Residents

Santa Monica, Calif. — (U.P.)—Sadness touched the hearts of residents of this beach resort city today with the news that little Nancy Hamilton had lost her fight to conquer a rare blood disease.

The 13-year-old girl, whose courage overshadowed her years of suffering, died Thursday less than three months after she returned from a pilgrimage to the Lady of Lourdes Shrine in France.

Her mother found Nancy dead in her wheelchair.

Little Nancy's fight to live attracted national attention. Her prayers were answered when

townspeople and her mother, Mrs. Marguerite Hamilton, raised the money for the pilgrimage in hopes that the child could be cured by a miracle.

The brave little girl, who had both legs amputated in an attempt to prevent the disease from spreading, returned from the shrine with added hope that she might be cured.

Nancy's heart-warming story began with her fight to live after she was born with a crippling congenital disease, lymphohemangioma. Three months before her birth, the girl's father lost his life in an automobile accident.

Azalea Festival Set for Week End

Brookings — The 17th annual Azalea Festival will be held in Brookings Saturday and Sunday, June 9 and 10, with various activities scheduled for each day.

Virgil Clark, general chairman of the event which is sponsored by the Brookings-Harbor Chamber of Commerce, said the Festival will include a pet parade at 10 a.m. Saturday, a gem and mineral show, organ concert in Azalea State park, Azalea Garden club flower and art show, and contests for children under 15 years old.

Kay Nichols will be crowned queen of the Festival at ceremonies starting at 11:45 a.m. Saturday, and the Queen's ball will be held at Chetco Grange hall starting at 9 p.m. Saturday. Music will be by Red Bright.

Sunday activities include an outdoor interdenominational church service in Azalea park starting at 10 a.m. Flower and art and the gem and mineral shows will be open Sunday, and at 12:30 p.m. at Azalea park, a barbeque will be held.

Grace Ordered To Return To Film Work

London — (U.P.)—The Daily Sketch said today Metro-Goldwyn-Mayer has sent an ultimatum to Princess Grace of Monaco to report back for work in two weeks or give a good reason why.

Simon Ward, the Daily Sketch gossip columnist, suggested that a baby might be one reason for not returning in a fortnight. He said the ultimatum should end the pregnancy rumors once and for all.

Kelly of Philadelphia and Hollywood, returned with her husband, Prince Rainier III Thursday to the principality of Monaco after a six-week honeymoon cruise.

"Before the wedding, you'll remember, Prince Rainier said there were to be no more films after marriage," Ward wrote. "But the quarter-million dollars MGM gave him as a wedding present may change his mind. After all, he's allowed Grace to stay on the studio payroll."

The princess, formerly Grace

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