

SWEDISH AMERICAN TERCENTENARY ASSOCIATION

Chicago Office
Room 815 - 624 South Michigan Avenue
Chicago, Illinois
Telephone - Harrison 1938

EXTENSION OF CAMPAIGN DATES

TO DISTRICT CHAIRMEN OR CHAIRMEN OF THE MUSEUM ENDOWMENT FUND CAMPAIGN, TO MEMBERS OF THE EXECUTIVE COMMITTEES, TO SECRETARIES, AND PUBLICITY CHAIRMEN:

I Campaign Dates Extended

As intimated in a previous release, Form 44, a considerable number of Tercentenary Districts have been unable to form their campaign teams early enough to complete their General Canvass by May 14. It is now announced that the campaign dates May 3-14 have been extended.

Inasmuch as so many Districts are in different stages of their organization work, each District should agree on its own extension period. However, experience would determine that the new dates agreed upon should not be set too far in the future. It is suggested that June 4 should serve as a final date of the General Canvass. This should allow all to plan their work carefully, and then work their plan. The majority will find it possible to close long before June 4. Correspondence reveals that a few will close later than June 4.

This extension means that a District that had planned to conclude its work on May 14 may well take another week or ten days, and so canvass every person on its Master List; and a few new names may want to be added. The Genealogical Charts will help the Team Worker. (See next page.)

II Report Meetings Absolutely Essential

Report meetings practically make or break a campaign. As a rule, well-attended report meetings mean a successful campaign. All Team Captains should have their full Teams present at each report meeting. As the campaign dates are extended, new dates for report meetings must be established by the District or local leaders. (See Form 44 for suggestions.)

III Attractive Genealogical Charts

It is now determined to place sample copies of the Genealogical Chart in the hands of the Team Worker. These charts will be released to all Districts within a day or two.

With the Genealogical Chart in hand, the Team Worker should be able to enlist a very large percentage of all persons canvassed. To answer questions, the Team Worker should make a careful study of the Genealogical Chart, and the printed instructions for same which are furnished.

IV Give Opportunity for All Who are Able and Willing

All committeemen and workers should know that there is a tremendous enthusiasm in the entire nation. Not all can become members of the American Swedish Historical Foundation, but there are many who are able and willing to do so, and all of these should be given the opportunity. All such persons should be listed on a Master List by the Team Captain, their names and addresses entered at the top of the membership cards, and then canvassed by the Team Worker. (See Worker's Carry Envelope.)

V District Quotas

It is hoped that no District will fail to make its quota. It is planned that work will be reported by Districts on June 28 at Philadelphia, when the Museum will be dedicated.

VI Campaign Teams


It looks now as though we had more than 1200 campaign teams, and many are not reported. Are your Teams reported? Please report the number of your Teams at the earliest hour.

Kindly communicate with this office if we can help you.

Sincerely yours,



Francis J. Plym, President
and National Campaign Director



Frank Torell
Associate Director