

UNITED FUND OF GREATER ST. LOUIS, INC.

CHAPTER CHAIRMAN'S INSTITUTE

MONSANTO COMPANY - 800 N. LINDBERGH
WEDNESDAY, AUGUST 18, 1971 - 9:00 A.M.

DARRYL R. FRANCIS, MASTER OF CEREMONIES

9:00 -9:05 - WELCOME AND OPENING REMARKS

GOOD MORNING

I AM DARRYL FRANCIS, PRESIDENT OF THE FEDERAL RESERVE BANK OF ST. LOUIS,
AND THIS YEAR I AM SERVING AS CHAIRMAN OF THE BANKS SECTION OF THE
COMMERCIAL CHAPTER DIVISION OF THE UNITED FUND.

I WOULD LIKE TO WELCOME ALL OF YOU TO THIS INSTITUTE AND TO THANK YOU
FOR TAKING TIME OUT TO PARTICIPATE IN A PROGRAM, WHICH WE HOPE WILL LEAD
TO A BETTER UNITED FUND CAMPAIGN IN YOUR COMPANY. THIS INSTITUTE IS
HELD ANNUALLY FOR THE PERSON OR PERSONS IN EACH COMPANY WHO IS ASSIGNED
THE RESPONSIBILITY FOR CONDUCTING THE EMPLOYEE AND EXECUTIVE SOLICITATION
ON BEHALF OF THE UNITED FUND.

ONE OF THE MOST IMPORTANT REASONS FOR THE SUCCESS OF OUR UNITED FUND OVER
THE PAST EIGHT YEARS, HAS BEEN THE INCREASED GIVING OF EMPLOYEES AND
EXECUTIVES. WHEN THE UNITED FUND, AS WE KNOW IT TODAY, WAS FORMED IN 1955, TWO
OF ITS MAJOR OBJECTIVES WERE TO SPREAD THE BASE OF GIVING AND TO PROVIDE FOR
EQUITABLE SUPPORT OF OUR COMMUNITY HEALTH AND WELFARE SERVICES BY ALL
CITIZENS. I THINK IT IS SAFE TO SAY THAT WE HAVE BEEN RELATIVELY SUCCESSFUL
IN THESE TWO AIMS ...BUT WE STILL HAVE A LONG WAY TO GO.

LET ME BRIEFLY SHARE WITH YOU, SOME STATISTICS ALONG THIS LINE.

THERE WERE 192,000 PERSONS WHO CONTRIBUTED \$2,809,000 IN THE FIRST UNITED FUND CAMPAIGN IN 1955. LAST YEAR 319,900 EXECUTIVES AND EMPLOYEES CONTRIBUTED \$8,704,000.

I AM SURE YOU CAN SEE WE HAVE MADE PROGRESS.

BUT, LET'S LOOK AT THIS ANOTHER WAY. SINCE 68% OF ALL POTENTIAL CONTRIBUTORS MADE A PLEDGE LAST YEAR, THIS MEANS THAT 32% ARE CONTRIBUTING ABSOLUTELY NOTHING TO THE UNITED FUND. IF THESE PEOPLE WERE JUST TO GIVE THE AVERAGE CONTRIBUTION OF THOSE WHO ARE GIVING, IT WOULD MEAN VERY NEARLY \$3,000,000 ADDITIONAL DOLLARS FOR OUR UNITED FUND.

I MENTION THESE FIGURES ONLY TO POINT OUT THAT THERE IS A GREAT DEAL OF UNTAPPED POTENTIAL REMAINING IN OUR COMMUNITY FOR THE UNITED FUND AND THROUGH IT, TO OVER 100 VITAL AGENCIES WHICH MAKE OUR COMMUNITY A BETTER PLACE IN WHICH TO LIVE AND RAISE OUR FAMILIES.

AS CHAPTER CHAIRMEN IN YOUR RESPECTIVE FIRMS, YOU HOLD THE KEY TO UNLOCKING THIS UNTAPPED POTENTIAL. I HOPE THAT THIS INSTITUTE WILL HELP YOU IN ACHIEVING THIS GOAL. WE WILL ATTEMPT TO TELL YOU THIS MORNING HOW SUCCESSFUL EMPLOYEE CAMPAIGNS ARE PLANNED AND EXECUTED.

EACH YEAR, OUTSTANDING CITIZENS OF OUR COMMUNITY SERVE IN VOLUNTEER LEADERSHIP POSITIONS FOR THE UNITED FUND CAMPAIGN. DON LASATER, CHAIRMAN OF THE BOARD OF MERCANTILE TRUST CO. IS THIS YEAR'S UNITED FUND CAMPAIGN CHAIRMAN. DON HAS SERVED ON THE UNITED FUND SPEAKERS BUREAU, HAS BEEN A LOANED EXECUTIVE AND HAS HELD KEY CAMPAIGN POSTS FOR A NUMBER OF YEARS. IT GIVES ME GREAT PLEASURE TO PRESENT HIM TO YOU NOW.

DON

(DON LASATER SPEAKS)

THANK YOU DON.

9:15-9:25 - AGENCY IN ACTION

LATER IN THE PROGRAM YOU WILL BE HEARING MORE ABOUT TOURS OF UNITED FUND AGENCIES, FOR YOUR SOLICITORS AND EMPLOYEES TO SEE AND WITNESS AN AGENCY IN ACTION.

WE ARE PRIVILEGED TO HAVE WITH US, MR. DAVID A. YOUNG, THE EXECUTIVE DIRECTOR OF THE UNITED CEREBRAL PALSY ASSOCIATION OF GREATER ST. LOUIS, A UNITED FUND AGENCY. THIS MORNING, MR. YOUNG REPRESENTS OVER 100 AGENCIES, AND THE SMALL CHILD WITH HIM, WHO YOU WILL SHORTLY MEET, REPRESENTS OVER 500,000 PERSONS SERVED EACH YEAR BY THE AGENCIES WHICH ARE SUPPORTED THROUGH THE ANNUAL UNITED FUND CAMPAIGN.

IT IS MY HONOR TO PRESENT TO YOU, MR. DAVID A. YOUNG, DAVE

(DAVID YOUNG SPEAKS)

THANK YOU DAVE.

9:25-10:05-HOW TO ORGANIZE A SUCCESSFUL EXECUTIVE-EMPLOYEE CAMPAIGN

AT THIS POINT IN OUR PROGRAM WE WISH TO PRESENT TO YOU SOME OF THE BASIC TECHNIQUES AND CAMPAIGN IDEAS THAT HAVE BEEN DEVELOPED OVER THE YEARS AND PROVEN TO BE SUCCESSFUL, BASED ON THE ACTUAL EXPERIENCE OF LOCAL FIRMS,

EACH OF THE SIX INDIVIDUALS YOU ARE ABOUT TO HEAR HAVE BEEN DEEPLY INVOLVED IN THE CAMPAIGNS OF THE FIRMS THEY REPRESENT AND EACH WILL SPEAK ON A CRITICAL PHASE OF THE OVERALL EFFORT.

OUR FIRST SPEAKER IS CARL CALAMIA OF INTERCO, INC. CARL WAS INTERCO'S CHAPTER CHAIRMAN LAST YEAR AND THIS MORNING HE WILL TELL YOU SOME OF THE THINGS YOU SHOULD DO WHEN YOU INITIALLY ORGANIZE YOUR CAMPAIGN.

IN VIEW OF THE FACT THAT INTERCO EMPLOYEES PRODUCED A \$75 PER CAPITA LAST YEAR, I'M SURE THAT CARL WILL BE ABLE TO OFFER SOME TIMELY SUGGESTIONS FOR YOUR CONSIDERATION.

CARL

(EACH OF THE NEXT FIVE SPEAKERS WILL
INTRODUCE THE PERSON WHO FOLLOWS THEM)

10:05-10:20 -- COFFEE BREAK

WE ARE NOW GOING TO TAKE A 15 MINUTE COFFEE BREAK AND WE HAVE ASKED THE SIX PEOPLE YOU HAVE JUST HEARD TO STAY IN THE ROOM TO ANSWER ANY QUESTIONS YOU MAY HAVE ON THEIR PARTICULAR AREA OF EXPERTISE. THEY WILL BE ASSISTED BY MEMBERS OF THE UNITED FUND STAFF IN ANSWERING ANY INQUIRIES YOU MIGHT HAVE SO DON'T HESITATE TO COME UP AND ASK THE EXPERTS.

BEFORE WE BREAK, I HAVE ONE IMPORTANT ANNOUNCEMENT. WILL ALL FEDERAL GOVERNMENT PROJECT OFFICERS IMMEDIATELY REPORT TO THE ATTRACTIVE YOUNG LADY IN THE RED COAT STATIONED ON THE STAIRWAY JUST OUTSIDE THE DOORS AT THE REAR OF THIS ROOM. SHE WILL EXHORT YOU TO A SPECIAL SCREENING ROOM WHERE COFFEE AND ROLLS WILL BE SERVED AND YOU WILL HAVE THE OPPORTUNITY TO VIEW THE NEW 1971 C. F. C. FILM.

THOSE OF YOU WHO ARE NOT FEDERAL GOVERNMENT PROJECT OFFICERS WILL FIND REFRESHMENTS IN THE CORRIDOR JUST OUTSIDE THE MEETING ROOM. WE WILL RECONVENE AT 10:40 (STATE TIME) FOR THE BALANCE OF OUR SESSION.

10:20-10:27 - 1971 CAMPAIGN FILM

AT THIS POINT IN THE PROGRAM WE WISH TO PREVIEW FOR YOU THE 1971 CAMPAIGN FILM. THIS FILM IS MADE AND DESIGNED TO BE USED BY FIRMS AT EMPLOYEE RALLIES, TO TELL THE STORY OF THE SERVICES PROVIDED BY UNITED FUND AGENCIES.

THIS FILM WILL HELP YOU BRING TO EMPLOYEES A BETTER UNDERSTANDING OF THE ANNUAL UNITED FUND CAMPAIGN WHICH PROVIDES SUPPORT TO OVER 100 AGENCIES, AND HOW THEIR ONCE-A-YEAR PLEDGE HELPS OVER 500,000 PEOPLE IN OUR COMMUNITY.

(SHOWING OF CAMPAIGN FILM)

10:27-10:32 - LABOR SPEAKS

BEFORE MOVING ON, JUST LET ME POINT OUT THAT ALL OF THE FILMS YOU HAVE SEEN HERE THIS MORNING ARE AVAILABLE FOR YOUR USE AND CAN BE OBTAINED FROM YOUR LOANED EXECUTIVE OR BOOKED THROUGH UNITED FUND HEADQUARTERS.

I'M SURE YOU WILL FIND THAT THESE FILMS WILL BE A VALUABLE ASSET TO YOUR CAMPAIGN EFFORT.

AND NOW IT GIVES ME GREAT PLEASURE TO INTORDUCE TO YOU, MR. JAMES BROWN, BUSINESS REPRESENTATIVE, RETAIL STORE EMPLOYEES UNION #655, AFL-CIO, MR. BROWN HAS SOME WORTHWHILE COMMENTS ON THE ROLE OF ORGANIZED LABOR IN THE UNITED FUND CAMPAIGN.

JIM.

(JAMES BROWN SPEAKS)

THANK YOU JIM.

10:32-10:42 - NEEDS OF UNITED FUND AGENCIES

TWO OF THE MOST IMPORTANT FUNCTIONS OF OUR UNITED FUND ARE THE RESPONSIBILITY FOR DISTRIBUTING THE DOLLARS RAISED, AND FOR INSURING THAT THE AGENCIES PROVIDE NEEDED SERVICES AND PERFORM THEM EFFICIENTLY.

THE VOLUNTEERS IN THE UNITED FUND ORGANIZATION RESPONSIBLE FOR THESE FUNCTIONS MAKE UP THE AGENCY RELATIONS COMMITTEE. SINCE I HAPPEN TO BE A MEMBER OF THIS COMMITTEE LET ME TAKE A FEW MINUTES NOW TO GIVE YOU SOME INSIGHT INTO THE NEEDS OF UNITED FUND AGENCIES AND HOW THE DOLLARS RAISED ARE BUDGETED AND SPENT.

10:42-10:57 - GUEST SPEAKER

AS MANY OF YOU ALREADY KNOW, THE UNITED FUND HAS A SPEAKERS BUREAU, WHICH THIS YEAR IS MADE UP OF ABOUT 130 LADIES AND GENTLEMEN FROM ALL WALKS OF LIFE. THESE MEN AND WOMEN GIVE FREELY OF THEIR TIME TO SPEAK BEFORE ANY SIZE GROUP ABOUT THE UNITED FUND.

TODAY, REPRESENTING THE SPEAKERS BUREAU, WE ARE PRIVILAGED TO HAVE WITH US, ONE OF ITS MOST WELL KNOWN MEMBERS --DIANNE WHITE. THOSE OF YOU WHO HAVE WATCHED THE 10 O'CLOCK NEWS ON KSD-TV WILL INSTANTLY RECOGNIZE MISS WHITE AS THE CHARMING AND VERY PERSONALBE WEATHER GIRL. I ONLY HOPE HER FORECAST FOR THE UPCOMING CAMPAIGN IS ONE OF CLEAR SKIES AND NO PRECIPITATION.

IT IS MY GREAT PLEASURE TO INTORDUCE TO YOUMISS DIANNE WHITE.

(DIANNE WHITE SPEAKS)

10:57-11:00 - SUMMARY AND CONCLUDING REMARKS

THANK YOU DIANNE AND SPECIAL THANKS TO ALL WHO APPEARED ON THE PROGRAM THIS MORNING FOR A JOB WELL DONE.

WE HAVE ATTEMPTED TO REVIEW FOR YOU THIS MORNING, THE ESSENTIAL PARTS OF A SUCCESSFUL EMPLOYEE CAMPAIGN FOR THE UNITED FUND. IN THE FINAL ANALYSIS, IT IS THE CHIEF EXECUTIVE OF YOUR COMPANY AND YOU, THE CHAPTER CHAIRMAN, WHO WILL DETERMINE THE SUCCESS OF THE CAMPAIGN IN YOUR ORGANIZATION.

I WANT TO THANK ALL OF YOU FOR COMING AND FOR GIVING US YOUR ATTENTION THIS MORNING.

UNLESS THERE IS SOMETHING SOMEONE WOULD LIKE TO ADD, WE ARE ADJOURNED.