

REACH OUT TO THOSE WHO NEED YOU

In April, 1954, the Chicago Community Fund turned to the Illinois Chapter of the American Society of Training Directors for help in training solicitors for the 1954-55 Red Feather Drive in Chicago. The Illinois Training Directors Association responded by setting up a special committee to cooperate with the Community Fund staff in developing a program to prepare over 2,000 solicitors to call on industrial and business concerns.

This committee, working closely with the Community Fund staff, came up with a 60-minute briefing program explaining four vital points:

- (1) The workings of the Community Fund and the agencies it represents, and the need for contributors;
- (2) What is expected of the solicitor—just what is *his* job;
- (3) Tips and techniques of soliciting;
- (4) An explanation of the information and forms issued to the solicitor.

Several teaching techniques and training aids were combined to present this program in an interesting, concise manner. A set of flip charts showed the solicitor the tremendous Community Fund Volunteer organization and how *he* fits into it. A flannel board presentation explained the three major objectives of the solicitor: (1) securing a corporate gift, (2) encouraging executive giving,

and (3) setting up an employee campaign. A sound slide film based on experiences of solicitors during previous campaigns passed on some specific tips and techniques of soliciting. Large blow-ups of the forms and report materials to be filled out by solicitors during the campaign helped explain their use.

These training aids were augmented by the Community Fund 1954 campaign motion picture film, "The Other Side," which explained the need for giving and how the Community Fund meets this need. After the program had been approved, ten Illinois Training Directors teamed up with Community Fund staff men to present forty training sessions to solicitors over a two-week period. This combination of the training directors' skill in presentation and the Fund staff men's experience resulted in a very effective program, according to the solicitors who attended the sessions.

Although it is perhaps too early to pass judgment on the success of the program, those familiar with training sessions given in past years say this year's program ranks with the best. To improve the program for next year, the committee helped prepare a questionnaire to be sent to a random sample of solicitors to get their reactions and suggestions as to where the program can be improved.

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them that they will not interfere with the business at hand. Thus, we hope to have more opportunity for social mixing en masse and urge all of you, especially those who have not seen "New York in the Spring," to extend your stay and bring your families with you.

We will see to it that in coming months you obtain more information about our interesting program through these pages, through your local chapters, and, we hope, through your local press. Please accept this therefore as your first official invitation to attend the 1956 Conference.

We urge you to make your plans early and to let us know what we can do to make your stay in New York City the most pleasant and most profitable one possible.

Sincerely yours,

The New York Metropolitan Chapter

When replying, address all communications to
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Community Fund's top brass has requested the Illinois Chapter to assist in this work in future campaign years. The Illinois Training Directors Association, conscious of the value of this kind of community service, is always glad to cooperate in any way possible. In this case, *our* gain has been as great as the

Community Fund's. Our members seem to have just a little more pride in their organization because of this project. More important, the Association has learned that, by doing a good turn for the community in which it exists, it becomes that much more a *part* of that community.