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UBCHEA ARCHIVES
COLLEGE FILES

Yenching

Corres.

Pierce + Hedrick, Incl.
1932-1935

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SUMMARY OF PROMOTIONAL ACTIVITIES

Program Yenching University
January 26, 1933

I. Introduction

The prime objective of the promotional activities as stated from time to time has been to retain the old and build in a new constituency for the University, laying such broad and secure foundations that appeals for the specific needs of the University can be built on them from time to time.

A further objective is to cultivate a special group of interested friends of the University for special gifts.

Still another objective is to conduct a special program of solicitation during the spring in which the needs of the University will be placed before its friends and an opportunity given them to respond to these needs according to the measure of their ability.

Another objective is to use all available publicity media in order to make the University and its work better known to the public generally as well as to the special constituency of the University.

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Yenching University

II. General Plans

Careful studies have been made in laying out the plans and scoping the year's work.

On the pages immediately following are the specific plans for publicity and the method of work.

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OUTLINE of PROCEDURE

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July 18, 1932.

OUTLINE OF PROPOSED PROCEDURE

YENCHING UNIVERSITY

1. Organization required to accomplish objectives:
 - (a) "The American Council of Yenching University" to be composed of -
 - (b) the Community Councils of Yenching University (i.e., "The Metropolitan New York Council of Yenching University," "The Pacific Coast Associates of Yenching University," etc.)
 - (1) To be secured through introduction of Mr. Thompson to prospective Council members by officers and friends of the University.
2. Duties of Council members -
 - (a) To consider the present and future relations of America and China
 - (1) particularly as these relations are affected by the startling rate of population increase in China and
 - (2) as this rapidly increasing population is likely to be influenced by the actions and propaganda of Soviet Russia, Japan and America.
 - (b) To consider ways and means to so educate and influence the Chinese that in their dealings with America and with other nations they will be actuated by considerations of international friendship and cooperation in all worthy spiritual, social and economic ideals.
3. How to maintain and increase the interest of "Council Members"-
 - (a) Each Council member to receive a quarterly "personal" (or "personalized") letter from Dr. Stuart in China. This letter to be prepared in America and sent out to Dr. Stuart for the addition of "local color" and for production, signing and posting.
 - (b) Occasional meetings to be addressed by Dr. Stuart, some visitor from China, or by some prominent American.

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- (c) Detailed program of publicity as envisioned by Mr. Zeininger and adapted to conditions as they develop.
- 4. Discovery of prospects for support of this program and determination of best approach -
 - (a) Constantly to be on the lookout for persons of means who are known to have, or who may logically be expected to take a genuine interest in the program.
 - (b) To secure all pertinent data (such as known interests, giving habits, friendship with Yenching personnel and supporters) and to counsel with associates in Yenching Office and in Pierce and Hedrick.
 - (c) Arrange for approach to and interview of each such prospect by best available person (such as Dr. Young, Dr. Jenney, Dr. Stuart, Mr. Gee, etc.)
- 5. Direct mail appeal to culled and enlarged mailing list -
 - (a) Built about publicity material calculated to create a spirit of kinship and understanding.
 - (b) Illustrated with photographs of action and atmosphere which carry out this idea.
 - (c) Direct mail prospect list to be checked, culled and enlarged by all campaign personnel in the field.

IMMEDIATE STEPS

1. Plan letter dated August 1st, from Mr. Barber to present members of Advisory Council. This letter notifies each member of the formation of "The American Council of Yenching University" and states that Mr. Thompson will call upon him shortly to appraise him of plans for the future.

This letter must present some impelling personal reason why Americans should take an active part in guiding the educational and spiritual development of China.
2. Mr. Zeininger and Mr. Thompson confer with Mr. Barber immediately with regard to the foregoing letter and other procedure.
3. Plan letter, dated October 1st, from Dr. Stuart in China to present members of Advisory Council. This letter points out the critical need for wider American interest in the shaping of future Chinese ideals and commerce through proper education of leaders.

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4. Mr. Thompson contact all members of the Advisory Council immediately after mailing of Mr. Barber's letter, seeking primarily to intensify interest and to secure introductions to other persons of wealth or influence.
5. Set up nucleus of local Councils in
 - (a) Philadelphia
 - (b) Boston
 - (c) Rochester
 - (d) Syracuse
 - (e) Pittsburgh
 - (f) Cleveland
 - (g) Chicago
 - (h) Washington
 - (i) Hartford
 - (j) New Haven
 - (k) Providence
 - (l) Buffalo
6. See that Dr. Stuart writes from China to each new member of "The American Council of Yenching University."

SPECIAL NOTE

Great pains should be taken to make contacts with Council members unique. This fresh point of view should reveal new reasons why the proper education and careful cultivation of the Chinese should interest the white race.

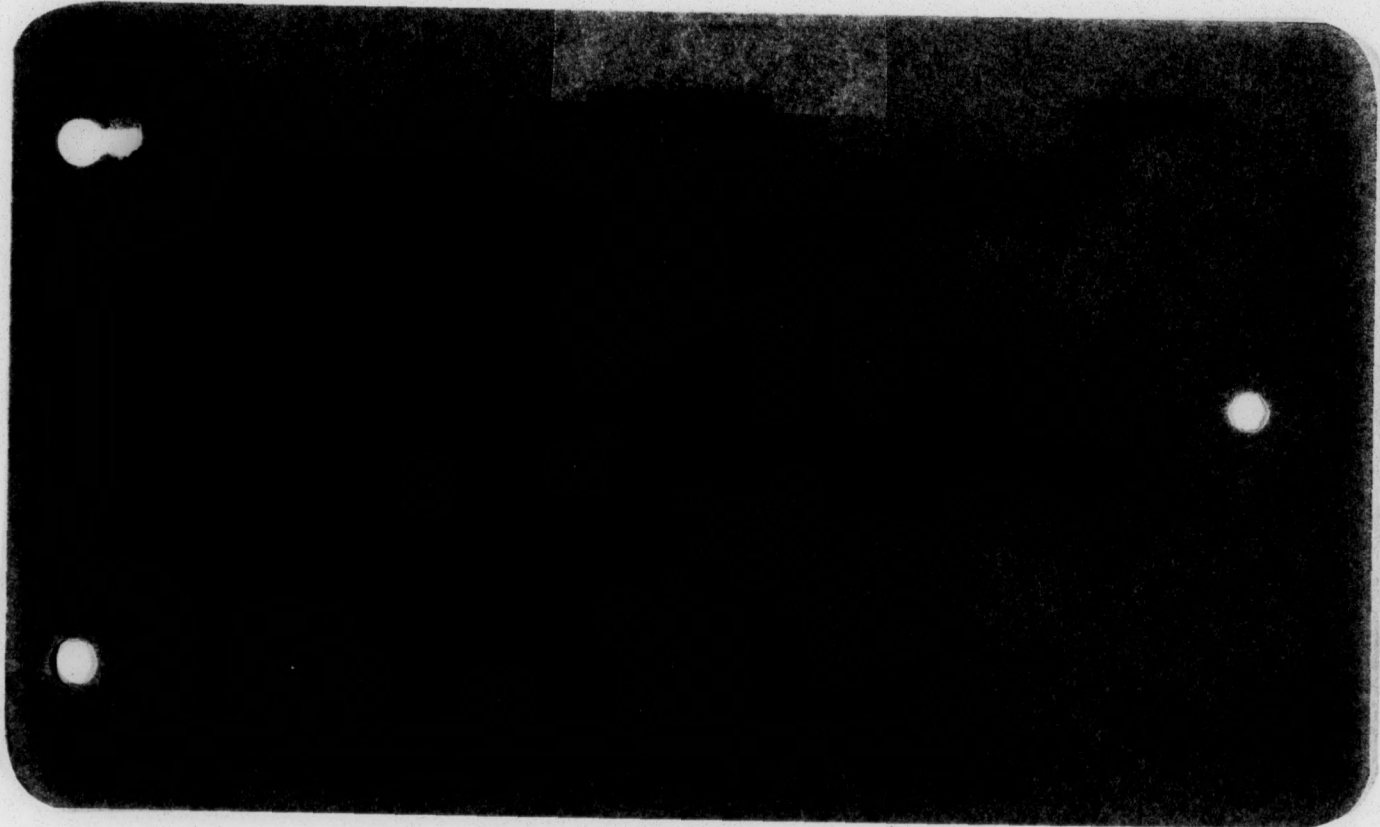
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Yenching University

III. Lists.

These lists have been carefully revised and some 6000 names are now listed and ready for such attention as the program calls for. It now constitutes an excellent list, containing all the valuable and vital information that can be obtained about the various persons whose names are on it.

Attached are exhibits (Exhibit 1) of the forms illustrating the way the names are handled.



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1/33
BOG

CONNECTICUT

HARTFORD

Contributions:

\$10 annually many years, but
notified us Apr. 1932 would not
contribute to outside causes,
due to conditions in Hartford.

Jones, Mr. John
82 Water St.

Gets all publicity, also class
letters from A. A. Smith, Jr.

1/23/30-MCG & LH T: Miss Amy
Welcher says: "Broker with Mr.
Frank Jones & Co. - wife has an
aunt who was formerly in a school
in India. Have money in normal
times."

Report of MCG-LHT 1/23/33.

*Specimen
only*

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Yenching University

IV. Cultivation.

Two methods of cultivation are in use.

Vice-President Gee and Mr. Thompson are in the field checking the list and calling on important friends of the University. They are finding a keen appreciation of Yenching and are laying a foundation for future intensive work.

Other methods of cultivation are illustrated by the following:

a. Special letters like those sent out recently by Mr. McBrier. Copies attached. (Exhibit 2)

b. Maps sent to members of the Advisory Council. Letter and copy attached. (Exhibit 3)

c. Projected. Cultivation of special groups such as that illustrated by the Harvard Graduate group. List attached (Exhibit 4)

d. The use of the Peking Lion, several hundred of which have been in the headquarters office. These are given to persons who become interested in the University, as a means of deepening their interest.

e. Special affairs like the Professor Martin luncheon. (With reference to luncheons and dinners it might be noted here that unless there is some specific thing to be done or some matter of particular interest, it is not feasible to have, and not advisable to try to get, groups of people together at the present time. The success of the Martin luncheon indicates the possibility of this when there is a real opportunity).

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YENCHING UNIVERSITY

PEIPING, CHINA

American Office

150 Fifth Avenue

New York

OFFICERS OF THE TRUSTEES

GEORGE G. BARBER, *President*

FRANKLIN H. WARNER, *Vice President*

MRS. O. R. WILLIAMSON, *Vice President*

E. M. MCBRIER, *Treasurer*

B. A. GARSIDE, *Secretary and Assistant Treasurer*

C. A. EVANS, *Assistant Secretary and Assistant Treasurer*

OFFICERS OF THE UNIVERSITY

WU LEI-CHUAN

Chancellor

J. LEIGHTON STUART

President

N. GIST GEE

Vice-President

It is stimulating to encounter among the expressions of appreciation for Yenching's work and the developments for which she is responsible in China's field of higher education many letters referring to the spiritual inspiration which it imparts and the Christian ideals to which it has always held steadfast.

To you, therefore, as a friend of Yenching to whom its Christian influence has meant so much, I am passing on excerpts from two such letters just received at our New York office.

The first of these - from a former student who is now a teacher himself - says in part:

"Of course I learned quite a lot of material education at Yenching, but I am glad to say I have learned more spiritual education there than anything else, and this makes me satisfied.

One year's experience in Yenching really taught me how to help others and how to do my duty. At Hwai-Yuan I am helping a Junior Sunday School. We have thirteen teachers and more than seventy children, both boys and girls. I am glad I can give my help to our church. Thank God, not long ago I organized a Prayer Meeting Group among our teachers. It is like the 'Six-Person Group' at Yenching."

Another letter - from an American who recently joined the Yenching faculty - tends to indicate how vitally the ideals of the University motivate the entire teaching force and inspire the students. To quote:

"Despite wide varieties in background and in intellectual viewpoint, practically every member of the faculty, it seems to me, is motivated by the desire to serve and by the hope that Yenching's contribution to the life of China will be strategic and in every way ennobling.

It is not so easy to generalize with regard to the students. Most of those I have met impress me as being balanced, mentally alert, reasonably serious, friendly and responsive. I doubt if another student group is likely to contribute in so large a measure to China's future leadership."

These are testimonies in which, I am sure, we will all rejoice.

Yours very sincerely,

Emm McBrier

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THE YENTA CHRISTIAN FELLOWSHIP.

R. H. RITTER

The Yenta Christian Fellowship was founded by residents of the Yenching University campus, Peiping, in the autumn of 1926. The university had just moved to its new site five miles outside the walls of the city. Except for a small church in the town of Haitien there were no organized christian groups in the new neighborhood. Both the Men's College and the Women's College, on their old sites, had had Students' Christian Associations and there had been, traditionally, faculty committees on religious life, conducting chapel services and assisting the student associations where needed.

But conditions were now quite different. We had become, by moving ourselves out of the city into the midst of a country district, a community all of our own. We now felt the need for a unified, community church or fellowship of some kind. After a number of meeting between the various groups, the Yenta Christian Fellowship was enthusiastically entered into by all. At first it was a kind of federation of the student Christian associations and others; but after one year the student associations merged their interests and organization with the larger group, and for the past five years this has been the all-inclusive association. It functions, in all but name, as the campus church, and indeed is really an independent, interdenominational community church.

The Fellowship is composed of an unusually diverse variety of groups, all working harmoniously together for the Kingdom of Christ. There are many nationalities, many denominations, servants, artisans, clerks, students and faculty, and both sexes, with offices equally open to all, and with genuine fellowship between all.

Membership in the Christian Fellowship is simple in its statement, but, if taken seriously, leads to deep and difficult living. New members must pledge their intention of studying earnestly to learn more of Jesus and to live in accordance with what they have learned.

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The government of the group is democratic in nature, a representative Executive Committee, elected annually, being the administrative agency. This committee consists of ten members, at least one of whom must be a faculty or staff member, one a student, and one from the workmen's group. Seven of the ten are elected at the annual meeting of Fellowship members, and these seven choose the final three. The complete committee then chooses its own officers, consisting of a chairman, vice-chairman, treasurer and secretary.

The administration is divided horizontally and vertically, vertically by the three departments of Faculty and Staff, Students, (men and women), Workmen; horizontally by the six departments of Religious Life, Social Life, Social Service, Workmen's Social Center, General Affairs, and Financial. At the head of each of these departments is a member of the Executive Committee. There are many committees and sub-committees working under these various departments, and there are also three chaplains.

The three vertical departments conduct such activities as affect the members of their own groups alone. The Faculty, for instance, have a faculty prayer meeting and discussion group; and the Students' department manages all affairs relating to students only. These consist chiefly of extra-university relationships with the national and provincial students Christian association; the students' department also has stimulated many small campus fellowship groups and other activities.

Of the six horizontally organized departments, the General Affairs (Business), and Financial departments are self-explanatory.

The Religious Life department is responsible, under the leadership of the three chaplains (who are also elected annually by their respective congregations), for the three Sunday services. One of these services, the largest and central one, with Dean T. C. Chao for its chaplain for the past few years, is on Sunday mornings. It is designed to suit the needs of educated persons, and is conducted entirely in Chinese. The afternoon service is also in Chinese and is primarily for those whose education has not been highly developed. Its chaplain is generally a theological student. The vesper service is in English, primarily for those who cannot worship easily in the Chinese language. Of course these groups are by no means exclusive,

and some persons may even be found at all three services some Sundays. On special festivals, such as Easter and Christmas, the three groups worship together in services conducted in both languages, in order not to lost the common consciousness.

Two daily chapel services are held on week-days, fifteen minutes for each service, students predominating in the committees which arrange for them; and this year special weekly services of prayer for the nation and for peace have also been held. Student discussion groups or Bible classes, with faculty leaders, are provided as well as occasional lectures on religious topics. This year one of the chief topics for common thinking has been Christianity and War." There is a Fellowship library and exhibition board; very frequently, at Alumni Home Coming Day, there is a large exhibit of religious art. A group of people in this department visits the sick in the hospitals; and fourteen Sunday Schools and two Children's Churches, both for community children and for children in nearby villages, are maintained. During this past year a new hymn book has been issued by the Fellowship, for college and senior middle school students, Dr. Chao and Mr. Wiant being the joint authors and editors. This hymnal is already used widely not only in our own Fellowship but in many colleges and schools throughout the country. The Chinese Home missionary society also has a chapter in Yenching, which is sponsared by this department.

The Department of Social Life arranges for a welcome meeting for new members and several large picnics each year. Friendship and helpfulness are among the largest values for which we strive. The officers of this Department assist in many ways, especially among new comers, to bring the members together in friendly personal relationships.

The Social Service Department is extremely active in the neighboring towns of Haitien, Ch'eng Fu and the villages, through schools for poor children, ricksha men and others, Daily Vacation Bible Schools in the summer vacations, introduction of the sick to the Free Infirmary conducted by one of the University physicians, distribution of old clothing, and co-operation with the Yenching Welfare Federation in the scientific investigation and amelioration of cases of poverty.

Two years ago, the Fellowship raised a special fund, with the assistance of the University, to build a Social Center for workmen. This building is now completed and affords a reading and recreation room for servants and workmen connected, directly or indirectly, with the University. Classes, lectures, social meetings, concerts, moving pictures, holiday gatherings, and small groups meetings are constantly recurring in the hospitable rooms of this Center. Workmen who have odd times off may also go there for rest, or reading. And there is a bath room which is in constant use by the men.

Throughout all these activities it is the aim of the officers and members of the Fellowship that the Spirit of Christ may shine. We try not to allow our activities (which may sound rather formidable when summarized in this brief form) to swamp our attitude of friendliness in all our undertakings. Personal relationship to God and the indwelling of his Spirit in our own lives and in the lives of those about us is our constant aim; and we believe that this will do more than anything else to increase our usefulness as members of our home, university, neighborhood, national and world communities. We need the suggestions and prayers of friends everywhere.

January 23, 1933

NEW YORK CITY SELECTED LIST
of HARVARD MEN
for INVITATIONS TO ADVISORY COUNCIL

Akerson, Mr. George Edward 1501 Broadway	Publicity (Pres.)
Aldrich, Mr. Winthrop Williams 18 Pine Street	Banker (Congl.)
Anderson, Mr. Chandler Parsons 20 Pine Street	Law
Andrews, Mr. Charlton 2 East 23rd Street	Author
Appel, Mr. John Wilberforce, Jr. 41 West 42nd Street	Merchant (Pres.)
Astor, Mr. Vincent 23 West 26th Street	
Auchincloss, Mr. Gordon 50 Broadway	Lawyer (Pres.)
Bakeless, Mr. John 100 Washington Square East	Author
Baker, Mr. Charles William 325 West End Avenue	
Balmer, Mr. Edwin 230 Park Avenue	Author
Bancroft, Mr. Hugh 44 Broad Street	Publisher (Epis.)
Barnes, Mr. Julius Howland 42 Broadway	Business man
Barnitz, Mr. Wirt Whitecomb Room 1714 - 580 Fifth Ave.	Editor
Batchelder, Mr. Charles Clarence 102 East 22nd Street	Lecturer
Bigelow, Dr. Maurice Alpheus Teachers College Columbia University	Biologist

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Blair, Mr. Paxton 63 Wall Street	Law
Bliss, Cornelius Newton 1 Wall Street	Business man
Bowman, Dr. Isaiah Broadway at 156th Street	Geographer
Brainard, Mr. Clinton Tyler 800 Park Avenue	Publisher
Breckinridge, Dr. Henry 25 Broadway	Law (Pres.)
Brinton, Mr. Willard Cope 17 Battery Place	Engineer
Broun, Mr. Heywood World-Telegram	Writer
Bruere, Mr. Henry 110 East 42nd Street	Bank
Burlingame, Mr. Roger 7 West 43rd Street	Author (Epis.)
Butler, Dr. Nicholas Murray Columbia University	
Campbell, Dr. George Ashley 195 Broadway	Engineer
Carlton, Mr. Newcomb 60 Hudson Street	Business man
Chase, Mr. Stuart 2 West 43rd Street	Writer
Chisholm, Mr. Hugh J. 230 Park Avenue	Manufacturer
Choate, Mr. Joseph Hodges, Jr. 72 Wall Street	Law
Clark, Mr. Grenville 31 Nassau Street	Law
Collins, Mr. Frederick Lewis 48 East 37th Street	Author

Cooper, Mr. Henry Elliott
18 Pine Street

Bank

Corbin, Mr. John
166 East 66th Street

Author

Cox, Dr. George Clarke
40 Wall Street

Bank

Crockett, Mr. Albert Stevens
145 East 74th Street

Writer

Cutler, Mr. Burwell Smith
157 East 72nd Street

Manufacturer

Daniels, Mr. John
19 West 44th Street

Davis, Mr. Owen
28 East 63rd Street

Dramatist

Day, Dr. Edmund Extra
61 Broadway

Economist (Congl.)

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Yenching University

V. Publicity.

The well-defined publicity program has been consistently carried forward, as set forth in the complete analysis of this program.

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YENCHING UNIVERSITY

Publicity Analysis

August 15, 1932 -- January 25, 1933

As Compiled from Clipping Service:

Items 31

Inches 923

Columns 44 (equivalent to more than the news column content
of an eight-page section of the New York Times)

Newspapers 84 representing 67 cities in 23 states and the
District of Columbia

Periodicals 8 of national circulation
1 of New York City circulation

Total combined Circulation (per issue) 3,350,000 approximately

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YENCHING UNIVERSITY

Outline of Publicity

July 1932 - January 1933

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Checking records are available only from the middle of August, at which time subscription was entered for a regular clipping service.

Publicity prior to that time originating in this office and released for press publication (period of July 1 to August 15) covered achievement of the \$250,000 goal set to meet the Rockefeller Foundation gift to the School of Natural Sciences. This was carried on wires of both the Associated and the United Press, and sent by mail to papers in 38 large key cities of the country. As no clipping service was had at that time no definite estimate is possible, but it is safe to judge, from the fact that New York City papers used the release and that the Press Association wires carried it across the country, that its circulation was considerable.

- - - - -

Since clipping service commenced, a check of our records shows clippings from the daily press and a limited section of the periodical press of 31 distinct news items carrying information concerning activities of the University and/or its staff and students, or making mention of the University in the course of the narrative.

These articles have appeared in 84 daily papers, representing 67 cities in 23 states and the District of Columbia.

The combined circulation of these papers (daily) is approximately 3,350,000.

In addition, articles have been published in the following periodicals:

Editor and Publisher (New York City)
The Survey " " "
The Christian Advocate (New York City)
The Churchman " " "
The Chinese Christian Student (New York City)
The Christian Science Monitor (Boston)
The Living Church (Milwaukee)
Southwestern Advocate (Dallas)

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All of these periodicals circulate nationally, so that it may be said that publicity regarding Yenching has reached every state of the Union, and has enjoyed a considerable circulation in Canada as well.

One item also appeared in the Advertising Club News, published by the Advertising Club of New York, and enjoying among its members a circulation among men of means and position.

The press items clipped (and it must be remembered that even with the daily press no Clipping Bureau reads every paper, and that Clipping Bureaus have but limited service on periodicals) represent 44 columns of standard newspaper type.

In ordinary course this amount of news matter would more than fill the news columns of a standard eight-page section of a paper like the New York Times.

In addition to publicity received through publications, arrangements were perfected for a broadcast over the National Broadcasting Company's network as far west as Kansas City by Professor Martin, upon his return to this country in January. Unfortunately a delay in his arrival and the necessity for his leaving New York after a stay of only two days prevented that broadcast at the last moment.

While regular publications of the Yenching News fall in the field of cultivation rather than of "publicity", it may be mentioned that issues of this were sent out in September and in December. The first was largely devoted to a report on the success of the effort to meet the Rockefeller gift, and the second to introduction of Dr. Gee, the new Vice-president, and

to the opening of the new school year at Yenching. The cover page of the December issue also carried Christmas and New Year greetings to Yenching's friends.

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Yenching University

VI. The National Advisory Council.

The National Advisory Council with local sub-divisions called for in the initial plans, has been carried consistently forward. There are now 250 members in this Committee in 25 states.

Attached is sheet showing geographical distribution of this Committee. (Exhibit 5)

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DISTRIBUTION OF MEMBERSHIP

NATIONAL ADVISORY COUNCIL

Alabama	13	Nebraska	1
Arizona	3	New Jersey	3
California	25	New York	25
Colorado	1	New Hampshire	11
Connecticut	11	Ohio	5
Illinois	7	Pennsylvania	2
Iowa	1	Rhode Island	13
Kansas	1	South Carolina	18
Maine	12	Tennessee	1
Maryland	2	Wisconsin	1
Massachusetts	87	Vermont	3
Michigan	1	Washington	1
Minnesota	1		

Total 25 States
250 Members

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Yenching University

VII. Special Campaign.

The special campaign projected for the spring is now scheduled to begin March 7, when it is expected President J. Leighton Stuart will arrive in America. The schedule for this is attached hereto. (Exhibit 6)

If for any reason Dr. Stuart is not able to return to America within two or three weeks of that date we shall begin the program with the friends of the University in America now.

VIII. The coordinating movement of Princeton-Yenching, the Women's College, the general Yenching activities, and the School of Journalism continue to move forward.

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January 23, 1933

TENTATIVE CALENDAR

Seattle, Wash.	March 7 - 9
San Francisco, Cal.	" 11 - 14
Los Angeles, Cal.	" 15 - 19
Pasadena, Cal.	" 20 - 22
San Diego, Cal.	" 24 - 25
Denver, Colo.	" 27 - 28
St. Louis, Mo.	" 31 - April 2
Chicago, Ill.	April 3 - 5
Detroit, Mich.	" 6 - 9
Cleveland, Ohio	" 10 - 12
Pittsburgh, Pa.	" 13 - 14
Rochester, N. Y.	" 15 - 18
New York City, N. Y.	" 19 - 28
Brooklyn, N. Y.	" 29 - 30
----- N. Y.	May 1 - 2
----- N. Y.	" 3 - 4
Philadelphia, Pa.	" 5 - 10
Princeton, N. J.	" 11 - 12
Plainfield, N. J.	" 13 - 14
Orange, N. J.	" 15 - 16
Greenwich, Conn.	" 17 - 18
Hartford, Conn.	" 19 - 20
Boston, Mass.	" 21 - 26
Cambridge, Mass.	" 27 - 28
Brookline, Mass.	" 28 - 29
----- New Hampshire	" 30 - 31

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January 10, 1933

LIST OF YENCHING OBJECTIVES

- | | |
|---|------------|
| 1. * Women's College Endowment -
To replace funds already
turned over to the University
for the Natural Science Endow-
ment from funds for the W. C.
Endowment | \$65,000 ✓ |
| 2. Women's College Dormitory -
Urgently needed by the W. C. | \$40,000 |
| 3.* Current Budget - | \$35,000 ✓ |
| 4.* Towards accumulated campaign
expenses - | \$25,000 ✓ |
| 5.* Residence buildings on campus - | \$50,000 |
| Class "A" - \$5000 type | |
| " "B" - \$3500 to \$4999 type | |
| " "C" - \$2500 to \$3499 type | |
| " "D" - Below \$2500 | |

* The ones starred are to ones to which we should give our urgent attention at this time.

Other items for which smaller amounts could be used are a piano and an organ for the Music Department for teaching religious music.

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ANALYSIS OF YENCHING PROMOTIONAL EXPENDITURES

July 1 to November 30, 1932

<u>A. Expenditures on Regular 1932-33 Budget</u>	<u>Budget 1932-33</u>	<u>Pro Rata to Nov. 30</u>	<u>Expended to Nov. 30</u>	<u>Under or * over Expended</u>	<u>Remarks</u>
1. Salaries (81a)					
Office Manager	1,800.00	750.00	802.00	* 52.00	
Secretary	1,500.00	625.00	749.50	*124.50	
Special help	200.00	83.33	573.78	*490.45	Includes 112.00 Nov. services.
2. Promotional Director and Services (81h)	11,800.00	4,916.66	4,950.00	*33.34	Includes 450.00 ser- vices to Dec. 1st
3. Rent & Light (81b)	770.38	321.00	337.14	*16.14	
4. Telephone, Telegraph, Cables, (81d)	600.00	250.00	140.39	109.61	
5. Publicity (81e)	2,515.00	1,047.91	404.22	643.69	
6. Supplies & Misc. (81f)	540.00	225.00	322.30	* 97.90	
7. Travel & Expenses, Promotional Director (81h)	3,000.00	1,250.00	959.38	290.62	Does not include the \$500.00 Revolving Fund.
	22,725.38	9,468.90	9,239.31	229.59	
<u>B. Expenditures on Special 1932-33 Budget</u>					
P. L. Wills (82a)					
C. E. Jenney (82b)	10,000.00	4,166.67	(196.99)	3,777.52	
N. Gist Gee (82c)			(192.16)		
Grand Totals 1932-33 Budget	32,725.38	13,635.57	9,628.46	4,007.11	

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April 14, 1933

A REPORT TO THE PROMOTIONAL COMMITTEE OF YENCHING UNIVERSITY

The program approved by the Promotional Committee has been carried on to date. While substantial results in gifts have not been realized, a vast amount of important work has been accomplished.

First. More than 600 persons have been personally interviewed in various parts of the country. These interviews have been conducted by Dr. Stuart, Dr. Gee, Dr. Jenney and Mr. Thompson, and in a few instances by Dr. Young. As a result of these, new information has been added to the lists concerning many of the prospects, and there is a better evaluation of the names than ever before. Much valuable cultivation work has been done.

Second. There has been a steady flow of mail cultivation, including general letters to selected sections of the list, two issues of the Yenching News (a third issue is now under way), and special letters to smaller selected groups, etc., etc.

Third. General propaganda through the press and radio. There has been an unusually wide distribution; literally thousands of new people have been reached since July 1 when this program was actively begun.

Fourth. An Advisory Council reaching into 26 states and consisting of 427 persons has been built up. The object of building this Advisory Council is to lay a foundation for an increasingly heavy volume of promotional work in the future. This Council is undoubtedly one of the finest permanent resources of this character the University has ever had and if properly used during the next five years, will develop into an asset of great permanent value.

Fifth. A campaign of intensive cultivation and to some extent solicitation has been carried on (a) through the mail, and (b) through the President's trip across the continent, beginning in Seattle March 7th and to be concluded the latter part of May. Many new people have heard of Yenching and many names of valuable prospects have been added to the list.

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It is too early to forecast the final results in gifts. Unquestionably due to present conditions these will likely not be large, although we may be agreeably surprised at the ultimate returns. Certain definite things well worthwhile have been done. During the last three years there has been a heavy loss of supporting power in the former constituency of the University. The work being done at present is replacing these losses by the addition of new names of value; that is, an increase in the lists of persons who will likely be able to help in the future. These will need to be carefully cultivated for a while before becoming contributors.

There is a lively interest in China at this particular time and it seems providential that this program should have been arranged for this particular hour. The actual value of the cultivational work being done now, not only because of the interest in the field but because of the emphasis that it is possible to place on the cause at this particular time, will do much to hold the older constituency steady and at the same time to build in the interest of many new prospective givers.

The continuous policy of the Promotional Committee should be to conserve these values and to add to them. The service which has been applied to this end during the past nine months has consisted of experienced planning, counsel and supervision of the program, trained publicity direction, and experienced direction of program and organization. In addition to this, valuable personal contact service has been rendered by Dr. Stuart, Dr. Gee, Mr. McBrier and Mr. Garside and others.

Immediate and intensive cultivation of the new interest which has developed, particularly on the Pacific Coast, in the central West, in the East and in New England should be carried on continuously.

This calls for a greater intensity of effort than ever before if the investment which has been made in laying these foundations is to result in the larger values which are so much to be desired.

The program now under way will be continued as directed by the committee.

Respectfully submitted,

Gayard W. Hedrick

Pierce + Hedrick

YENCHING

May 1933

AN OUTLINE
of a
TENTATIVE PROMOTIONAL PLAN FOR
YENCHING UNIVERSITY
for
July 1, 1933 to July 1, 1934

TRANSFER

* * *

INDEXED

I. MAIN OBJECTIVES

1. To hold all the interest already built up for the University
 - a. By a constructive publicity program
 - b. By personal contacts by available friends of the University.
2. To replace losses in former prospects' giving ability by
 - a. Locating new potential givers -- a carefully organized listing campaign.
 - b. General and personal cultivation of such new prospects.
3. To seek funds for pressing needs approved by the Board of Trustees.

These should include such of the following items as have not been realized during the current year and other items which may be approved by the Board of Trustees.

LIST OF YENCHING OBJECTIVES

- | | | |
|------|--|------------|
| 1. * | Women's College Endowment -- | \$ 65,000. |
| | To replace funds already turned over to the University for the Natural Science Endowment from funds for the W.C. Endowment | |
| 2. | Women's College Dormitory -- | 40,000. |
| | Urgently needed by the W. C. | |
| 3. * | Current Budget -- | 35,000. |
| 4. * | Towards accumulated campaign expenses -- | 25,000. |
| 5. * | Residence buildings on campus | 50,000. |
| | Class "A" - \$5000 type | |
| | " "B" - \$3500 to \$4999 type | |
| | " "C" - \$2500 to \$3499 type | |
| | " "D" - Below \$2500 | |

" The ones starred are the ones to which we should give our urgent attention at this time.

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4. To cultivate individuals of large giving ability and secure commitments for approved needs of the University.

This must be done largely through the officers of the University, but would be carefully directed.

5. An educational program designed to conserve the goodwill resources of the University, using:

- a. Public addresses
platform and radio
- b. Mail
circular and letters
- c. Public press
news items and special releases

6. Intensification of Committee interest

- a. By local development of the American Advisory Council
(now over 400 members)
- b. By developing new interests around special projects, etc.

II. ORGANIZATION

1. The officers of the University.

The program will include the use of the leadership and influence of all the members of the official family of the University in so far as they find it possible to lend their cooperation.

2. The American Advisory Council will be encouraged to lead in the intensification of local interest.

3. Staff personnel.

- a. A director in chief to supervise the whole promotional program will be required.
- b. A director of activities who will give his full time under the above direction.
- c. A director of publicity who will prepare material and supervise publicity.

Note: This personnel is required to make possible the best use of the ample resources represented by 1. and 2. above.

III. BUDGET

The following budget indicates Yenching University as a part of a United Program for China Colleges:

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PROMOTIONAL BUDGET	TOTAL	ASSOC. BDS.	YENCHING	PRINCETON	LINGNAN	Cheloo
Publicity						
Periodicals	1000	700	300			
Postage	600	400	200			
Materials & Misc.	900	600	300			
Salaries						
Add'l stenographer	1560	1560	200			
Mrs. Anderson -	1560	800	200	225	225	
Miss McCoy	1560	450	900	225	225	
Director of Publicity	1800	1560	900			
L.H.T. (Private Secretary)	1800	950	900			
6 mos.						
L.H.T. Full time	3800	950	1900	475	475	
L. B. M.H. (8 time)	4800	1200	2400	600	600	
Dr. J. or Dr. Y. (Revised)	5000	1500	3500			
3 - Dr. Lee	4000		4000			
Travel and Expense						
Vice-President	1500		1500			
B. M. H.	800	265	535			
L. H. T.	1500	500	1000			
Solicitor (Revised)	1000	300	700			
Rent and Light	750	250	500			
Telephone and Telegraph	600	300	300			
Supplies						
Stationery	900	450	450			
Office postage						
Miscel.	30,350					

A PROPOSAL BY PIERCE & HEDRICK, INC.
FOR THE ORGANIZATION AND DIRECTION
of a
DEPARTMENT OF PROMOTION
for the
ASSOCIATED BOARDS FOR CHRISTIAN COLLEGES IN CHINA

* *

INTRODUCTION

In order to function as provided in Article IV of the Constitution adopted April 18, 1933, the Associated Boards for Christian Colleges in China will need to set up an efficient Promotional Department including the following activities:

- a. Publicity and cultivation
- b. Committee organization
- c. Listing and solicitation
- d. Experienced planning and direction

For the greatest success each of these activities calls for a specialized and diversified experience. Pierce and Hedrick are able to offer such services through a distribution of a complete unit of such service which includes the personal service of three representatives of the firm, namely, Executive Director for general planning and direction; Publicity Director for preparation and direction of publicity program; and Organization Director for general activities and committee building, etc. The latter official will give his full time to the service. The personnel included in this unit consists of Bayard M. Hedrick or Lyman L. Pierce for the Executive Director; C.R. Zeininger or the head of the Publicity Department of Pierce & Hedrick for publicity direction; and Lyman H. Thompson, or an executive of the firm of Pierce & Hedrick, as Organization Director.

It is proposed to distribute the service as follows: one-fourth to the Associated Boards for Christian Colleges in China, one-half to Yenching University, and the balance to such other members of the Association as may elect to adopt the plan.

OBJECTIVES

The prime objectives of the Department will be:

- a. To inaugurate a program of publicity which will knit together the constituent elements of the Associated Boards in the United States;
- b. To create a favorable attitude on the part of the general public to the ideals and plans of the Associated Boards;
- c. To set up an Advisory or Sponsoring organization which will assist in the future activities of the Associated Boards with reference to the promotional program.

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The aim will be to secure five hundred or more outstanding persons during the first twelve months for this Committee.

d. To build lists of potential supporters and to begin a general cultivational program designed to enlarge their interest. Several thousand worthwhile names should be the goal of the first twelve months. These names should be cleared with the affiliated institutions in order to avoid conflict and confusion as a result of the specialized efforts.

e. If and when approved by the Associated Boards, a small, selected list of individuals should be solicited for their support of the program during the first year. This list should contain from fifty to one hundred names.

METHODS

The methods which are to be used in carrying out this program are briefly outlined below.

a. By letter and personal contact it must be made clear to members of each of the associated bodies in America just what the Associated Boards is planning to do and how it will function.

b. A Library of Publicity Source Material should be developed. Special lists of persons who must receive the different publications of the Associated Boards must be made. A Quarterly of general news interest should be issued. An attractive descriptive booklet should be prepared and distributed to an appropriate list. Articles should be distributed to the religious and secular press, and news paper releases should be prepared and distributed to the newspapers throughout the country. Speaking engagements for officers of the Board and for visiting representatives of the several colleges should be arranged. Wherever possible, displays and exhibits as well as radio and motion picture presentations should be effected.

c. A general Sponsoring or Advisory Committee covering the entire United States, and representative of the several elements in the Associated Boards should be organized. This work should begin immediately and should be carried on with vigor through the first year in the hope that at least five hundred such persons may be recruited.

d. The volunteer elements in the several associated institutions in America should be utilized to the fullest possible extent. It is most important that such participation be stimulated in order to be prepared for a thorough program of financing whenever the proper time arrives.

SERVICES AND TERMS

We believe that one-fourth of the unit of service described in this proposal and suggested for the Associated Boards is sufficient to carry out the program during the first twelve months, and are willing to

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undertake its organization and direction providing a budget somewhat along the line of that which we are advised is now under contemplation by the Associated Boards, is adopted. This budget will provide, as we understand it, for necessary office, printing, travelling and other incidental expenses.

For the year beginning July 1, 1933, the cost of the service would be \$2600., payable weekly at the rate of \$50. per week.

CONCLUSION

We are convinced that if the case is carefully built up and presented, the Associated Boards for Christian Colleges in China has a cause which will capture the imagination of many people, and we believe will win new adherents for Christian Missions in China as well as for the Associated Boards.

We present this proposal with the assurance that if we are selected to carry on this important work we will give it our best attention.

Respectfully submitted,

PIERCE & HEDRICK, Incorporated

By *Raymond C. Hedrick*

May 15, 1933

July 7, 1933

CONTRACT
Between
Yenching University, 150 Fifth Ave., New York City
and
Pierce and Hedrick, Inc., 500 Fifth Ave., N.Y.C.

* *

THIS AGREEMENT entered into this 1st day of July, 1933, between
YENCHING UNIVERSITY of 150 Fifth Avenue, New York, N.Y. hereinafter referred
to as the party of the first part, and PIERCE & HEDRICK, Incorporated, of
New York, N.Y. and San Francisco, Calif., hereinafter referred to as the
party of the second part,

WITNESSETH:

WHEREAS the said party of the second part agrees to direct for
and in behalf of the party of the first part a Promotional Department
conducting a general and systematic program for the purpose of making the
University more widely and favorably known, gaining new friends for the
institution and obtaining necessary funds for its requirements.

WHEREAS the said party of the first part agrees to accept
services of the party of the second part in directing the said program, it
is hereby agreed that the party of the second part shall provide the service
described below on the terms stated:

The advisory and counselling services of Pierce & Hedrick, Inc.
Preparation of publicity materials.
One-eighth of the time of either Lyman L. Pierce or
Bayard M. Hedrick as Promotional Director.
One-half of the time of an experienced Executive as organizer
and field representative.
The full time services of special solicitors when and as
required by the party of the first part according to
the conditions specified below.

IT IS FURTHER AGREED that the said party of the second part shall
have entire charge of the direction of this promotional program, giving its
best efforts to the organization and direction of the program, the selection
and use of volunteer workers as well as paid workers, and that the party of
the first part hereto shall give its hearty support and will enlist the
support and cooperation of its friends as far as this can be done, and further,

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that the party of the first part agrees that it will do everything reasonable to attain the purposes of this program.

IT IS FURTHER AGREED that everything undertaken by the party of the second part shall be after consultation and with the approval of the Promotional Committee appointed by the Board of the University.

IT IS FURTHER AGREED that the party of the second part shall cause to be rendered accurate reports of amounts of cash and subscriptions received, and will deliver to the Treasurer of Yenching University all cash, checks, and pledges received by the party of the second part, it being understood that such cash, checks, or pledges will at no time be in the possession of the party of the second part.

IT IS FURTHER AGREED that the party of the second part will periodically inform the party of the first part through the means of detailed reports the progress of this program from the signing of this contract until its termination.

IT IS FURTHER AGREED that the headquarters of this Promotional Program is to be the office of Yenching University located at 150 Fifth Ave., New York City and that this office is to be under the charge of the designated executive of the firm of Pierce and Hedrick, Inc. and a staff selected and directed by him;

AND IT IS FURTHER AGREED that the party of the first part will pay all necessary expenses approved by the Promotional Committee which are incurred in this program of work such as printing, publicity and circular letters, routine correspondence, telephone and telegraph bills, and cost of entertainment of any character.

IT IS FURTHER AGREED that the said party of the first part will entrust the party of the second part a revolving fund of FIVE HUNDRED DOLLARS (\$500.00) as an expense fund, and that the party of the second part will pay from this fund all expenses incurred by the Executive and staff members, including the following items:

Hotel expenses of assigned personnel;
All necessary travel expenses incurred;

and will submit to the party of the first part periodically, weekly expense

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Statements for all payments from this expense fund whereupon the party of the first part will replace in the expense fund held by the party of the second part a sum equal to such statements.

IT IS FURTHER AGREED that the party of the first part may, upon action of the Promotional Committee, have one or more special solicitors assigned for special services for such periods as the Promotional Committee deems necessary, and it is also agreed that the party of the first part will pay to the party of the second part for such services the exact compensation paid by the party of the second part to these solicitors plus a weekly supervision fee of \$25.00 weekly for each solicitor thus employed, whether he be recruited from the staff of Pierce and Hedrick, Inc. or from other sources.

IT IS FURTHER AGREED that no solicitors will be engaged by the University except through the agency of Pierce and Hedrick, Inc.

IT IS FURTHER AGREED that at the expiration of each one week's service rendered by the party of the second part the party of the first part will pay to the party of the second part the sum of \$100.00.

IT IS FURTHER AGREED that the duration of this contract shall be for the period of one year and by mutual agreement it may be continued from year to year.

IN WITNESS WHEREOF we have hereunto subscribed our names this

7th day of July, 1933.

BOARD OF TRUSTEES, YENCHING UNIVERSITY

By George E. Barber (L.S.)

By B. A. Gaudin (L.S.)

PIERCE & HEDRICK, Incorporated

By Bayardue Hedrick (L.S.)

Copy to *W. L. G.*

H
September 28, 1933

Mr. B. M. Hedrick
150 Fifth Avenue
New York, N.Y.

My dear Mr. Hedrick:

can't find carbon 1-6-34
I am enclosing herewith the article no. 1 that is called for by Dr. Gee's letter of July 31, enclosing a list of 27 articles wanted from us. Be free to edit it according to Mr. Feiniger's or your own judgment.

re-approaching its history purpose & growth

I am also enclosing a copy of a letter to Mr. Garside which explains itself. Please treat the following comments as rather confidential and give to this new problem of ours your very best thinking.

This letter is an attempt to secure action from our Trustees, but from what you know of them you will probably agree that whatever their interest is, their capacity to give relief is not very promising. Dr. Gee is supposed to be giving himself primarily to the Natural Science issue, and even in the face of such an emergency as this enclosure sets forth, I incline to feel that this should still be his primary task. He is not only especially fitted for dealing with it and is thus given a clearly defined project of his own, but, if the very worst must be accepted, it is probably more important to maintain our Natural Science program than the other features itemized in this enclosure. Of course it is possible that some special help could be given by him from time to time that would not interfere with his primary interest. However, I look to your firm as the source on which we must chiefly depend if Dr. Gee is not to be too seriously interfered with. This gives you a challenging opportunity which my contacts with Mr. Pierce and yourself lead me to feel you are ready to accept. The enclosure is prepared with a view to its publicity value, and this is the greater because the statements are absolutely true to the facts. I cannot avoid the conviction that if we can make contact with men big enough to appreciate the larger importance of having such an institution as ours to mediate between China and America at this time of acute tension in the Pacific area, and increasing relationships between these two countries, they can assist in what is after all, a comparatively small amount of money, as Americans of

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their class conduct affairs. An additional endowment of half a million dollars at 5% would meet our need. An endowment of quarter of a million dollars which we could be allowed to invest in China would accomplish the same purpose. Even a loan of the latter amount without interest would see us through the period until economic recovery will have come back to America. Or a loan of half a million dollars which we would invest in China and guarantee a 5% rate. These latter suggestions are sporting proposals which men sufficiently well informed and sufficiently big might accept. Or a group might be formed, each to take a certain share, and thus be pitted against one another in taking a part and dividing the risk. We would be compelled, I imagine, to go rather above the general type of those to whom appeals have been made hitherto, which may not be wholly disadvantage. As to testimony to Yenching's worth in this situation you already have a number of persons in America on our lists. I think the name of General William Crozier in Washington has been given. Mr. Cornelius Van H. Angert, First Secretary in the American Legation, is leaving in a week or two for a short stay in the States before going to his new post at Cairo. He is quite well acquainted with Yenching and I feel sure would add his endorsement. If a sufficiently important group of people could be gotten together, knowing what we have in mind, it is not out of the range of possibility that Dr. W. W. Yen would make a special trip from Moscow on our behalf. It would of course involve quite a little traveling expense, but it would be a spectacular procedure, and if the people present were at all disposed, Dr. Yen's presentation would get them to the point. To what extent Jenney could be brought into this I shall leave to your judgment, but it is precisely in these larger gambles that he is apt to get results. In any case, bring all the pressure you can on the Trustees to feel that they should do something about this, or authorize others to make the effort.

I am sending Dr. Gee a copy of this letter so that he will know all that is being proposed by me, and also one to Mr. Pierce to save time in the mail.

I shall await eagerly your reaction.

Very sincerely yours,

JLS C

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MEMORANDUM

DATE 1/29/34 193

TO: B.M.Hedrick
FROM: C.R.Zeiningger
SUBJECT: Yenching Promotion Affairs

The following suggestions as to possible promotional fairs on behalf of Yenching University are offered for discussion.

- 1- During the month of April newspaper publishers from all parts of the country gather in this city for the annual ANPA Convention, which lasts four days. On the two days prior to the opening of the ANPA meetings, the Associated Press members hold their annual meeting.

It may be feasible to enlist the interest and cooperation of local members of the Advisory Council in sponsoring an invitational meeting for publishers at approximately that time, featuring a discussion of journalism in the Far East and the work of the School of Journalism at Yenching. President Williams of Missouri certainly, and probably Lee Martin of the School of Journalism there will be in the city. Karl Bickel, head of the United Press knows his Far East and of the work at Yenching. With these three as a nucleus, a very good program designed to make the newspaper publishers Yenching-conscious might be worked up that would benefit us tremendously in securing space in papers across the country.

- 2- Up to the present neither the Advisory Council as a body or any of its members in his capacity as such has initiated anything I can recall in connection with any phase of the Yenching program.

With a considerable number of members of the Council resident in the Metropolitan area, might it be possible to get several of these to sponsor a letter to all of their colleagues, voicing the belief that it would be a good thing to provide a more cohesive form to the organization? It might be pointed out that the wide geographical distribution of the membership makes formal meetings difficult, but that the Metropolitan area group proposes a meeting of an informal nature here for a given date, at which the advisability of perfecting a more formal organization, with perhaps a chairman and nominal officers, as well as matters directly connected with the University could be considered.

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A program of high calibre, particularly a speaker of note equipped by knowledge and experience to discuss educational problems and accomplishments in China, would be essential to such a meeting, which could well take the form of a dinner meeting.

With such a program available, the letter referred to could go over the names of the local group to every member of the Council, with an invitation to attend if possible, and with a request that, if unable to attend, the individual express his opinion upon the proposal or proposals that are scheduled for consideration.

With this to build on, it is a natural step to make the dinner one of general invitation to all friends of Yenching, as represented in its own list, in the list of the Harvard-Yenching Institute, the Princeton-Yenching Foundation, the friends of the Women's College, and of the School of Journalism.

I feel that we may well submit these suggestions or some modification of them to the Yenching Promotional Committee at its meeting on Friday, February 2nd, in order that we may get the reaction of its members and such suggestions as they may have to offer.

C.R. Zeininger

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MEMORANDUM

DATE 1/30/34 193

TO: BMH
FROM: CRZ
SUBJECT: Yenching Bulletin

The Yenching promotional budget for the current year provides for but a single issue of the Yenching News.

It is proposed to issue the News early in March - not later than March 15th.

The nature of this issue may be in some measure affected by the decision of the Associated Boards as to their own publication plans (see my memo of even date re ABCCC Bulletin).

There is in hand plenty of material (but few suitable pictures) for an issue larger than the usual four-pager. However, to make an eight-pager will materially increase postage costs as well as the production item, and it appears that the publicity item in the current budget has already been drawn upon to such an extent that the remaining balance is insufficient to meet combined printing and mailing costs on even a four-pager.

I should like to submit a request for the opinion of the Promotional Committee on the following points:

1 - Is an increase in size of the News for this issue desired?

2 - Is this issue to be of the same general character as in the immediate past, with additional effort made to emphasize human interest items, or is it desired to tie it in directly with any fund-raising effort?

C.R.Zeining

0001

February 7, 1934

MEMORANDUM TO MR. HEDRICK:

RE PROGRAM FOR THE FIRST ANNUAL MEETING OF THE
AMERICAN ADVISORY COUNCIL OF YENCHING
UNIVERSITY

1. As principal speaker on this occasion Dr. John H. Finley is inviting Dr. John Van A. MacMurray.
2. The suggested date is any time between April 1st and May 15th, to be fixed by whatever date is most convenient to Dr. MacMurray. In case Dr. MacMurray cannot accept the invitation, it is suggested that Mr. Karl Bickel of the United Press Associations be invited to make the principal address.
3. It is recommended that the meeting be held in connection with a dinner at either a firstclass club or hotel. Perhaps the Harvard Club and the Commodore Hotel might be regarded as the best for our purpose in their respective fields.
4. Three dollars might be regarded as the top price per plate.
5. To this dinner would be invited the entire membership of the American Advisory Council. The sponsoring committee might well be the New York members of the Council. In addition to the Advisory Council, invitations might well go also to the Chinese Minister and to the Chinese Consul in New York and to a selected list of other distinguished Chinese.
6. The program should include, besides the principal address by Dr. MacMurray, brief statements by several other persons. One of these should be Mr. George G. Barber who, as President of the Board of Trustees of Yenching University, might preside as toast master. Mr. McBrier might be asked briefly to outline the purposes of the Advisory Council and the various services which the membership might render. Certainly someone should give those present a clear statement of what is expected of the individual members.

To be consistent with the original invitation to join the Advisory Council, it would be necessary to reiterate the statement that the Council's primary purpose is to arouse a genuine interest in China; that the great hope for China lies in educational effort such as is being made by the Christian colleges in China; that Yenching is representative of the best of such educational effort.

It needs further to be pointed out that China, with her huge population, and her ultimate power in the world, is worth cultivating as a friend. No doubt but what some of our Advisory Councilors have a keen interest in the future commercial possibilities of China and their relation to America.

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It may not be necessary to give Dr. MacMurray, if he agrees to speak, specific instructions as to the subject to be covered. As one thoroughly acquainted with China and now actively engaged in educational work at a great university in America, he is certain to make a presentation that would fit the occasion. We might, however, inquire of him as to what subject he would prefer. If this subject did not happen to fit into our plan, we could say so frankly and ask him to choose another.


Lyman H. Thompson

0003

LYMAN L. PIERCE,
PRESIDENT
BAYARD M. HEDRICK,
VICE-PRES. & GENL MGR
CLIFFORD PIERCE,
VICE-PRESIDENT
J. D. FOSTER,
VICE-PRESIDENT
S. P. YOUNG,
VICE-PRESIDENT

PIERCE AND HEDRICK
INCORPORATED

PUBLICITY AND FINANCIAL CAMPAIGNS

CHICAGO



SAN FRANCISCO

30 ROCKEFELLER PLAZA
NEW YORK, N.Y.

C. RUSSELL ZEININGER,
DIRECTOR OF PUBLICITY
J. RANDOLPH HEDRICK,
SECRETARY
WILLARD ROSENBERGER,
TREASURER

RECEIVED ATTENTION
JUL 16 1934

July 16th
1934

The Promotional Committee,
Yenching University,
150 Fifth Avenue,
New York, N.Y.

Attention: Mr. E. M. McBrier

Dear Mr. McBrier:

Herewith I hand you a report of the Spring Campaign in behalf of Yenching University. I would call your attention to the fact that certain promises made to Dr. Young and Dr. Jenney are not listed in the results. Also that it is clearly evident that most people are not in the mood to give to such far away projects, especially in substantial sums, at the present time. Nevertheless there are some people who will respond, and there seem to be enough of these to justify the expense of seeking their support.

In the short period of our activity in this intensive manner it was inevitable that many people would be missed due to absence, illness, etc. These should be followed up for their support.

Every one who made these approaches reports a friendly and interested hearing.

Personally I feel the effort was very much worthwhile and that wise promotion as general business conditions improve will produce increasing results for Yenching University.

There may be some small additions due to work of Dr. Gee, Dr. Jenney, and Dr. Young later, but the data given here is from the reports I have at this date.

Sincerely yours,

Bayard M. Hedrick

BMH/R

(Mr. McBrier acknowledged this and sent copy to Dr. Stuart)

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4 Campaign

SPRING CAMPAIGN
YENCHING UNIVERSITY
July 16, 1934

This effort was authorized at a meeting of the Promotional Committee held February 2, 1934, upon recommendation by the writer. While it was realized that business conditions at that time were still unsettled it was our opinion that the constituency of the University should have the case presented to them and be given the opportunity to give if they felt inclined and were able to do so.

There were three divisions of the effort.

One was a mailing of the Yenching News with a subscription form enclosed. The results from this considering the times, were good. The attached memorandum gives detailed results.

The second division had to do with collections. A careful check-up and follow-up were instituted and carried through. The results here were not large but worthwhile.

The third division was a canvass of special prospects in the East. The prospects were selected because of past interest and presumed ability to give. While the returns of this canvass were not large, they were more than sufficient to justify the cost, and in my judgment are a clear indication of what can be expected from a close personal follow-up method if the solicitations are made by an experienced solicitor. It would seem to me that the full time or almost the full time of such a worker could be used advantageously by Yenching University.

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The attached memorandum gives the result of this canvass.

The publicity program was carried out as outlined and I believe has done much to register Yenching University in the minds of important people throughout the country.

The Advisory Council which has been organized, if properly cultivated will become a resource of great value, comparable to the Alumni of a great university.

The Associated Boards' promotional program should develop the special field of Yenching University for profitable promotion, and I would recommend an intensive follow-up of its program with all the resources Yenching can command.

While under the new arrangement with the Associated Boards Pierce and Hedrick will have no direct charge of Yenching activities our genuine interest in its welfare will in no way be diminished, and we will cooperate in every way to that end.

Respectfully Submitted,

Bayard Ruston Hedrick

MEMORANDUM
ON SPRING CAMPAIGN RESULTS

<u>No. Gifts</u>	<u>Secured By</u>	<u>Total</u>	<u>Cost</u>
9	Dr. Gee	\$ 405.	*
1	Dr. Jenney	1000.	** \$ 649.87
6	Dr. Young	5,230.	*** 566.83
31	Yenching News	1651.	424.49

* Dr. Gee will be able to supply this figure

** \$375. salary and \$274.87 expense

*** \$375. salary and \$191.83 expense

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LYMAN L. PIERCE,
PRESIDENT
BAYARD M. HEDRICK,
VICE-PRES. & GENL. MGR.
CLIFFORD PIERCE,
VICE-PRESIDENT
J. D. FOSTER,
VICE-PRESIDENT
S. P. YOUNG,
VICE-PRESIDENT

PIERCE AND HEDRICK
INCORPORATED
PUBLICITY AND FINANCIAL CAMPAIGNS

CHICAGO



SAN FRANCISCO

C. RUSSELL ZEININGER,
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J. RANDOLPH HEDRICK,
SECRETARY
WILLARD ROSENBERGER,
TREASURER

30 ROCKEFELLER PLAZA
NEW YORK, N. Y.

Hotel Statler,
Buffalo, N. Y.

Mr. E. N. McBrier,
150 Fifth Avenue,
New York, N. Y.

Sept. 27, 1935

Dear Mr. McBrier:

When I wired you the other day I was not sure that I could not be in New York Monday, but today I am sure because a meeting has come on the horizon here which requires my attendance.

Due to an unexpected development in our mid-western territory and a change in plan on the part of Mr. Pierce, I have been tied into some local projects here in a way that prevents me from getting out of Buffalo for a period of two or three weeks.

I had been hoping to see you and have a long talk long before this but my late summer and early fall schedule has been so shot to pieces by the developments just referred to that I have been unable to do it.

I am most worried about the whole China College program and the Yenching situation in particular. It may be providential that Dr. Young's time has been released by the delay on the other project for which he was scheduled. I am sure that he will not be free long, but if the Yenching or the China Colleges want to have him you may have him at the rate indicated in my telegram, which, as you know, is merely the service charge for his personal work. I believe that his knowledge of this work and his devotion to it can be helpful in securing some definite results. May I say this to you confidentially, that after the action of the Boards last Spring, I would not want to be in the position of recommending or urging his employment. However, if the request for his services should come, I would be glad to make the assignment.

I am very fearful that I shall not be able to see you before October 10th. I do hope, however, to have a long conference with you soon after your return. In the meantime, if Dr. Young's services

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are desired, please advise me here. If there is anything you want to ask me specifically, please telephone me long distance at the Hotel Statler.

With very kind regards, I am

Sincerely yours,

Bayard W. Hedrick

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