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UNIVERSITY ARCHIVES
SPECIAL SERVICES

THE AMERICAN UNIVERSITY AT CAIRO

Suggestions to be considered in adopting a policy or plan of procedure in connection with the proposed \$2,500,000 Endowment Campaign for the American University at Cairo

1. That the Campaign be under the direction of a Committee to be known as the COMMITTEE OF SIXTY.
2. That the term "Trust Fund" be substituted for that of "Endowment".
3. That the Campaign be divided into three stages, beginning in the Eastern Section, and working through to the West Coast, covering a total period of not to exceed two years time.
4. That the country be divided into three sections to be designated as Area No. 1 (Eastern Section), Area No. 2 (Central Section), Area No. 3 (Southwest, West and Northwest Section).
5. That the active campaign for contributions begin in the Eastern Area not later than April first, 1930.
6. That ample time be taken to fill vacancies on the Board of Trustees and that all appointments to the COMMITTEE OF SIXTY be made only after consultation with or upon the approval of the Chairman of the Board of Trustees.
7. That Calvin Coolidge or some other prominent man be selected as Chairman of the COMMITTEE OF SIXTY.

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8. That the Three Area Chairmen be men not only of prominence, but able to direct and willing to "go the second mile" to safeguard all interests of the Campaign, especially in making the visits of Dr. Watson to America most productive.
9. That all members of the COMMITTEE OF SIXTY be pledged in writing to give their maximum cooperation of service.
10. That the following standard of giving be accepted as the Goal toward which the COMMITTEE OF SIXTY will work:

1 gift at 500,000	500,000
3 gifts " 250,000	750,000
4 " " 100,000	400,000
6 " " 50,000	300,000
12 " " 25,000	300,000
25 " " 10,000	250,000
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51	2,500,000

11. That a portion of the fund be earmarked "Income for the S.O.S." so that at no time can there be accusation that money given for Egyptian education is being used to train foreign missionaries and students from American and European universities.

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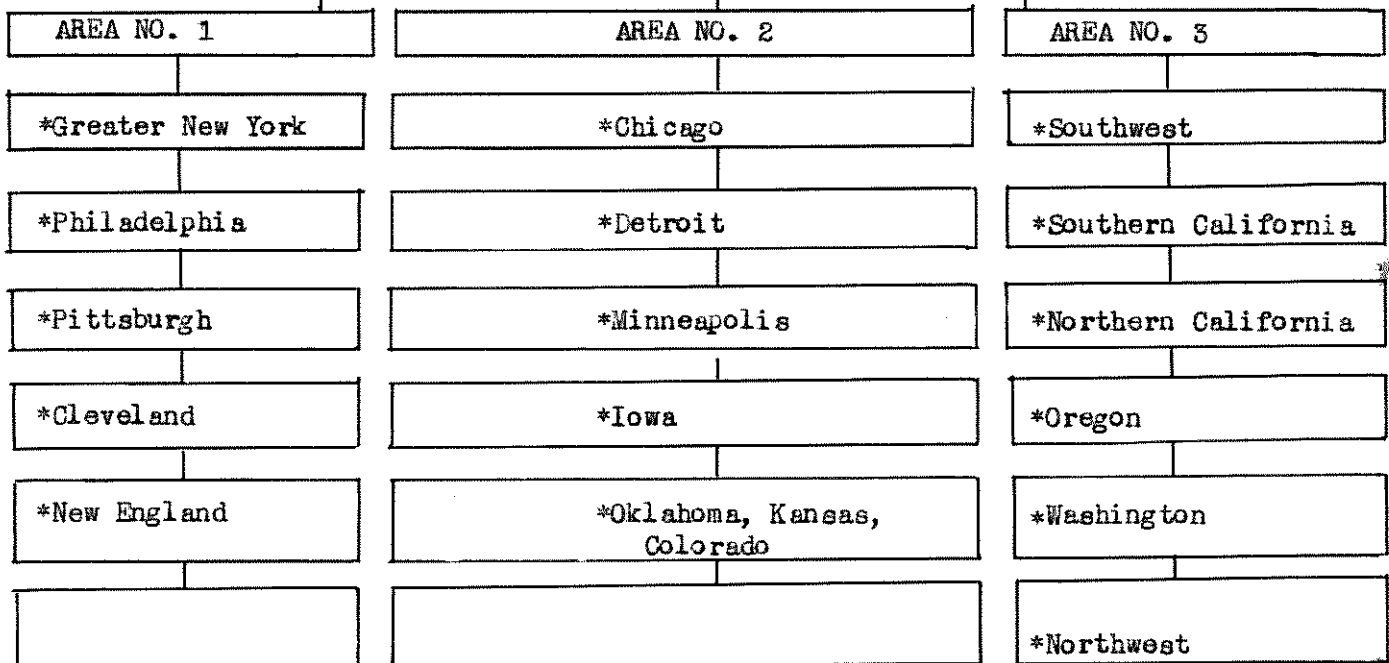
PLAN OF ORGANIZATION

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Board of Trustees

Finance Committee

C O M M I T T E E O F S I X T Y



*Illustrative only

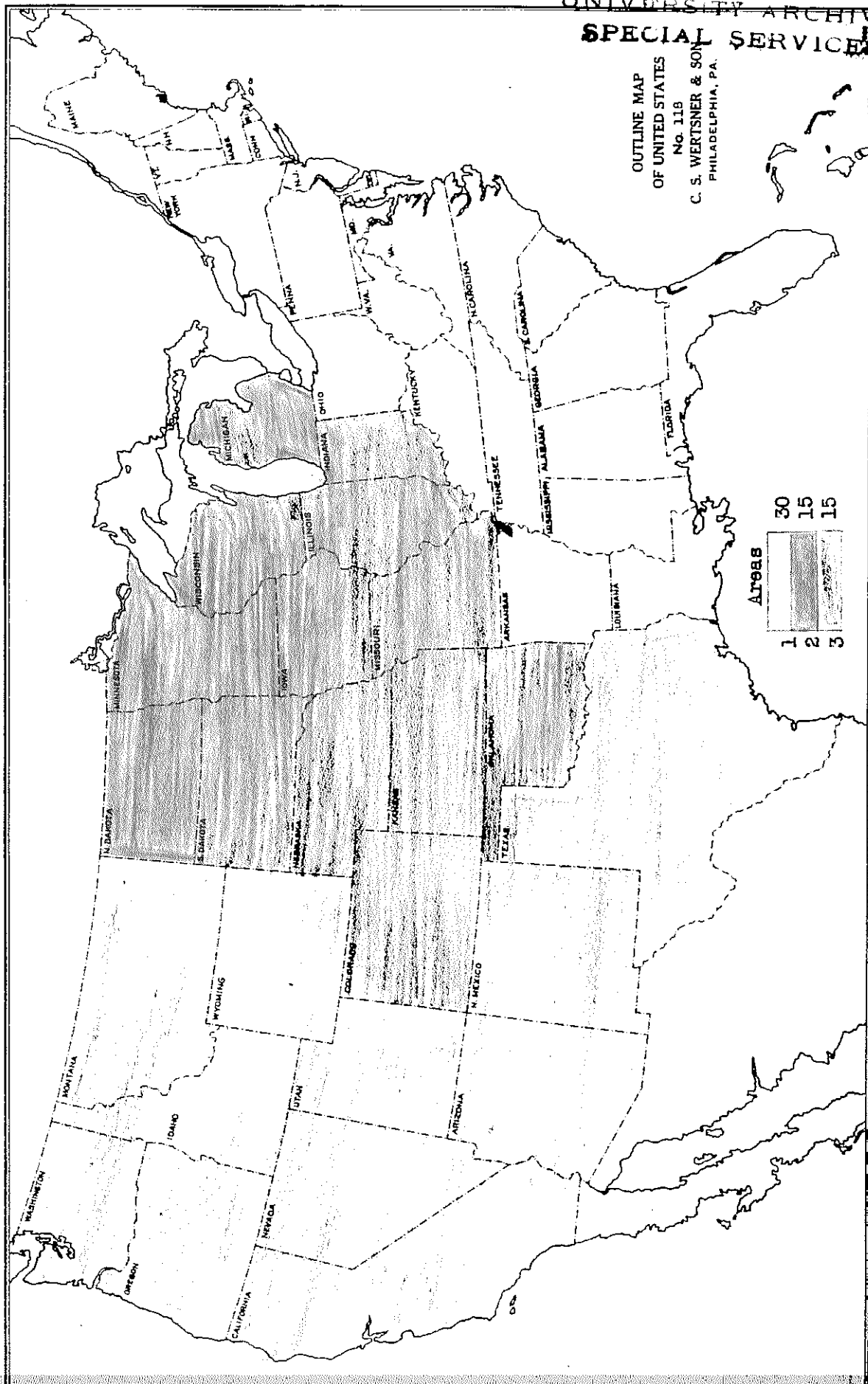
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- COMMITTEE OF SIXTY -

1. Careful thought must be given to the selection of individuals who are to make up the Committee of Sixty.
2. The General Chairman must be one of America's outstanding business men whose name would be known generally throughout the country.
3. The sub, or area, chairmen of the Committee of Sixty must be chosen with equal care. They must be men of such standing as to be able to command the active cooperation of other individuals whose interest in the church and the University will guarantee success to the enterprise from the start. The selection of sixty of America's foremost Christian leaders from the large number of representative business men, educators and church workers to be found in each area should not be a difficult task.
4. The following procedure might be observed in building up the Committee of Sixty:
 - A. The Board of Trustees to appoint the General Chairman.
 - B. The General Chairman to appoint his three Associates or Area Chairmen.
 - C. Each Area Chairman to appoint his colleagues (or Committee Representatives) with reference to their relation to cities, individuals, foundations, etc., throughout the area.
 - D. Suggestions, and if possible nominations for the General Chairmanship to be made at the time of the October Board meeting.
 - E. A meeting of the General Chairman and sub-chairmen should be held early in November for the purpose of working out a program of procedure for completing the organization of the Committee of Sixty.
 - F. The initial meeting of all members of the Committee of Sixty to be held jointly with the Board of Trustees at the time of Dr. Watson's return to America in the spring.
5. The following Committees to be appointed by the General Chairman:
 - A. Executive Committee
 - (a) Detail organization
 - (b) Calendar
 - (c) Subscription forms, etc.
 - B. Publicity Committee
 - C. Listing, Rating and Assignment Committee.

AMERICAN UNIVERSITY AT CAIRO

Suggested division of the United States into workable areas.



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OUTLINE MAP
OF UNITED STATES
No. 118
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