



THE JACOB RADER MARCUS CENTER OF THE
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MS-763: Rabbi Herbert A. Friedman Collection, 1930-2004.

Series H: United Jewish Appeal, 1945-1995.

Subseries 4: Administrative Files, 1945-1994.

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25th anniversary of the United Jewish Appeal. 1962.

For more information on this collection, please see the finding aid on the
American Jewish Archives website.

- I. Introduction
- II. The Story of the United Jewish Appeal
- III. "The Righteous perisheth

And no man layeth it to heart
And Godly men are taken away."

Isaiah, 57:1

Title page for each section is to include quote and copy
briefly outlining events of the period covered.
Quotes used as subheads throughout each section.

- 1. Horror cometh; and they shall seek peace,
And there shall be none.

Ezekiel, 7:25

Covers the rise of Nazism through the Krystall Nacht, Nov.9-10,1938.

- 2. "Am I my brother's keeper?"

Genesis, 4:9

Covers organization of the UJA, a few pictures of early JDC and UPA
activities and founders.

- 3. "Flee, save your lives,
And be like a tamarisk in the wilderness."

Jeremiah, 48:6

Attempts to get out of Germany, Europe, refugees on the move.

- 4. "And I will deliver thee out of the hand of the wicked,"

Jeremiah, 15:21

Jewish children rescued and sent to various countries, including
England, U.S., Palestine, etc.

- 5. "I am affrighted so that I cannot see,
My heart is bewildered, terror hath overwhelmed me,"

Isaiah, 21:3,4

Roundups of Jews; Warsaw ghetto; concentration camps; French
detention camps;

- 6. "To whom will ye flee for help?"

Isaiah, 10:3

JDC aid; immigration to U.S.; NRS offices; St. Louis, Struma,
Neveamar, etc.

IV. "And he said unto me, "Son of man, can these bones live?" And I answered, O Lord God, Thou knowest."

Ezekiel, 37:3

1. Liberation; concentration camp survivors.

2. "Comfort ye My people." Isaiah, 40:1

Isaiah, 40:1

JDC aid to survivors and in DP camps.

3. "And there shall be a highway for the remnant of His people."

Isaiah, 11:16

Exodus from Poland, Hungary and Rumania back to DP camps. (Bricha)

4. "Open ye the gates

That the righteous nation that keepeth faithfulness may enter in."

Isaiah, 26:2

Covers illegal immigration, including Cyprus, Exodus, etc.

V. "They helped everyone his neighbor;

And everyone said to his brother:

'Be of good courage.'" Isaiah, 41:6

1. Postwar UJA campaigns in the U.S.; DP resettlement program in U.S.

2. "They that dwelt in the land of the shadow of death,
Upon them hath the light shined."

Isaiah, 9:1

JDC postwar aid in Europe, including rebuilding of communities, ORT, etc.

3. "For he will deliver the needy when they crieth;
The poor also, and him that hath no helper."

Psalms, 72:12

JDC in North Africa, Moslem lands

VI. "And I will plant them upon their land,
And they shall no more be plucked up
Out of their land which I have given them."

Amos, 8:15

1. UN partition vote, Arab assaults.

2. "Awake, awake,
Put on thy strength, O Zion."

Isaiah, 52:1

War for Independence

3. And he will set up an ensign for the nations
And will assemble the dispersed of Israel
And gather together the scattered of Judah
From the four corners of the earth."

Isaiah, 11:2

Establishment of State, early immigration, opening of Cyprus camps, etc.

- VII. "I will bring thy seed from the east;
And gather thee from the west;
I will say to the north: 'Give up',
And to the south: 'Keep not back',
Bring My sons from far
And My daughters from the end of the earth."

Isaiah, 43:6

1. UJA campaigns for mass immigration into Israel
2. "My habitation is plucked up and carried away from me
As a shepherd's tent."
Isaiah, 38:12
Post-State mass immigration into Israel -- early reception centers,
tent cities, ma'abarot, etc.
3. "But they that wait for the Lord shall renew their strength;
They shall mount up with the wings of eagles."
Isaiah, 40:31
Operation Magic Carpet, etc.
4. "Behold, I will...gather them from the uttermost parts of the earth
And with them the blind and the lame...
A great company shall they return hither."
Jeremiah, 31:8
Malben operations in Israel.
5. "I have been a stranger in a strange land."
Exodus, 11:22
JDC in North Africa and immigration from Moslem lands.

- VIII. "The wilderness and the parched land shall be glad
And the desert shall rejoice and blossom as the rose."
Isaiah, 35:1

1. Farm settlements, irrigation, push into the Negev.
2. "A new heart also will I give you
And a new spirit will I put within you."
Ezekiel 36:26
Settling in -- Ulpanim, ORT schools, Youth Aliyah villages, etc.
3. "I will cause the cities to be inhabited and the waste places
shall be builded."
Ezekiel, 36:36
Building of agricultural towns (Lachish, Dimona, etc.)

4. "I have set watchmen upon thy walls,
O Jerusalem." Jeremiah, 62:6

Arab attacks, border settlers and guards, Sinai campaign.

- IX. "Is a land born in one day?
Is a nation brought forth at once?"
Isaiah, 41:18

1. UJA campaigns in the U.S. to aid in absorption of newcomers, and problems of absorption.
2. "And Jacob shall return, and shall be in rest, and shall be quiet, and none shall make him afraid."
Jeremiah, 30:10
Refugees and immigrants from Hungary, Egypt, Poland, etc.

- X. "For I will make you to be a name and a praise
Among all the peoples of the earth."
Zephaniah, 3:20

1. Israel in its Bar Mitzvah year -- contrasting photos of early Palestine, Modern Israel, etc.; First Young Leadership Mission.
2. "Behold, how good and how pleasant it is
For brethren to dwell together in unity."
Psalms, 133:1
Photos of many different types in Israel.

- XI. "For Thou art my rock and my fortress."
Psalms, 71:3

1. 1961-62 immigration; movements in Europe, including Algerians in France; Cubans in U.S.

- XII. "In the day of my trouble, I call upon Thee,
For Thou wilt answer me."
Psalms, 86:7

UJA prepares 25th Anniversary campaign; Mission pictures; Housing, other immigrant needs.

- XIII. "Watchman, what of the night?"
Isaiah, 21:11

Problems ahead and the need for continued aid through UJA

- XIV. Pictures of UJA leaders, etc.; officers, Bd., etc.

19 February, 1962

Mr. Moshe Rivlin
Executive of the Jewish Agency
P. O. Box 92
Jerusalem, Israel

Dear Moshe:

As crazy as this sounds, I am answering your letter of 13 December, 1961. The demands of the campaign were so severe and the amount of travelling involved so tremendous, that I simply did not even try to keep up with my correspondence. But now there is a day of pause before I go off to the West Coast, and I am catching up.

I want to spend a great deal of time in this letter talking about the matter of the stamp. As you said, the Cabinet and the Post Office have decided officially to issue the stamp and they have approached several Israeli artists for suggestions. You were good enough to ask me if I had any ideas about the design, and I do. Let me give you my thoughts.

1. I would like the stamp to be of a low denomination, so that it can be used for surface mail from Israel to the United States. While I do not have all the details of my plans completed, I am thinking of a mass mailing, many tens of thousands, perhaps scores of thousands of letters to be sent from Israel to the United States at the beginning of 1963, with that stamp on them. Therefore, the factor of cost is important to me. I could not spend the money for air mail. I would have to send it by surface mail. How much is a letter by surface mail? Is it 25 agorot? If so, that is the denomination of the stamp I would like.
2. I would want to buy up many, many sheets for presentation pieces and other purposes, which is another reason why it should be as inexpensive a stamp as possible.
3. The design of the stamp should have to do with immigration, with bringing Jews home, with rescuing people, with anything of that nature which is connected with the work of the UJA.
4. The design of the stamp itself must bear the words United Jewish Appeal in English as well as in Hebrew. If the stamp shows immigrants arriving on a plane or on a boat that would be fine for us.
5. The inscription on the tab of the stamp should say something like this - "25th Anniversary of the United Jewish Appeal in the United States, which has aided in the bringing to Palestine and Israel during this period of one and a half million Jews." I do not insist upon this, obviously, but this is the main idea which should somehow be included on the tab.

19 February, 1962

6. In addition to the stamp itself, there is the matter of first day covers. This permits an additional design. If, for instance, the stamp itself shows boats or planes carrying people, then the cover can show a family entering a house or approaching a moshav which could be beautifully drawn in the background or perhaps walking down a road toward a new development town, or anything similar to this. In other words, the picture on the cover, which can be larger than the stamp itself, must be something of a high inspirational nature, embodying the ideals of Zionism and rescue and Israel upbuilding, all of which are connected with the United Jewish Appeal.
7. In addition to the stamp and the cover, you are aware that there is an item called a maximum card. This is not put out by the official philatelic service of the State. I do not know who produces this. But I have a complete collection of such cards and they are beautiful. They are the size of a post card and the entire front of the card is a picture. This can be the most picturesque of all, because there is the most space to deal with. I would suggest you look at a collection of maximum cards and you will see what I have in mind. Here the theme could be most boldly executed. I do not know what number of maximum cards we would want to purchase but again it would depend upon the price.

Therefore, I am thinking of three things, a stamp, with a tab, a design on a first day cover, and a maximum card. I have a complete collection of Israeli stamps, covers and cards, and I am thoroughly familiar with this whole process. My collection includes about ten volumes, so I cannot possibly bring it with me to Israel to show you. But that is not necessary. You have access to similar collections.

I plan to be in Israel some time toward the end of April, during Pesach week. If it is possible for you to have any designs to show me at that time, I would be happy to let you know whether they succeed in bringing out the thoughts I have in mind. Take a look, for instance, at the first day cover of Zim issue 27 January, 1958. See how much descriptive information is contained on the tabs underneath the stamps. See what beautiful designs were created with ships. Something similar to this might be done for the UJA, showing a ship bringing refugees in. Most of the artists who design Israeli stamps are really wonderful. And I have no particular names to suggest. I just wonder whether you have included Friedel Stern among the artists you are asking. She did several air mail stamps recently, all 66 which are very beautiful.

To change the subject, I am enclosing a copy of my most recent personal letter. You probably have received it by now, but just in case you have not, I am enclosing an extra copy. You will see that I have incorporated some of the material from the Zisling interview which you sent me and also something from the articles on absorption which you sent me. This was a good letter and very well received. If you have any additional material of the same sort, I will be delighted to receive it and we can always put it to good use.

Looking forward to hearing from you as soon as possible about the stamp, and any other matters, I am,

As ever,

Herbert A. Friedman

HAF:mm
encl.

cc: RL 1B

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Looking forward to hearing from you as soon as possible about the stamp, and any other matters, I am,

As ever,

Herbert A. Friedman

UNITED JEWISH APPEAL, INC.

165 WEST 46th STREET
NEW YORK 36, N. Y.

MEMORANDUM

Date March 16, 1962

To Rabbi Herbert A. Friedman
From Raphael Levy
Subject PICTURE HISTORY OF THE UJA 25th ANNIVERSARY

This is a preliminary memorandum regarding the publication of a picture history of the UJA to appear during 1963 - the year when UJA marks its 25th Anniversary.

IN GENERAL: - In line with your suggestion, it seems most desirable that the UJA begin at once preparation of a picture report of the organization and its times, to be published in connection with the UJA Annual Meeting, December 9, 1962.

Preparation of such a book, plus the printing of it, will take time. It will be necessary to conduct a very active research for outstanding photographs (and preferably the negatives of such photographs), and to arrange to prepare them for publication. Additionally, it will be necessary to produce an effective text which will capture the drama and excitement of the period covered - its highs and its lows. This text will have to be compact, yet historically accurate. Also, it will be necessary to work out the very complicated production problems in the production of such a book, and these are many.

The reproduction of photographs is an expensive procedure - and the expense will vary according to the method of production chosen (photo offset process, direct printing, photo-gelatin process, rotogravure). Beyond this, there is a need to determine as early as possible the manner in which the book will be distributed and its costs absorbed. All of these are considered in the notes given below:

FORMAT OF PRODUCTION: - At this writing it is proposed that the UJA picture history be a 100 page book, size 8½" x 11", bound in paper. It would resemble roughly the book issued a few years ago by the Modern Museum of Art, "THE FACES OF MAN" - a compilation of outstanding photographs selected by Edward Steichen. The exact method by which we shall print the book cannot be settled until we have gone into it very carefully. Involved are factors of both cost and time.

We may wish to print by the photo offset method - which is economical but does not give as good results in reproducing photographs as letter press printing.

Memo to Rabbi Friedman

We can get superior reproduction by the use of letter press - but here the cost runs higher than photo offset - and we will have additional cost problems arising from the fact that it will be necessary to make cuts for each photo published; and these are expensive.

It is possible that we may be able to print by rotogravure offset, which will give us technical excellence at reasonable cost, provided we are able to print the large number of copies which will make the use of rotogravure economically feasible. Small runs of just a few thousand copies make rotogravure impractical.

In addition to all the above, we will want to investigate the possibility and desirability of actually printing our work abroad - possibly in Holland, or Switzerland - or even in Israel. High class printing is cheaper in Holland and Switzerland than in the United States. But two other factors intervene here - the amount of time required is increased considerably, and the cost of shipping the printed product here may prove prohibitive (the general practise is to produce the book in printed sheets only and ship these flats to this country unbound. The binding is then done here. This is done to save on Customs).

Finally, it is just possible that the book could be printed in Israel at one of Israel's two capable photo offset houses - Lewin-Ebstein or Lion, The Printer. This would give the book an additional "sentimental" value. It might however, create as many problems as it solves, because in trying to print in English in Israel, one runs up against the fact that there is not a great deal of good English type available.

A PUBLISHER: - Beginning next week I will be visiting 2 or 3 publishers with a view to seeing if we can interest a reputable publisher in undertaking the publication of the above picture history.

There is a possibility that - provided we can underwrite a part of the cost of publication - that we will be able to secure such a publisher. Working against us is the fact that our book may not be general enough to interest a publisher in handling it since he will have no wide market to which to offer the book.

THE MARKET FOR THE PICTURE HISTORY: - Even if we do not secure the interest and assistance of a publisher, and find it necessary to produce the work on our own, I think we would want to bring it to the attention of our campaign communities at a very early date, well before publication. When we do, we should make the book available to them at a suitable price. In other words, I am suggesting here that we not give the book away, but that we try to defray a part or much of its cost of publication by selling it to the communities.

Memo to Rabbi Friedman

What use would the communities have for it? I think they will find many uses, in connection with their 1963 campaign: as an award, as a top level mailing piece, as a presentation piece to libraries and key individuals, and finally, in connection with the two items which follow:

Display: Our book will be a picture history of the UJA and its times. The very pictures which form the basis of the book can also form the basis on a unique and effective display to be loaned out - or perhaps sold on a cost basis - to our top communities.

Slide Presentation: Still another way to make use of the pictures which will be in the picture history, would be to create a slide film, or a strip film for showing by communities during the 1963 campaign. This could be particularly useful as an educational device - not necessarily as a fund raising device - to be acquired by community campaigns and used in connection with meetings of temples, brotherhoods, sisterhoods, Sunday School classes, Jewish organizations.

RESEARCHING THE PHOTOGRAPHS: - For our picture history to have meaning and significance, one person from the UJA staff will have to be assigned now to the task of researching the photographs, organizing them and preparing them for publication. This will not be a simple task, to be done in spare time. It will take persistence, scholarship, footwork and time. It will be necessary to go through many photo files, both here and in other countries. It will be necessary, in the instance of many historical pictures we might want to use (which have been copied and re-copied unto the 4th and 5th generation), to try to track down the original, or the original negative, in order to produce a really good print. It will be necessary, too, to go through our own photo files, plus those of the Joint Distribution Committee, the United Israel Appeal, and various collections of photographs here in New York City including those of YIVO, HIAS and United Service for New Americans. It will be necessary, too, to try to locate and look at the private collections of some of the photographers who are remembered for the work they did during this period:

Rowan Vishniac (who took some of the greatest shots of the '39 period in JDC's Europe and who is today an outstanding scientific photographer here in the United States).

Arthur Zegart (of UNRRA, who took some remarkable documentary photos of the 1946 Exodus from Poland).

Al Taylor JDC Photographer (1946 - 1948).

Robert Capa (who did an impressive series in Palestine for UJA).

Herbert Sonnenfeld (who did many of UJA's most striking photographs of the 1943 period).

And Many Others

Memo to Rabbi Friedman

Finally, in addition, there are a number of overseas photo resources that should be searched out. The files of the YAD VASHEM should be examined for photographs. Undoubtedly, the Historical Documentation Center in Poland could reveal many useful items and so could the Jewish Documentation Center in France.

Beyond this, there will be other photographs that will need to be tracked down; significant pictures of the leaders of the UJA in action, such as Herbert Lehman, Paul Baerwald, Abba Millel Silver, Joseph Papp, and many others, along with shots of historical interests: Dr. Chaim Weizmann, visiting the White House with UJA leaders in 1949 - Golda Meir speaking to the UJA in her momentous 1947-48 trip, when she raised \$50,000,000 - Albert Einstein and Bill Rosenwald, meeting with refugee children, etc.

FIRST STEP: - If we are really serious about putting out a picture history - even before we settle many of the details of publication - we should assign a suitable person to begin the research indicated here.

When all is said and done, he will have to look at thousands of photographs and boil these down to some 200 to 300 pictures - the cream of the crop.

TEXT: - As I visualize the picture history, it will utilize a minimum of text. But some text will be necessary to hold the whole presentation together and to give it significance. This may have to be written by a UJA person, or an outside name. The details of this will have to be worked out.

IN CONCLUSION: - I would like the opportunity to discuss the above project with you at your earliest convenience.

Rabbi Friedman

UNITED JEWISH APPEAL, INC.

165 WEST 46th STREET

NEW YORK 36, N. Y.

MEMORANDUM

Date March 26, 1963

To Rabbi Herbert A. Friedman

From Raphael Levy

Subject 25th ANNIVERSARY FILM

I want to take this opportunity to urge that, in addition to our making a campaign film for 1963, we also make a half hour historical film on the theme of MY BROTHERS KEEPER. I feel that, in many ways, this film is more important to our 1963 program - than the proposed picture history book.

WHAT THIS FILM WOULD TRY TO DO:

One of the most powerful forces that we have at our command in UJA is that of recalling the Jewish history of recent times (and their personal involvement in it) for our audience. This is what you, and other speakers, such as Abe Harmon and Sharett - do so effectively from time to time. It is what made MEMO TO EICHMANN such a memorable film, despite the technical inferiority of much of the footage used in the film. And if our 25th Anniversary program is to have any significance and make any impact - it will be because it successfully recalls the past - and stirs up old and forgotten emotions of despair, succeeded finally by wonderful emotions of victory and success.

In my opinion, this matter of recall can be carried out in a film more effectively than in any other media and, I believe strongly, that we should produce such a film for 1963.

HOW DO WE START?

I don't want to go into the matter of budget at this time (I am a realist enough to know the budget will have to be truly small before the film plan can be given final consideration). Let us take for granted that we will find a way to successfully make the film and still keep it within our means. Let us ask instead what do we want to put into such a film - how do we want to go about it? As I see this film, we have two problems: FIRST - to find a fresh way to tell it.

SECOND- to find the best possible material - reproduced from original negatives - material that looks fresh, and not "tired".

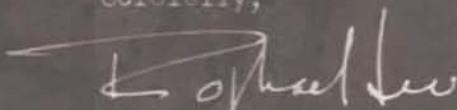
How to tell the story - in a fresh and original way - is something that will need a lot of thinking through. One thought I had is that there ought to be a very high level of involvement of key historical personalities in this film. I would like to be able to have Ben Gurion tell us part of the story; and be able to use Harry Truman to tell another part. One or two additional names of this calibre would be added.

GETTING FOOTAGE:

Gathering the footage for this film presents a major and challenging job. In doing this job, we will need to tap many resources. The Zionist Archives here, the JDC film library, Newsreel files (of the early days which inspired the UJA). If possible, we must examine material in the Warsaw Documentary Center - the Yad Vashem, Israel Government & Military sources, our own film bank, and others.

This is a big job and it will take skill and devotion, as well as money, to get it done. But I am confident it can be done and can be done with great effectiveness. Can we talk about it?

Cordially,



RL:sh

P.S. The above makes our 3rd film proposal for 1963: They are in order:

1. The Regular Campaign Film (which JDC is to do).
2. A film on Absorption to be suggested by you to the Jewish Agency, Keren Hayesod (and which would be our "ace in the hole" campaign film).
3. The 25th Anniversary film (which would be both a TV and educational film).

MEMORANDUM

May 22, 1962

TO: Publicity Staff

FROM: Raphael Levy

SUBJECT: ASSIGNMENT SCHEDULE, UJA PUBLICITY DEPT., MAY 1962 THROUGH JULY 1963

Part I: UJA 25th Anniversary Year Celebration

Part II: 1963 Campaign Publicity Assignments

This is a schedule of the main assignments facing the staff of the UJA Publicity Department for the remainder of 1962 and the first half of 1963. It is also an indication of the scope and nature of the plans for celebrating UJA's 25th Anniversary year.

As the members of the Department know, a special Task Force has been set up within the UJA which will have primary responsibility for implementing the 25th Anniversary Program.

But as Department members have recognized, the role of the Task Force is to serve as a catalyst for the occasion -- and each of us will have important assignments to carry out in furthering the 25th Anniversary Year.

Some of these will be in addition to the regular Fall, 1962 - Spring, 1963 campaign assignments on which we normally start now. Other assignments are activities that we engage in annually, but which now take on a special 25th Anniversary character. There remains, finally, certain assignments which we must handle, which have no connection with the 25th Anniversary but are part of the normal cycle of campaigning.

The schedule that follows is divided into two parts. As far as possible, the activities which relate to the 25th Anniversary are listed in Part I. Regular campaign assignments are given in Part II.

Distribution of Responsibilities:

To help meet the workload established in the two schedules, certain general areas of responsibility are hereby assigned to Department members as indicated below. (From time to time it may be necessary to make shifts, of a temporary nature, in these assignments.)

Ben Hanft will share in directing the Publicity Department activities. In general, he will administer those activities which are not a part of the 25th Anniversary program, while I seek to expedite the items that are connected with it. He will have special responsibility, however, for the 1963 (25th Anniversary) UJA Study Mission, as well as for the servicing of the field operation and directing the origination and placement of news and feature material (including 25th Anniversary material.) He will also edit the "Campaign Flash."

Carl Sobin will work closely with Ben Hanft. He will have immediate responsibility for Campaign News and press placement of material, both Anglo and General, for the Speaker's Bureau material (bios, releases, speech material); for preparation of Miami and Regional Conference material (invitations and publicity) and is to be available for out of town servicing on conferences. His campaign news activities should be coordinated with Bob Gary's work, since Bob will be responsible for issuing and placing a continuing flow of news and feature material on the 25th Anniversary.

Bob Gary has the 25th Anniversary Desk as his regular continuing assignment. He will work closely with me (and Abe Hyman). He also will write the Initial Statement for the 25th Anniversary, the 25th Anniversary Community Manual, prepare other major anniversary items including Rosh Hashonah articles, and do a special Anglo-Jewish 25th Anniversary supplement. Additionally, he will have immediate responsibility for originating and keeping up a continuous flow of news about the 25th Anniversary in all printed media, including the General and Anglo-Jewish Press, and in the origination of 25th Anniversary feature and photo material for the press. He will have a major part in preparing and styling invitations, and other printed material for the Annual meeting, and in providing basic and special material to the communities celebrating the 25th Anniversary.

Itzhak Ivry will work closely with Bob Gary and myself, securing special attention for the 25th Anniversary in the Yiddish and Israel press. He will seek to stimulate special material and even special sections in the Day, Forward, Amerikaner Magazine, and other Yiddish outlets here and abroad, and in the Israel press (through U.S. based Israel correspondents.) He will work, too, with special English language publications, such as the Jewish Frontier, American Zionist, Hadassah News Letter, and others, to stimulate their publication of 25th Anniversary material, and with WEVD (Yiddish programs). Additionally, he will carry out his regular campaign and general news duties.

David Mark has been assigned major script and expediting responsibilities in connection with three audio-visual projects now getting underway: The 1963 JDC-UJA Campaign film; the 1963 Jewish Agency-UJA Campaign film; and the Audio-Visual 25th Anniversary presentation for the Annual Meeting. By fall, as these projects take shape, he is to assume major responsibility for the origination, preparation and expediting of the 1963 literature pieces, campaign promotional items, and advertisements. (If there is to be a 25th Anniversary supplement for the NY Times, he will work on this, with Bob Gary.)

Anna Kaufman will gather and edit the photos, and expedite the preparation of the 25th Anniversary Photo History -- a major project. She will be responsible for inaugurating and carrying through a program of Television and Radio Placement on the 25th Anniversary. Additionally, she will be responsible for all Women's Division activities, including the Mission, and any 25th Anniversary tie-in. Finally, she will gather, expedite, and edit, as in the past, the Annual Meeting Budget presentation.

Erin Singer will assemble and prepare all necessary bios and photo material on 25th Anniversary Officers, including the Chairman, and Co-Chairmen, the Honorary Chairmen, and Committee Chairmen and members of the Executive Committee, but not (unless required for special reasons) the Chairmen of Committees. He will also maintain the regular Officer-Cabinet bio file. He will work on initial publicity on the Young Leaders Mission. More important -- as of this fall, he will assume the editorship of the RTM -- preparing (from mid-August on) -- the 25th Anniversary issue for post-Yom Kippur distribution (and in advance of the Annual Meeting); the Post-Annual Meeting issue; and subsequent 1963 Spring issues. He will also continue to service the Executive offices with special precis for leaders visiting communities.

Allan Simon will execute and expedite the art and printed material for both the 25th Anniversary and the Regular Campaign (utilizing outside artists as necessary on a per assignment basis). These will include special pamphlets, literature pieces, conference pieces, posters, advertisements, stuffers, backdrops, displays, and publications including the RTM.

George Silverman will be responsible for printing production and allied scheduling, securing of printer's bids, establishing quantities and prices, and expediting production from preparatory stage through final printing and delivery, of both 25th Anniversary and regular campaign material. He will continue with community servicing, the servicing of field men, the preparation of awards, the control of the general and Anglo-Jewish advertising program, and (with the aid of Miss Tepper), the handling of photos, clippings, scrapbooks and films.

CALENDAR:

Here is a calendar of dates and events this fall and winter which have a bearing on the work of the Department. 25th Anniversary events are underlined:

1962

- Fri. Sat. June 8-9 Shevuoth (All Jewish holidays begin at sundown before the date given)
- Mon. , June 11 UJA Expanded Cabinet and National Cash Meeting. Savoy Hilton. Mr. Meyerhoff will report on 25th Anniversary plans.
- Mon., June 18 Meeting with Community Executives to report on 25th Anniversary: Plaza
- Mon., July 2 2nd UJA Young Leadership Mission Leaves Idlewild
Arrives Vienna -- July 3
Arrives Israel -- July 6
Arrives Paris -- July 23
Arrives N.Y. -- July 27
- Wed., July 4 Independence Day.
- Mon., Sept. 3 Labor Day
- Mon., Sept. 10 1st invitation goes out on 25th Annual Meeting (Dec. 7-9) This is to be a special brochure.
- Mon., Sept. 24 Anglo-Jewish Rosh Hashonah Editions appear. By July 15, at the latest, we must supply them with full complement of material bearing on 25th Anniv.year
- Sat., Sun., Sept.29-30 Rosh Hashona 5723
- Mon., Oct. 8 Yom Kippur
- Fri., Oct. 12 Columbus Day
- Sat., Sun., Oct. 13-14 Succoth
- Mon., Tues., Oct. 15-16 Separate UJA Study Mission delegations visit:
Bergen-Belsen Concentration Camp (near Hamburg, Germany)
Auschwitz Concentration Camp (Near Crakow, Poland)

These events, and the Mission events that follow, will serve as publicity curtain-raisers on the 25th Anniversary year.
- Wed., Oct. 17 1963 (25th Anniversary) UJA Study Mission opens in Vienna. Presentation of European needs. (?)*
- Thurs., Oct. 18 Dinner to 25th Anniversary UJA Study Mission
Hosts: European Committee to Observe UJA's 25th Anniversary, Astore Meyer, Chairman (?)

* (?) = Date, or event, subject to change

Fri., Oct. 19 UJA Study Mission Arrives Israel.
Many of the Mission activities will bear on the 25th Anniversary. Prominent among these will include the holding of a dinner to observe the anniversary, by Israel Committee to Observe UJA's 25th Anniversary

Sat., Oct. 20 Shemini Atzereth

Sun., Oct. 21 Simchat Torah

Fri., Oct. 27 UJA National Women's Division Study Group Leaves N.Y. for Vienna. (This Mission will, in all probability, have 25th Anniversary features.)

Tues., Wed., Oct. 30 UJA Women's Study Group leaves Vienna, arrives Israel

Wed., Oct. 31 Prime Minister's Dinner for 25th Anniversary Study Mission (and Women's Study group?)

Thurs. Nov. 1 Observance of 10th Anniversary of Dr. Weizmann's death. (Balfour Day). UJA Missions will participate (Rehovoth)

Fri., Nov. 2 1963 (25th Anniversary) Study Mission ends -- members depart from Israel.

Tues., Nov. 8 Election Day

Mon., Nov. 12 UJA Women's Study Group Leaves Israel for Rome.

Thurs., Nov. 15 UJA Women's Study Group Leaves Rome for U.S.

Thurs., Nov. 22 Thanksgiving

Wed., Dec. 5 Special visit to White House, UJA leaders - opening. UJA 25th Anniversary year (?)

Wed., Dec. 5 Publication - 25th Anniversary Photo History

Thurs., Dec. 6 JDC Annual Meeting (Americana Hotel)

Fri., Dec. 7 UJA 25th Anniversary Conference, Americana Hotel, including:

" " Special Religious Service (Hunter College?), Rabbi Abba Hillel Silver, Sermon; Henry Shalit, Sacred Music.

" " Special UJA Sabbath Services -- Synagogues throughout country to read 25th Anniversary proclamation of UJA Rabbinical Advisory Council.

Sat. Eve., Dec. 8 25th Anniversary Banquet -- Americana Hotel, featuring:
Audio-Visual 25 Year Presentation
President Truman (?)
Golda Meir (?)
Edward M. M. Warburg (?)
Joseph M. Meyerhoff, Chairman

Sun. . . , Dec. 9	<u>Cash Line, and Awards -- 25th Anniversary Conference.</u>
Sun., Dec. 9	<u>National TV and Radio attention to UJA's 25th Anniversary, including Eternal Light, Message of Israel, etc.</u>
Mon. Dec.10	<u>Community Publicity Director's meeting, 1963 campaign and UJA 25th Anniversary (?)</u>
Sat., Dec.22-Sat.,Dec. 29	Chanukah
Tues., Dec. 25	Christmas Day
Wed.,Dec.26-Fri.Dec.28	<u>UJA Fieldmen's Meeting: Briefing 25th Anniversary (?)</u>
Tues., Jan. 1	New Year's Day
Jan. '63	UJA Southern Regional Conference (?)
Jan. '63	<u>Issuance of Israel Stamp Commemorating UJA 25th Anniversary (Date not set.) First Day covers to be mailed from Israel to 70,000 UJA supporters, U.S., containing special UJA Anniversary message.</u>
Sun., Feb. 17, 1963	<u>UJA Inaugural Conference, 1963 campaign and 25th Anniversary: Fontainebleau Hotel, Miami</u>
Sun. Feb. 17, 1963	<u>Publication, UJA 25th Anniversary Honor Roll (?)</u>
Sun. Feb. 17, 1963	<u>Publication, New York Times 25th Anniversary Supplement</u>
Week of Sun., Feb. 17	<u>Publication - Special JTA and Anglo-Jewish supplements, honoring UJA's 25th Anniversary year (?)</u>
Week of Sun., Feb. 17	<u>Publication -- Special Supplements, Jewish Day and Forward, honoring UJA's 25th Anniversary year (?)</u>
Sun., Feb. 17, 1963	<u>Additional National TV and Radio shows honoring UJA's 25th year.</u>
February, 1963	<u>Start of local observances honoring UJA, throughout country (?)</u>
February, 1963	<u>Publication, special issue World-Over Magazine, honoring UJA, and setting up useful Sunday School program, on UJA (?)</u>
February, 1963	<u>West Coast Regional Conference - (25th Anniversary theme)</u>
March, 1963	<u>Mid-West Regional Conference " " "</u>
March, 1963	<u>Publication, UJA Essay Book - on 25th Anniversary.(?)</u>
Summer, 1963	<u>UJA 25th Anniversary Youth Mission to Israel</u>
December, 1963	<u>Concluding Function -- (keyed to theme of rededication) UJA 25th Anniversary Year.</u>

Part 1

UJA 25th Anniversary Year Celebration

I. INITIAL ORGANIZATION (Major Responsibility: Abraham S. Hyman with Raphael Levy/
Bob Gary)

<u>ASSIGNMENT</u>	<u>ASSIGNED TO</u>	<u>START</u>	<u>COMPLETION</u>
1. Securing Chairman (Herbert H. Lehman)	ASH/EMMW	Immediate	May 25
2. Appointment of Committees by Letter, Phone and Telegram including Europe and Israel	ASH/ UJA Executive Staff for Phone followup in U.S.	Immediate	June 22
3. Temporary Stationery (including slogan and symbol)	RL/Bob Gary/ Al Simon	Immediate	May 31
4. Initial Statement	Bob Gary/Al Simon	Immediate	May 25(mimeo) June 1(print)
5. Presentation of Plans to UJA Cabinet	Mr. Meyerhoff/ notes by ASH	Immediate	June 11
6. Presentation of plans to Executive Directors	HAF/ASH	Immediate - Arrangements and invites, ASH	June 11
7. Briefing of Publicity Directors of Affiliated Organizations (?)	RL	Immediate	June 1
8. Community Observance Manual	Bob Gary/George Silverman	Immediate	June 1(draft June 22 (printed & distributed)
9. Compilation of Fact Sheet (part of Manual)	Bob Gary/Marc Tabachnick	Immediate	June 1(draft) June 22 (printed & distributed)
10. Compilation of biographies of Chairmen, Committee heads; plus photos	Erin Singer	Immediate	June 22
11. Formation of Advisory Publicity Committee	RL	Immediate	June 22
12. Poster	RL/Bob Gary/ Al Simon	Immediate	June 22
13. Establishment of program for 25th Anniversary Mission Publicity Plans	HAF/Irving Bernstein/ASH/RL	Immediate	June 29

ASSIGNMENT	ASSIGNED TO	START	COMPLETION
14. Establishment of program for 25th Annual Meeting	HAF/ASH/RL IB/ERV	Immediate	June 29
15. Initial notification of plans to FYI list, over signature of HAF (?)	ASH	Immediate	June 12
16. Similar notification to UJA field men, with schedule of main activities	ERV	Immediate	June 12
17. Letter, soliciting support of publishers (to go with above to Anglos, only)	RL	Immediate	June 13
18. Preparation, overall program and budget for June 11 meeting)	ASH (RL handling publicity/budget)	Immediate	June 11
<hr/>			
II. GENERAL PUBLICITY, 25th ANNIVERSARY (Major responsibility: Bob Gary, Itzhak Ivry-Yiddish, Hebrew Press			
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19. Initial Press Announcement of 25th Anniversary plans (out of June 11 Cabinet meeting)	Bob Gary/ Itzhak Ivry	Immediate	June 12 - Generals June 13 - Anglos
20. Weekly announcements (or as needed) of new chairmen and committee appointments, for Generals including hometown papers and Anglos	Bob Gary/Carl Sobin/Itzhak Ivry	After June 12	Continuing
21. Regular news announcements of new developments in 25th Anniversary Mission, Women's Mission, 25th Annual Meeting: Progress of Committee's, etc.	Bob Gary/Ben Hanft/ Anna Kaufman/Carl Sobin, Itzhak Ivry	After June 12	Continuing as required
22. 25th Anniversary number, RTM	Erin Singer	Immediate (planning)	Fall, as required
23. 25th Anniversary number, WDR	Anna Kaufman	July (planning)	Fall, as required
24. Special material and features (including mat pages) for Rosh Hashonah editions of Anglo-Jewish press (See: Rosh Hashonah Promotion, Part II).	Bob Gary/David Mark/ other staff members	Immediate	To be distributed or placed, by July 13, at the latest.

ASSIGNMENT	ASSIGNED TO	START	COMPLETION
25. Placement of Special comment on 25th Anniversary with Boris Smolar, Philip Slomowitz, Dr. Margoshes, Nat Ziprin, other commentators in the Anglo-Jewish and Yiddish Press, and placement of items with Leonard Lyons and other columnists in the General Press	RL/Bob Gary/ Ben Hanft/ Carl Sobin/ Itzhak Ivry	Immediate	Continuing
26. Origination and preparation of a Special 8 page "Salute to UJA" supplement for the Anglo-Jewish press, including feature articles, editorials, cartoons, mats, <u>ad layouts</u> , Salute to Local Leadership, etc., to be used by papers and communities at start of campaigns, after 25th National Inaugural Conference. (We will not offer the supplement in printed form -- but we will offer it packaged, with a tentative layout and ad mats (which can be sold) features, mats, articles.	Bob Gary	Immediate	To go to papers and or Executive Directors by Oct. 15
27. Community Form Bulletin on 25th Anniversary	David Mark	September	December
28. Stimulation of special issues of Magazines - or special articles -- National Jewish Monthly; World Over Magazine; Jewish Frontier; Haddasah News Letter; Congress Weekly; Mid-Stream; Jewish Digest; Israel Digest; JDC Digest; Ort Bulletin; NY UJA Appeal, etc.	Bob Gary/RL/ Ben Hanft	Immediate (Bob Gary to draw up schedule)	Continuing
29. Solicitation of special radio and television programs during the 25th Anniversary Year, including contact with networks, Public Affairs divisions, such programs of Jewish viewpoint as Eternal Light, and those sponsored by other Jewish organizations.	Anna Kaufman/ Itzhak Ivry/ RL	Immediate	Continuing - but to try to set key programs for December 9, February 17
30. Solicitation of Feature coverage on UJA's 25th Anniversary from key writers and magazines, including: NY Times Sunday Magazine (Gertrude Samuels) - NY Herald Tribune - (Judith Crist), N.Y. Times (daily papers) (Irving Spiegel); A.P. - (Pete Arthur); Look Magazine (Bill Arthur or S.O. Shapiro); Daily Mirror Sunday Magazine, (Erwin Savelson) NY POST Week End Magazine (Joe Rabinowitz); Life Magazine (Charles Johnson); Time, Newsweek, etc.	Bob Gary/RL/ Ben Hanft/ (other staff)	Immediate	Continuing

ASSIGNMENT	ASSIGNED TO	START	COMPLETION
<u>III</u> 25th ANNIVERSARY STAMP PROMOTION (STAMP TO BE ISSUED IN JANUARY, 1963, Main responsibility, R. Levy)			
31. Preparation of card to be enclosed containing Message from Prime Minister Ben Gurion	R.L.	June 4	Sept. 14 (printed)
32. Initial story on stamp - to all logical media. (And try for special photo in NY Times.)	R. Levy/Bob Gary/ in cooperation with Israel Post Office	To be determined in consultation with authorities	
33. Follow-up stories, as advisable	Bob Gary	As advisable	
34. Handling of technical details - preparation of lists (in consultation with Exec. Offices.- Shipping of envelopes to this country, addressing them, stuffing the envelopes, returning them to Israel for mailing.	George Silverman	To be decided	
35. Arrangements for Ben-Gurion and Ben Zvi to sign presentation sheets (about 50 -- perhaps 50 each)	George Silverman/ RL	To be decided	
36. Arrangements for approximately 500 covers to be mounted in frames, for presentation pieces to chairmen. (Should seek to see if these can be made in Israel, and brought here, of olive-wood naturally.	George Silverman/ and Al Simon	To be decided	
<u>IV</u> 1963 UJA OVERSEAS STUDY MISSION (Assembles in Vienna, October 16-or 17) Major responsibility Ben Hanft			
37. Backgrounder and bios on Study Mission, and members	Ben Hanft (with Stanley Gottheimer)	July 2	Sept. 28
38. Initial advance release on Mission to Anglos and generals	Ben Hanft/ Bob Gary/ Itzhak Ivry	To be worked out as part of the initial 25th Anniv. story	
39. Follow-up advance releases on Mission and Mission developments	Ben Hanft/ Bob Gary/ Carl Sobin/ Itzhak Ivry	To be released as required	

ASSIGNMENT	ASSIGNED TO	START	COMPLETION
40. Individualized advance stories on Mission Members	Ben Hanft/ Carl Sobin/ Itzhak Ivry		Sept. 4 through Oct. 16, as advisable
41. Overall - Mission-begins-story for Anglos and Generals - released simultaneously, Europe and Vienna	Sam Jaffee-or Ben Hanft (Europe) Carl Sobin (NY) Itzhak Ivry	Before BH leaves for Europe	Released Oct. 15 or 16
42. Arrangements on placement of stories from Europe and Israel - (and possible arrangements on having correspondents from US attached to 25th Mission); along with day-to-day reports on Mission activities, speeches before Mission, printed program, hometown releases, Yiddish press; delegates souvenirs; stories on Israel Committee dinner to UJA group; Prime Minister's dinner; photographs	(RL) (N.Y.) Ben Hanft(Overseas) Bob Gary/Carl Sobin assisting in advance preparation of materials, before BH leaves for Israel)	Arrangements for newspaper men to accompany Mission(?) (if approved) should be worked out in June overseas. Correspondence June-July. Stories prepared in advance, as possible, in Aug. and Sept.	
43. Mission Report	Ben Hanft	After Nov. 1	(If possible, Dec. 6, (printed))

V NOTE: ANNA KAUFMAN IS TO WORK OUT SIMILAR SCHEDULE AS ABOVE ON BEHALF OF WOMEN'S MISSION - TO BE ADDED TO THIS REPORT.

VI UJA 25th ANNUAL MEETING (MAIN RESPONSIBILITY: R. LEVY)

44. Advance Conference issue of RTM (should include story on Mission and full treatment of various aspects of the 25th Anniversary)	Erin Singer	Immediate planning	October 11 (in mail)
45. 1st invitation to Annual Meeting (A special brochure)	Bob Gary/ Carl Sobin/ (George Silverman on technical production, with Al Simon on layout)	July	Sept. 10 (in the mail)
46. 2nd invitation	Carl Sobin	September	About mid-Oct.
47. 3rd invitation	Carl Sobin	About mid-Oct.	About mid-November

ASSIGNMENT	ASSIGNED TO	START	COMPLETION
48. First and subsequent releases, announcing meeting to generals and Anglos, and preparing way for gala event.	Bob Gary	Immediate	Initial Announcement - to be worked in as part of June 12 story- and then occasional material July and Aug., with heavy pressure from Sept.on.
49. Special Audio-Visual-historic presentation for 25th Anniversary	David Mark/RL/ Al Simon	Immediate	-1st script- end June.- -Script, revised, with art, by end of summer. -Rehearsal, Nov.12 and thereafter
50. Backdrop (stamp design)	RL/Al Simon	As design becomes available	In time for Conference
51. 25th Anniversary Picture History	Anna Kaufman	Immediate	Nov. 16
52. 25th Anniversary Display (based on 25th Anniversary book)	George Silverman/ Al Simon	As picture history takes shape	Nov. 30
53. Conference publicity - Immediate advance and followup, including possible visit to White House.	Entire staff	To be decided	Dec.5 (White House)
54. Letters to press, on coverage	RL/ Ben Hanft	Nov. 1 and thereafter	
55. Tickets, badges, pins, slogan streamers, etc.	George Silverman and Al Simon (use silver motif)	Mid-Oct.	Nov. 30
56. Arrangements: photo coverage and press room facilities, steno-typing, taping, etc.	George Silverman	Sept.	Nov. 15
57. Special advance articles, Yiddish Press, and Israel Press (Press Conference?) and editorials. Also photo features.	Itzhak Ivry		From Oct.15, on
58. Editorials - New York City papers	RL/ Ben Hanft	Solicit from November 1, on	

<u>ASSIGNMENT</u>	<u>ASSIGNED TO</u>	<u>START</u>	<u>COMPLETED</u>
59. Editorial - Anglo-Jewish Press	Bob Gary		To appear anytime from Nov.14, on
60. Post Conference RTM	Erin Singer	Nov. 5	Just as soon after the Annual meeting as possible.
61. Audio-reporting (taping) at Conference	David Mark	Mid-November	
62. Radio-TV events, tying in with Conference	Anna Kaufman (David Mark assisting)	Immediate	
63. Budget Book: 1963	Anna Kaufman	<u>1st requests for material should go out before June 15</u>	
64. Awards	RL George Silverman	July-August	Nov. 30
65. Friday Night Religious Program and Rabbinical proclamation (Dec.7)	Abe Hyman/Bob Gary/ Carl Sobin/ George Silverman	Immediate	Dec. 7
66. Conference Printed Program	Carl Sobin/ Al Simon/ George Silverman	November	Dec. 5

NOTE: PUBLICITY PROGRAMS FOR THE NATIONAL INAUGURAL CONFERENCE AND THE REGIONAL CONFERENCES ARE TO BE WORKED OUT BY BEN HANFT/ CARL SOBIN - AND TO BE ADDED TO THIS REPORT.

Part II

1963 Campaign Publicity Assignments

Below are the principal 1963 (and remaining 1962) campaign publicity assignments which require publicity Department attention:

<u>ASSIGNMENT</u>	<u>ASSIGNED TO:</u>	<u>START</u>	<u>COMPLETION</u>
<u>I. SECOND YOUNG LEADER'S MISSION -- MAIN RESPONSIBILITY, BEN HANFT/ERIN SINGER</u>			
1. Backgrounder and bios on (Stanley Gottheimer-) Mission members	Ben Hanft	Immediate	May 22
2. Individualized advance stories on Mission members	Erin Singer	Immediate	June 11 through June 29 (mail)
3. Departure Photo Breakdown by communities	Erin Singer/Anna Kaufman	Immediate	June 28
4. Overall departure story for Anglos and Generals	Ben Hanft	June 29th (Anglos) July 2nd (Generals)	
5. Pictures -- departure pictures from Idlewild Airport (and fill in captions)	Ben Hanft Anna Kaufman Erin Singer David Mark		June 29
6. Arrangements on placement of stories from Vienna and Israel, handling of stories with American correspondents, day-to-day issuance of reports, speeches before Mission, hometown releases, Israel Press, Yiddish Press, photos, tapes, (with Sam Jaffe, JDC, Geneva; Moshe Rivlin, Jewish Agency, Jerusalem, Shulamith Lubin, Malben, Israel).	R.L.	July 3rd, and throughout the Mission	
7. Distribution of personal photographs of Mission members taken in Vienna and Israel	George Silverman/ Erin Singer	August	August 31
8. Preparation of Mission Report	RL/George Silverman	August	August 31 (Mail)
9. Editing and production of overall tapes and slides prentation plus script.	David Mark	August	1st week Sept.
10. Production and distributor of above tapes, slide film and Mission report.	George Silverman		1st week Sept.

ASSIGNMENT	ASSIGNED TO:	START	COMPLETION
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II. ROSE HASHANA AND YOM KIPPUR -- BEN HANFT AND CARL SOBIN, MAIN RESPONSIBILITY

11. Rosh Hashana article keyed to 25th Anniversary for Joseph Meyerhoff signature	Bob Gary	Immediate	July 13
12. Rosh Hashana article for EAF signature	David Mark		July 13
13. Rosh Hashana message from Prime Minister Ben Gurion to Joseph Meyerhoff. (Should <u>not</u> refer to 25th Anniversary except in passing).	Anna Kaufman		July 13 (to be forwarded to Israel for clearance by July 2nd)
14. Page of mats summarizing UJA's twenty-five years, for Rosh Hashana issues	Erin Singer		July 13
15. Rosh Hashana editorial (keyed to 25th Anniversary) for Seven Arts	Ben Hanft		July 13
16. Rosh Hashana stuffer	David Mark	July 14	July 13
17. Rosh Hashana pledge card (to be cleared by Abe Hyman and Rabbi Advisory comm.)	George Silverman	July 13	July 13
18. Rosh Hashana mailing to Rabbis (on 25th Anniversary) Sermon, or special appeal	Abraham Hyman Bob Gary	July 13	August 1
19. Rosh Hashana news story (Sept. 28-29 in Joseph Meyerhoff's name) using Ben-Gurion quotes.	Carl Sobin	August	Anglos, Sept. 7 Generals, Sept. 27
20. Succoth (Oct. 13-21)	Carl Sobin	Sept. 7	Anglos, Sept. 28 Generals, Oct. 12
21. Chanukah promotion (Dec. 22-29)	Carl Sobin	Nov. 30	Anglos, Dec. 15 Generals, Dec. 22

III. 1963 CAMPAIGN LITERATURE AND PROMOTIONAL MATERIAL -- DAVE MARK, MAIN RESPONSIBILITY

22. Major General Folder	Dave Mark	Many of the items will reflect 25th Anniversary copy. The target date for all starred items is November 30.	
23. Second Major Folder	Dave Mark		

<u>ASSIGNMENT</u>	<u>ASSIGNMENT</u>	<u>START</u>	<u>COMPLETION</u>
24. Community Form Bulletin (at least one)	Dave Mark		
25. The remainder to be done by adding 1962 press-TV radio manual	Dave Mark		
26. Workers' Kit Cover and Handbook	Dave Mark		
27. Campaign pins	Al Simon		
28. Campaign films (JDC and Jewish Agency)	Dave Mark		
29. Radio and TV spots	Dave Mark		
30. Speaker's Kit	Carl Sobin		
<u>The following pieces are to be expedited by Mr. Silverman, to be ready by November 2nd.</u>			
31. Campaign Letterheads	George Silverman		
32. Mat & Photo Sheet	George Silverman		
33. Fledge Cards	George Silverman		
<u>The following item is to be prepared by Mrs. Kaufman and to be ready by November 23rd.</u>			
34. Annual Budget Book	Anna Kaufman		
<u>IV. WOMEN'S DIVISION LITERATURE -- ANNA KAUFMAN, MAIN RESPONSIBILITY</u>			
35. Handbook for campaign workers - 1962, 5½"x8½", illustrated, 1 color.	Anna Kaufman		End of Nov. for all items
36. Project Piece	Anna Kaufman		
37. Quiz book for campaign workers	Anna Kaufman		
38. "Dear Chairman" -- A "How To" manual for setting up a Women's Division Campaign	Anna Kaufman		
39. Chairman's Kit of Speech Material - An assortment of special speech material for Chairmen, including a "Chair- man's Speech," human interest stories, excerpts from Conference speeches, etc.	Anna Kaufman		

<u>ASSIGNMENT</u>	<u>ASSIGNED TO:</u>	<u>START</u>	<u>COMPLETION</u>
40. A Brochure showing samples Anna Kaufman of materials prepared by various communities throughout the country.			End of November



REMARKS FOR TRYGVIE LIE

It is a genuine pleasure to join you in observing the 25th Anniversary of the United Jewish Appeal.

I was privileged to serve as Secretary-General of the United Nations during the crucial years of 1947-1948 which witnessed the fulfillment of an ancient prophecy: The rebirth of the State of Israel. It was one of the high points in my career and the decision which led to that rebirth will forever remain one of the great creative acts of the world's supreme international body.

Behind the historic vote re-establishing the State of Israel was the conscience of the world, stirred by the unspeakable tragedy which had been inflicted upon the Jewish people. The world could not retrieve the dead but it could make sure, through its collective will expressed at the United Nations, that the survivors and others in need of a home would have a home in which they could be masters of their own fate.

I am very much aware of what you, the Jews of America, have done through the United Jewish Appeal to enable Israel to absorb those who have knocked at its gates. This assumption of responsibility for the welfare of one's fellow man is an example which the world might well emulate.

I am happy to see the progress that Israel has made on all fronts. I am confident that as real peace comes to the area Israel will truly flourish and be a source of inspiration to men of goodwill everywhere.

C
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Y

Mrs. Herbert H. Lehman
820 Park Avenue, New York 21, N.Y.

Hotel Meurice
Paris, France
July 7, 1962

Mrs. Marvin Stang, Director
National Women's Division
United Jewish Appeal
165 West 46th Street
New York 36, N. Y.

Dear Mrs. Stang:

Your letter of June 28th was forwarded to me here in Paris, and I hasten to answer it.

I will, of course, be very glad to serve as Honorary Over-all Chairman of the Women's Committee with the understanding that it will not involve me in any work or fund raising activities, as I am already over-committed to many of the organizations with which I have been identified over the years. I cannot assume any additional obligations at this time.

I am sure that the celebration of the 25th Anniversary of the United Jewish Appeal will be a highly successful one, and that we will be able to look back on the UJA's accomplishments with pleasure and pride.

With kindest regards,

Cordially yours,

(signed) EDITH A. LEHMAN.

UNITED JEWISH APPEAL, INC.

165 WEST 46th STREET
NEW YORK 36, N. Y.

MEMORANDUM

Date July 31, 1962

To Rabbi Herbert A. Friedman

From Judith C. Stang

Subject 25th ANNIVERSARY

I am enclosing a copy of a letter which I received from Mrs. Herbert H. Lehman, indicating that she will serve as Honorary Chairman of the Women's Committee for the 25th Anniversary.

JCS:HIS

Encl.

cc:ASH

RL

Judith Stang

General Memorandum on 25th Anniversary Plans Containing all Suggestions However Impractical or Impossible

I. Organization

A. Committees

1. Overall Anniversary Committee

Chairman: ~~Warburg~~ *Lehman*
Co-Chairmen: Rosenwald, Goldmann, Bloustein, Bronfman, Stone, Myerhoff, Goldwater
Honorary Chairmen: Lehman, Rockefeller, Ribicoff, Goldberg, Javits, Klutznick, Harman, Comay, *Wagner*
Vice-Chairmen: Eisendrath, Glueck, Finkelstein, Belkin

The purpose of this committee would be to establish overall policy for the celebration of the anniversary and most particularly to approve the plans worked out by the Steering Committee. The Overall Committee would be called into session once at the very beginning and then possibly once more when the Steering Committee has a full program to present.

2. Steering Committee

Chairman: Myerhoff *(50)*
Co-Chairmen: ~~Breslau, Fisher, Forman, Levin, Weiler, Mr. Fink, Mrs. Fink, Dubinsky, Kiesler, Schiff, Swig, Daroff, Holtzman, Luckman, Borinstein, Mazer, Rubin, Lubin, Sincoff~~ *+ Executive Committee & + officers not already on Exec. Comm.*

This committee would have to consider itself the acting working committee and would have to meet frequently in order to refine all the details and collate them into one harmonious plan. The various specialized committees as indicated below would report to the Steering Committee on any of their specific projects.

3. Committee on National Organizations

Chairman: Irving Kane
Co-Chairmen: ~~Irving Miller, Label Katz, Mrs. Rose Halpern, Dr. Neumann~~ *90 to Hyman for these names*
Vice-chairmen: all president + A.J. Lom + J.W.B. in Reg. Club. Kaplan, P.H.S.

The purpose of this committee would be to involve all of the major national Jewish organizations in the United States. They would meet and produce concrete suggestions for consideration by the Steering Committee as to how the major organizations would participate in the celebration.

4. Young Leadership Committee

Chairman: Alan Sagner
Co-Chairmen: Joe Mitchell, ~~David Lowenthal~~ *David Lowenthal*, and others to be suggested.

The purpose of this committee would be to work out plans for formalizing the Young Leadership Program; to plan the 1963 conference; to create a Young Leadership Cabinet or Committee on a national basis - in other words to utilize the occasion of the anniversary as a means of putting the whole Young Leadership Program into a more concrete organizational form.

5. Committee on Publications

Chairman: Abe Sacher

Co-Chairmen: Salo Baron, Solomon Grayzel, ~~Ruth Gruber~~ *Naurice Samuel*

The function of this committee would be to supervise the preparation of either one or two publications being considered for the anniversary. The nature of these publications is discussed in a separate paragraph C under the topic Special Projects.

6. Overseas Committees

1. Israel: Kollek, Pincus, Josephthal, Eshkol, Meir, Eban, Dov Joseph, ~~Chaim Iaskovf~~, Israel Goldstein, ~~Morton Berman~~, Dayan, Yigal Alon

Hon. chm. 66. Chairman 2/21

2. Europe: Jordan, Braude, plus selected list of European leaders such as Baron de Rothschild, Astorre Mayer

JDC

JDC

The function of these committees is to prepare plans for the taking appropriate cognizance of the UJA anniversary in Israel and Europe respectively. Whatever else these committees might generate they certainly can take advantage of the presence of the UJA leadership, in the form of the 1962 Study Mission for the holding of some appropriate event with the mission members both in Europe and in Israel.

7. Foundation Committee

Chairman: Bronfman - other members to be suggested

Leon Lowenstein, S.D. Ledesdorf

The function of this committee is to generate plans by which \$25 million in legacies, bequests and insurance could be obtained during 1963. The plan for this and starting subscriptions for it should be announced publicly at the December 1962 Conference. The plan should be drawn up so that this legacy program could be continued as a permanent function of the UJA. This money, as it came in over the years, could be used for specific projects, through the decision of JDC and JAFI Inc. The projects would be part of normal UJA work, and consideration should be given as to how individuals' names could be attached to the projects.

8. Local Observance Committee

Chairman: Rosenwald - other names to be suggested

The function of this committee would be to draw up a master plan for the creation of local UJA anniversary committees in each city on the big board (approximately 85). A detailed manual of organization would be required in order to give guidance to the local community as to how it might participate in the celebration. ~~The committee would also have to decide whether it wanted to suggest to the local community the names of the local people who should form the local committee -- or whether this decision was to be left completely to the discretion of the local community.~~ The committee would also have to decide whether it wanted simultaneous observances all throughout the country or not. Simultaneous observances might lend themselves to some sort of closed circuit television approach.

9. 25TH Anniversary Conference in Israel Committee

Chairman: Stone

The function of this committee would be to help plan the projected mid 1963 UJA conference in Israel. This would be similar to the mid 1958 conference which was held. At that time the UJA had between 450 to 500 persons in attendance. ~~It is hoped that~~ the 1963 conference would reach the number of 1000 persons. *Hopefully*

10. 25Th Anniversary Inaugural Dinner Committee
Chairman: Fisher

The function of this committee would be to plan the 1963 Miami Inaugural Dinner. This could be made the occasion, if properly planned, for a great initial outpouring of gifts. There could also be the first report of the results achieved to date by the Foundation Committee.

11. Governors Committee

12. Women's Committee
B. Staff

While it is obviously impossible to predict now exactly what staff will be required, the general operating principle should be that in so far as possible present staff members should assume additional responsibility for expediting the anniversary celebration. Nevertheless, it would seem necessary as a very minimum, to assign one executive as a secretary, so to speak, for the entire celebration, to service the committees and to act as a coordinator. In addition one person of the Public Relation Staff should be assigned exclusively to the anniversary.

C. Budget

II. Calendar of Events

A. Overseas Study Mission - October 1962

1. Visits by a two-man UJA delegation to Bergen-Belsen, Matthausen and Auschwitz.
2. Dinner given by European leaders to Study Mission in Vienna.
3. Dinner given in Jerusalem by Israel Anniversary Committee.

B. General Assembly of CJFWF - November, 1962

C. 25TH Annual Conference - December, 1962

D. Southern Regional Conference - January, 1963

E. Issuance of Anniversary Stamp for Israel - January, 1963

F. 25TH Inaugural Conference - Miami, February 1963

G. Western Regional Conference - February, 1963

H. Mid West Regional Conference - March, 1963

I. Publication of anniversary book or books - March, 1963 (or earlier)

J. 25TH Anniversary Conference in Israel - Summer, 1963

K. Concluding Function - December, 1963

III. Special Projects

A. Picture History

See attached memorandum prepared by Ray Levy on subject

B. Film

See attached memorandum prepared by Ray Levy on subject

C. Possible Book of Essays

It might be worthwhile to commission the writing of a serious book of essays, in addition to the Picture History, which would outline the credo of the UJA. A possible list of subjects is as follows:

1. The Philosophy of Survival
2. The Tools of Survival - Migration and Education
3. The Role of Israel
4. The Value of Judaism
5. The American Jew Today
6. The Historic Priorities

A possible list of authors might include: Ben Gurion, Sharett, Eban, Martin Buber, Herbert Friedman, H. Lehman, Warburg, Harman

D. Stamp

Commemorative stamp to be issued by Israel. Attached is a copy of my letter to Rivlin on this subject.

E. Honoring Members of Staff Who Have Been Employed 25 Years

F. Special Artistic Performance

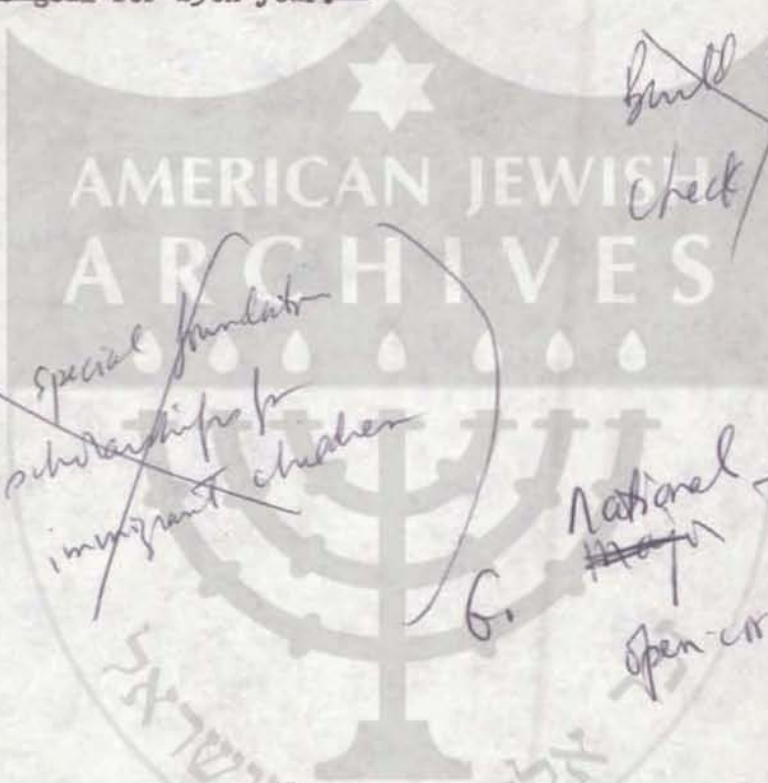
~~It might be worthwhile to attempt to commission the writing of a serious piece of music by Ben Haim or any other important composer and arrange for this to be done at a special concert here in New York in March, prior to the opening of the NYC campaign. It might be possible to involve Leonard Bernstein and there might even be some way by which indirect fund raising could be connected with this event (eg: advance subscription serving as the basis for the distribution of tickets to the concert).~~

G. Special Medallion

It has been suggested that an outstanding sculptor such as Jacques Lipschitz be commissioned to create a medallion commemorating the 25th anniversary. This could serve as an outstanding presentation piece, when cast in bronze, to large contributors or important campaign leaders.

IV. Practical Benefit to be Derived from Celebration

F. ~~Establishment of a~~ Foundation Fund
Establishment of a foundation to obtain wills, bequests and insurance, with \$25 million as goal for 25th year.



~~Build Building
check Federate experience~~

~~Establish special foundation
for scholarships for
immigrant children~~

G. ~~National~~ TV
open-circuit program network

H. ~~Commission~~ Poem
by Frost or Sandburg
get him to read it on TV program
print it in book of essays
print it in every program

~~OFF~~
WHL

September 14, 1962

Mr. William Rosenwald

Martin Peppercorn

Immediate Action in Local Communities on 25th Anniversary Observance

Your meetings with the Steering Committee and the UJA staff have resulted in a great many plans and ideas being formulated as to the manner in which the UJA 25th anniversary should be observed in the local communities. It is my desire to transpose these projected plans into action as quickly as possible and to get the communities started in their planning and scheduling of the anniversary program.

With this in mind I would first recommend that we use a snowball technique - of starting with a few communities and bit by bit add the balance of the communities until we have the entire country involved. This being so, I recommend that our initial action be with the following communities:

- | | | |
|---------------|------------------|--------------------|
| (1) Baltimore | (6) Los Angeles | (11) San Francisco |
| (2) Boston | (7) Miami | (12) Washington |
| (3) Chicago | (8) Newark | (13) Dallas |
| (4) Cleveland | (9) Philadelphia | (14) Houston |
| (5) Detroit | (10) Pittsburgh | (15) New Orleans |

My reasons for recommending communities (1) to (12) are that they are the most important communities and represent leadership to the communities of the country. What they do will carry great weight and influence with the balance of the communities. Dallas, Houston and New Orleans are included in this initial group because of the fact that they run early campaigns. Because of this, unless action is taken now for them to include observance of the 25th anniversary in their planning, we might find that they would not be able to program the anniversary observance for their campaign period, and since one of the prime objectives of the program is to enhance fund raising it is important that they have ample time to properly schedule whatever action may be taken on the anniversary in their campaign calendars.

I have included Miami because of the already scheduled Inaugural Meeting, which takes place February 17, 1963.

It is my intent that as quickly as possible I visit these communities and get them involved promptly. The goals of my visits will be:

- A. To secure acceptance of the program
- B. To get suggestions regarding the formation of local committees
- C. To get the anniversary program included in the campaign schedules which are now being developed
- D. To weave the anniversary celebration into the campaign format and use it as a fund raising vehicle in addition to climate setting
- E. To expand on our own ideas by profiting from local community thinking

I have already scheduled a visit to Miami for September 17 and 18. I had intended getting into Detroit, Cleveland and Washington but since the executives will be tied up by meetings of the LCBC in New York next week I am precluded from doing this. I shall take advantage of their being in New York, however, and shall meet with them to arrange my visits to their communities.

After and during the time that the initial contacts will have been made with this group of communities, the following steps will be taken to start the ball rolling country-wide:

- A. A letter to all of the executive directors of the country is at present in the works and should be mailed during the week of September 17.
- B. Meetings with our regional directors have been set for the week of September 17. The purpose of these meetings are first, to secure their understanding of the 25th Anniversary Community Observance Program; secondly, to secure their action in the important communities which they personally handle; and finally, to lay out a program for involvement of the field men whom they supervise and have them activate the program in the communities they handle.
- C. A memorandum to the field staff to fully acquaint them with the entire program is at present in the works and will be mailed during the week of September 17. This memorandum will also include a synopsis of the entire anniversary program as it exists today.
- D. A general field staff meeting has been set for September 28 at the Hotel Astor in New York. At this meeting the field staff will be briefed thoroughly on our entire 25th anniversary program, with great emphasis being placed on what is expected of them in the communities they handle.

This is the initial projection of my activity as I see it. As we proceed with this undertaking I shall, of course, implement and reschedule my own projections. I shall keep you thoroughly informed and up to date.

MP:JB
cc HAF, IB, ERV, ASH

File

21 September, 1962

Mr. Abraham Feinberg
Kayser-Roth Corporation
425 Fifth Avenue
New York, New York

Dear Abe:

I spoke with you last evening about the invitation to President Truman to speak at the 25th Anniversary Conference of the United Jewish Appeal. The date is Saturday night, December 8, 1962. The place is the new Americana Hotel. On the program with him that evening will be Golda Meir, Eddie Warburg, and a filmed narration by Chet Huntley.

This is a very historic conference, marking a quarter of a century of effort, and we wish to have the important people who shaped history during that period. Ben Gurion and Trygve Lie are sending filmed messages.

Governor Lehman wrote a letter to Truman asking him to accept this date; Jack Arvey spoke to him twice about it; and his old friend, Rabbi Thurman of St. Louis, also spoke to him. To all of these people he expressed a willingness to be present, but gave no firm commitment.

The invitations for this conference must go out now, and the date is important for the reasons we discussed. If you could get me an affirmative answer immediately, we have the invitation brochure at the printer and it could go out immediately. Please try at once.

I thought the meeting last night was very good and that Mike, Phil and you handled it beautifully.

As ever,

Herbert A. Friedman
Executive Vice-Chairman

HAF:gb

X

File

UNITED JEWISH APPEAL

SEPTEMBER 25, 1962

HONORABLE HARRY S TRUMAN
INDEPENDENCE
MISSOURI

AT SUGGESTION OF ABE FEINBERG AM WIRING YOU THIS EARNEST REQUEST THAT YOU ACCEPT GOVERNOR LEHMAN'S INVITATION TO BE PRINCIPAL SPEAKER AND GUEST OF HONOR AT UNITED JEWISH APPEAL'S TWENTYFIFTH ANNIVERSARY CONFERENCE TO BE HELD IN NEW YORK CITY DECEMBER 8. THIS CONFERENCE HAS TREMENDOUS HISTORIC SIGNIFICANCE BECAUSE IT WILL COVER QUARTER OF CENTURY OF WORK IN THE RESCUE AND RESETTLEMENT OF JEWISH REFUGEES IN PALESTINE AND ISRAEL. YOUR ROLE IN ASSISTING DISPLACED PERSONS AFTER LAST WAR AND YOUR IMMEDIATE RECOGNITION OF ISRAEL MAKE YOU ONE OF THE PRINCIPAL HISTORIC PERSONALITIES IN THIS ENTIRE DRAMA. YOU WILL RECALL JACK ARVEY AND RABBI THURMAN ALSO DISCUSSED THIS MEETING WITH YOU. FOREIGN MINISTER GOLD MEIR IS COMING FROM ISRAEL TO SPEAK AT THIS CONFERENCE. WE ARE NOW PRINTING SPECIAL COMMEMORATIVE PROGRAM WHICH WILL BE MAILED NEXT WEEK TO FIFTY THOUSAND LEADING FAMILIES ALL OVER UNITED STATES. WE ARE VERY EAGER TO INCLUDE YOUR NAME AND PHOTOGRAPH IN THIS PROGRAM. WOULD THEREFORE DEEPLY APPRECIATE YOUR ACCEPTANCE OF GOVERNOR LEHMAN'S INVITATION AS SOON AS POSSIBLE.

RABBI HERBERT A. FRIEDMAN
EXECUTIVE VICE-CHAIRMAN
UNITED JEWISH APPEAL
165 West 46th Street
NEW YORK, NEW YORK

UNITED JEWISH APPEAL
165 West 46th Street
New York 36, N. Y.

September 14, 1962

PLANS FOR OBSERVING THE
25th ANNIVERSARY YEAR
of the
UNITED JEWISH APPEAL

(1963)

1963 -- UJA 25th Anniversary Year

January 1963 will mark the beginning of the UJA's 25th consecutive year of campaigning. This is a notable anniversary. By any standard, the UJA story -- which includes bringing aid to 3,000,000 persons -- resettling nearly 1,500,000 of them in Israel and other free lands -- and mobilizing the American Jewish community to carry out these tasks by raising nearly one and a half billion dollars is a unique and impressive one.

The creation of UJA in the final months of 1938 as the Hitler terror grew was part of American Jewry's response to the tragedy and disaster facing our fellow Jews overseas. UJA's proud record belongs to every American Jew who participated in its drives and helped to make possible its achievements during the past quarter of a century.

It is fitting, therefore, that the UJA story should be retold -- both to the general public and to American Jewry throughout the land. It is fitting too that each Jewish community use the UJA 25th Anniversary Year as a suitable opportunity to restate and re-emphasize the decisive role the communities and their supporters have played in the past and present work of UJA.

Plans for the Anniversary Year

Under the guidance of the UJA's Executive Committee and its National Campaign Cabinet, and in consultation with many major Jewish bodies in American Jewish life, as well as the Israel Government, the Jewish Agency for Israel and the Joint Distribution Committee, the National UJA has established an impressive series of events to mark UJA's 25th Anniversary Year. It has also formed a noteworthy 25th Anniversary Committee to actively guide the observances.

Aims of the UJA 25th Anniversary Observance

The UJA 25th Anniversary observance has three major aims:

a. To recall and take inspiration from the impressive past achievements of American Jewry through local communities and the UJA, paying tribute to past and present leaders, both national and local, who made these accomplishments possible.

b. To stimulate current leadership and bring in new leadership to carry on the work.

c. To emphasize the job that remains to be done and raise more money in 1963.

Committee for the UJA 25th Anniversary Observance

American Jewry's most distinguished and beloved elder statesman, former Governor Herbert H. Lehman, has consented to serve as Honorary General Chairman of the Anniversary Year Committee.

Governor Lehman's long, active association with both UJA and JDC and his notable participation in many aspects of refugee work of an international scope made the choice of his chairmanship the only logical one. His acceptance was greeted with deep pride and satisfaction by the UJA leadership.

Assisting Governor Lehman, as Chairman of the Anniversary Year Committee, will be Joseph Meyerhoff, General Chairman of the United Jewish Appeal. With him, as Co-Chairman, will serve UJA's former General Chairmen and top leaders, all among America's most distinguished Jewish figures; Morris W. Berinstein, William Rosenwald, Dewey D. Stone, and Edward M. M. Warburg.

An outstanding group of more than 30 notable figures in American life have accepted invitations to serve as honorary chairmen of the Anniversary Committee. Included are a former Supreme Court Justice, a newly-nominated Justice, several Senators, Governors and important personalities in American political, business and organizational life, (see list of Anniversary Year Committee below.) Additionally, several major special committees have been established for the purpose of facilitating the observance. These include:

1) Committee for Community Activities: William Rosenwald, Chairman. Under the leadership of Mr. Rosenwald, a former General Chairman and one of the signers of the original UJA agreement, this committee will guide and facilitate the observance of the UJA's 25th Anniversary on the community level. It will maintain continuous contact with communities and extend to them national assistance in their observance of the Anniversary. It is conceived that these activities will have the same objectives as the national observance listed previously.

2) Committee for National Organizations: led by Irving Kane, President of Council of Jewish Federations and Welfare Funds, Chairman, Rabbi Irving Miller, Co-Chairman.

This committee will call on America's major national Jewish organizations to participate in the anniversary on national and local levels.

3) Women's Division Committee: Mrs. Herbert H. Lehman, Chairman. Co-Chairmen (the present and past Chairmen of the UJA Women's Division): Mrs. S. Alexander Brailove, Mrs. Israel D. Fink, Mrs. Jack A. Goodman, Mrs. Hal Horne, Mrs. Henry Newman and Mrs. Albert Pilavin.

The Women's Division Committee will seek to assist women's groups, particularly those affiliated with community welfare fund campaigns, to mark the anniversary, and to secure suitable support of the 1963 campaign.

4) Israel Committee: Hon. Moshe Sharett, M. K., Chairman.

A committee of some 60 outstanding personalities in Israel life, including Government figures, Cabinet members, leaders of the Jewish Agency and persons prominent in the economic and cultural life of the country including banking, business, labor, communications and the arts, etc., will serve under the chairmanship of Israel's former Prime Minister, Moshe Sharett, M.K. and Chairman of the Jewish Agency. This committee will take the lead in sponsoring the events to observe the UJA 25th Anniversary, which will take place in connection with the visit of the UJA Annual Study Mission to Israel, Oct. 22-Nov. 1, and in subsequent activities.

The Anniversary Year Committee, therefore, is as follows:

Honorary General Chairman
HON. HERBERT H. LEHMAN

Honorary Chairmen

JACK BENNY
JACOB BLAUSTEIN
SAMUEL BRONFMAN
EDDIE CANTOR
GEN. LUCIUS D. CLAY
HON. THOMAS E. DEWEY
DAVID DUBINSKY
JUSTICE FELIX FRANKFURTER
HON. ARTHUR GOLDBERG
DR. NAHUM GOLDMANN
MONROE GOLDWATER
SEN. ERNEST GRUENING
MRS. SAMUEL W. HALPRIN
HON. W. AVERELL HARRIMAN
SEN. JACOB K. JAVITS
HON. PHILIP M. KLUTZNICK
SAMUEL LEIDESDORF
JACOB S. POTOFISKY
HON. ABRAHAM RIBICOFF
GOV. NELSON A. ROCKEFELLER
MRS. FRANKLIN D. ROOSEVELT
DR. ABBA HILLEL SILVER

Honorary Vice-Chairmen

DR. MAURICE N. EISENDRATH
MOSES I. FEUERSTEIN
GEORGE MAISLEN

Chairman

JOSEPH MEYERHOFF

Co-Chairmen

MORRIS W. BERINSTEIN
WILLIAM ROSENWALD
DEWEY D. STONE
EDWARD M. M. WARBURG

Honorary Chairman, Women's Committee
MRS. HERBERT H. LEHMAN

Committee for Local Activities
WILLIAM ROSENWALD, Chairman

Committee on National Organizations
IRVING KANE, Chairman
RABBI IRVING MILLER, Co-Chairman

Israel Committee
HON. MOSHE SHARETT, M.K., Chairman

Rabbinical Advisory Committee
RABBI MORRIS ADLER, Chairman

Co-Chairmen, Women's Committee
MRS. S. ALEXANDER BRAILOVE
MRS. ISRAEL D. FINK
MRS. JACK A. GOODMAN
MRS. HAL HORNE
MRS. HENRY NEWMAN
MRS. ALBERT PILAVIN

Executive Committee
HENRY C. BERNSTEIN
ISADORE BRESLAU
SAMUEL H. DAROFF
MELVIN DUBINSKY
ISRAEL D. FINK
MAX M. FISHER
FRED FORMAN
EDWARD GINSBERG
GOTTLIEB HAMMER
JOSEPH HOLTZMAN
ADOLPH KIESLER
MOSES A. LEAVITT
ALBERT A. LEVIN
JOSEPH I. LUBIN
SOL LUCKMAN
JOSEPH M. MAZER
SAMUEL RUBIN
ROBERT W. SCHIFF
JACOB SINCOFF
BENJAMIN H. SWIG
JACK D. WEILER
PHILIP ZINMAN

Executive Vice-Chairman
HERBERT A. FRIEDMAN

The following is a listing and description of 25th Anniversary events:

PRINCIPAL UJA 25th ANNIVERSARY EVENTS

Oct. 16-Nov. 1

UJA Annual Study Mission of top UJA and community leadership to Europe and Israel. The Mission's visit will serve as a prelude to the 25th Anniversary Observance. At the same time it will focus attention on UJA's 1963 story. Plans for the Mission include:

Two special groups of Mission members will leave London October 16:

A) The first group, led by Joseph Meyerhoff, UJA General Chairman, will fly to Hamburg, and on October 17 will visit the site of Bergen-Belsen Concentration Camp. There, joined by members of the West German Jewish community, it will hold memorial services for the Jews killed by the Nazis. The group will also visit West Berlin, meeting with Heinz Galenski, President of the Berlin Jewish community, and other leaders there. It will then go on to Paris, October 18.

B) The second group, led by Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, will fly to Warsaw. On October 17 it will fly to Cracow, and then journey to the site of Auschwitz Concentration Camp, where it will hold memorial services. While in Poland, members of this group will visit the site of the Warsaw ghetto, and meet with members of the surviving Polish-Jewish community. The group will fly to Paris on October 18.

Oct. 19-21

C) In Paris, the entire Mission will meet with top leaders of the Joint Distribution Committee, to receive fullest information on JDC's current overseas problems, and look into the problems created by the arrival in France of 150,000 Jewish refugees from North Africa in recent months.

At the same time the Mission will participate in several 25th Anniversary events. The entire Mission will visit the Tomb of the Unknown Jewish Martyr, and hold a memorial service there for the 6,000,000 Jews who perished in the Hitler terror. They will be tendered a reception by Baron Guy de Rothschild, head of the French Jewish community. Finally, they will hold a dinner jointly with members of the Standing Conference on European Jewish Community Services. The occasion will mark the assistance by UJA in the reconstruction of Jewish life in Europe. Membership in the Conference is drawn from twelve countries. Dr. Astorre Mayer of Italy, is the Conference Chairman.

D) The Mission will arrive in Israel on Monday, October 22, for a twelve day stay. In addition to making an inspection of Israel's progress and problems, particularly in the areas of immigration and absorption, and holding briefing meetings with the top leaders of the Israel Government, the Jewish Agency and Malben -- the Mission will participate in a number of special UJA 25th Anniversary events, including:

- 1) Dinner honoring the Mission, tendered by the Prime Minister and the Israel Committee to observe the UJA 25th Anniversary.
- 2) Reception of Mission leaders by the Knesset (Israel's Parliament) -- and reading of citation commending UJA's achievements.
- 3) Reception by the President at Beit Hanessi in Jerusalem.
- 4) Israel Salutes UJA Night -- an evening of gala entertainment at the Mann Auditorium.

Other Anniversary items will be linked with the visit of the Annual Mission to Israel:

- 5) The Israel Government will issue a Commemorative Anniversary Medallion. (This will be presented to members of the Mission at the Prime Minister's Dinner. Additional presentations will be made throughout 1963 to UJA national and local membership).
- 6) The Israel Postal Services will issue a Commemorative Stamp honoring UJA's 25th Anniversary. Announcement of the stamp will be made formally on October 31. But it will not be actually issued until late December.

The plans for the stamp's distribution are approximately as follows:

- a) A special First Day cover is being designed for the stamp (regular surface mail) by the Israel Philatelic Services.
- b) Some 40,000 of these First Day covers, with an enclosed message from Prime Minister David Ben-Gurion congratulating UJA and its supporters will be mailed to leadership outside New York City.
- c) Some 20,000 leaders in New York City will also receive this First Day cover mailing.
- d) Active publicity will be given the UJA Anniversary Stamp in the U.S. general and English-Jewish Press. (It is worth noting that this will be the first stamp ever issued by the Israel Government Postal Services on behalf of a non-Israel, Jewish organization.)

The design of the stamp will show the UJA symbol within a cog, meshed with four other cogs, carrying suitable symbols of immigration, housing, agriculture and Malben.

- 7) Israel's newspapers, including the Jerusalem Post, will carry special articles and sections on the UJA 25th Anniversary at the time of the Mission's visit.

Oct. 27

National Women's Division Study Group departs for Europe and Israel. This Mission will participate in several of the UJA's 25th Anniversary events listed above.

Early Nov.

Community Activities Manual to be distributed over the signature of William Rosenwald, Community Activities Chairman. Manual now in preparation.

- Dec. 6
Evening
JDC Annual Meeting at the Americana Hotel, New York City. Speakers will include Dr. Astorre Mayer, Italy, Chairman of the Standing Conference on European Jewish Community Services; Moses A. Leavitt, Executive Vice-Chairman, JDC. Edward M.M. Warburg, Chairman, JDC, will preside.
- Dec. 7
Morning
UJA 25TH ANNUAL CONFERENCE begins at the Americana Hotel - New York City.

Morning session will hear presentations by Aryeh L. Pincus, Treasurer of the Jewish Agency for Israel, Charles Jordan, Overseas Director-General, JDC, and Joseph Meyerhoff, UJA General Chairman.
- Dec. 7
Noon
Luncheon. Speaker: Avraham Harman, Israel Ambassador to the United States. Luncheon meeting will be followed by a plenary session on the 1963 campaign, led by Jack D. Weiler, National Chairman, UJA.
- Dec. 7
Evening
Special UJA Sabbath Services, under auspices of the UJA Rabbinical Advisory Council at the Americana Hotel.

Rabbi Abba Hillel Silver, one of America's most distinguished spiritual leaders and a signer of the original agreement which brought the UJA into existence, will deliver the sermon, reviewing UJA's quarter of a century. The special service will feature music by Heinrich Schalit, noted composer, and will be sung by the noted Cantor Moshe Koussevitzky and choir. The service will be prepared by an editorial committee of the UJA Rabbinical Advisory Council. It will be published and made available by the Rabbinical Advisory Council to congregations throughout the country, so that they in turn may hold UJA Sabbath evenings at a suitable time during the campaign in their communities.
- Dec. 8
10:30 A.M.
25th Anniversary Brunch, UJA Women's Division.
- Dec. 8
Afternoon
Oneg Shabbat, dedicated to UJA's role in Europe and Israel. Featured speakers will be Dr. Joseph J. Schwartz, Executive Vice-President, Israel Bonds, and former Overseas Director-General for Joint Distribution Committee, as well as former Executive Vice-Chairman, UJA; and the Hon. Moshe Sharett, M.K., former Foreign Minister and Prime Minister of Israel and Rabbi Herbert A. Friedman, Executive Vice-Chairman, UJA.
- Dec. 8
Evening
UJA 25th Anniversary Banquet. Featured speakers will include H. E. Golda Meir, Foreign Minister of Israel, Edward M. M. Warburg, Chairman, Joint Distribution Committee, and former General Chairman, UJA, and an outstanding American statesman. Additionally, the evening will feature a dramatic half-hour audio-visual presentation: "The UJA Story", narrated live by Chet Huntley, noted TV commentator. The presentation will recall the high spots of UJA, and will carry filmed messages by Prime Minister David Ben-Gurion and Trygve Lie, Secretary General of the UN at the time of the UN Vote for Partition of Palestine, November 29, 1947.
- Dec. 9
Morning Session
Concluding session - 25th Anniversary Annual Conference will feature adoption of the 1963 goal, awards to leaders, and cash line presentations. Dr. Nahum Goldmann will be the concluding speaker.

- Dec. or Jan. UJA 25th Anniversary Photo History
A contemplated photo history will seek to recall through outstanding illustrations and brief text (in a paper-back type publication of approximately 100 pages, 8½x11), the stirring story of UJA's quarter of a century. It will be issued in an edition of 25,000 copies, and will be made available to the communities, probably on a cost basis.
- Feb. 17 UJA 25th Anniversary Year Inaugural Conference at Fontainebleau Hotel, Miami Beach, Fla.
- Feb. 17 Special 16-page New York Times Sunday Supplement devoted to the 25th Anniversary. The supplement will serve to recall the UJA accomplishments of the past and point the way to what must be done in the future.
- Feb. 17 or thereafter National TV Program dedicated to UJA 25th Anniversary (tentative).
- Jan.-Mar.-1963 Regional UJA Conferences featuring the 25th Anniversary:
January 18-20 - South-Southwest Regional Conference, Fontainebleau Motor Hotel, New Orleans, La.
February 23-24 - West Coast Regional Conference, Riviera Hotel, Palm Springs, Calif.
March 8-10 - Midwest Leadership Institute, Edgewater Beach Hotel, Chicago, Ill.
- Jan.-April-1963 Communities to hold observances of UJA 25th Anniversary.
- Jan.-May English-Jewish press Special Supplements on UJA's 25 years, to be published in various communities.
- April 29 Israel's 15th Independence Day (Joint UJA 25th Anniversary-Israel Independence Day activities to be worked out).
- July 2 UJA 25th Anniversary Year Young Leadership Mission, leaves for Europe and Israel.
- Dec. 1963 Concluding function, keyed to the theme of rededication.

file

The New York Times
Times Square

October 2, 1962

RECEIVED	
OCT 3 1962	
FILED BY	REFER TO
DATE	DATE
	<i>11/21</i> <i>15</i> <i>AAH</i> <i>[Signature]</i>
ANSWERED	

Rabbi Herbert A. Friedman
Executive Vice Chairman
United Jewish Appeal
165 West 46th Street
New York 36, N.Y.

Dear Sir:

Thank you for your good letter outlining the UJA's plan to mark its 25th anniversary year and for the list of activities that will engage the Anniversary Year Mission.

We shall, of course, want to report on some of these activities as they develop, but I fear that it would be out of the question to assign a special reporter to accompany the mission. As you know, our major coverage abroad is in the hands of resident staff correspondents, and we would not care to modify this pattern.

Needless to say, we are most grateful for your generous words about Mr. Spiegel and the quality of his reporting of Jewish affairs.

Sincerely yours,

Emanuel R. Freedman
Emanuel R. Freedman
Foreign News Editor

amg

cc: PL
10/3 *[initials]*

Advocate Bond
50% RAG CONTENT

HAF

December 3, 1962

Mr. William Rosenwald

Martin Peppercorn

Community Activities - 25th Anniversary

I have in previous memoranda reported to you on the initial reactions and suggestions of the communities to 25th Anniversary activities. As of today we have contacted the 75 communities which allocate to the USA \$100,000 or more. Of these 75 communities, 44 have already made recommendations as to those individuals to be asked to serve as 25th Anniversary local chairmen. Below is a breakdown of these 75 communities:

Group I - Invitations extended and acceptances received

(20)

Akron, Ohio	Norman Nobil and Charles Schwartz, Co-Chairmen
Albany, N.Y.	Samuel Aronowitz
Allentown, Pa.	Arnold Goldstein
Cincinnati, Ohio	Marvin Warner
Dallas, Texas	Henry Miller
Detroit, Mich.	Louis Berry
Harrisburg, Pa.	Joseph Brenner
Louisville, Ky.	Milton S. Trost
New York City	Andrew Goodman, Bernard Gimbel & Robert Lehman
Newark, N. J.	Morris M. Messing
North Hudson, N.J.	Judge Abraham Lieberman
Philadelphia, Pa.	Ievy K. Keiserman
Phoenix, Ariz.	Harold Alpert
Pittsburgh, Pa.	Herman Fineberg
St. Paul, Minn.	Albert H. Heller
Seranton, Pa.	Morris Goodman
Seattle, Wash.	Sol Esfeld
Syracuse, N. Y.	Louis A. Yaffee
Toledo, Ohio	J. Eugene Farber

Group II - Invitations extended - Awaiting replies

(24)

Boston, Mass.	George Shapiro
Buffalo, N.Y.	Joseph M. Desmon
Canton, Ohio	Jack Fisher and Arthur Genshaft
Cleveland, Ohio	Julius Paris
Columbus, Ohio	Aaron Zacks
Dayton, Ohio	Joseph Thal
Denver, Colo.	Adolph Kiesler
Englewood, N.J.	Samuel Rappaport
Indianapolis, Ind.	Laure L. Goodman

Group II (Continued)

Kansas City, Mo.
Long Beach, Calif.
Los Angeles, Calif.
Memphis, Tenn.
New Haven
Passaic, N. J.
Reading, Pa.
St. Louis, Mo.
San Diego, Calif.
Springfield, Mass.
Stamford, Conn.
Tucson, Ariz.
Wilkes-Barre, Pa.
Wilmington, Del.
Worcester, Mass.

Joseph Grinpas
Irving Schneider
Max Firestein
William Loewenberg
John Fox
Sol Entin
Samuel R. Lurio
Morris Shenker
Murray Goodrich
Simon J. Katz
Harry Rosenbaum
Henry Kaufmann
Ralph M. Brandwane
H. Albert Young
Hyman Burdick

Group III - Recommendations not yet received from communities
(31)

Atlanta, Ga.
Atlantic City, N.J.
Baltimore, Md.
Birmingham, Ala.
Bridgeport, Conn.
Camden, N.J.
Chicago, Ill.
Des Moines, Iowa
Hartford, Conn.
Hollywood, Fla.
Houston, Tex.
Jersey City, N.J.
Lynn, Mass.
Milwaukee, Wis.
Minneapolis, Minn.
Nashville, Tenn.

New Orleans, La.
Norfolk, Va.
Oakland, Calif.
Omaha, Nebr.
Paterson, N.J.
Portland, Oreg.
Richmond, Va.
Salt Lake City, Utah
San Antonio, Tex.
San Francisco, Calif.
South Bend, Ind.
Teaneck, N.J.
Trenton, N.J.
Tulsa, Okla.
Washington, D.C.

It is important to note that many of the communities at this date do not have their 1963 campaign chairmen appointed. Since we have from the outset based our approach to the 25th Anniversary program on the proposition that it be an integral part of their local campaign, the communities have rightly felt that they could not appoint a 25th Anniversary chairman until they had their campaign chairman and top campaign structure in being. This accounts for the number of communities in Group III which have as yet not made recommendations to us.

Another significant matter which you should be aware of is that a number of the communities will not adhere to our idea of a completely separate Anniversary committee. This is so because, again, if the 25th Anniversary observance is to be an integral part of the campaign, how can there be a separate committee, planning campaign events, which will not cause duplication and confusion with the existing campaign planning committee. This does not mean that these communities are not willing to cooperate with our program. On the contrary, they just want to make the program a vital part of their campaign without confusion and duplication.

The New Jersey plan using the Governor in a state-wide 25th Anniversary program has made substantial progress. A meeting was held with the key executives and a few selected lay leaders of New Jersey communities, where the idea was enthusiastically endorsed. I spoke with Alan Sagner of Newark yesterday and he informed me that he and one or two lay leaders will meet with Governor Hughes within the next few days. It is quite possible, therefore, that we will have this matter decided prior to our meeting on Saturday.

I believe that you are already familiar with the New York City plans. Actually they are following the manual almost word for word. I shall not report on this in detail for I have been advised that Henry Bernstein is submitting a memorandum to you covering the New York City plan.

We are keeping pretty much to our original schedule. It is my hope that prior to the end of the year we will have successfully set up at least the top structure of the Anniversary Committee in the communities allocating \$100,000 and over. Immediately after the first of the year we shall go to the entire country. In this respect it will be necessary for me to prepare a program for use of the unorganized (non-Welfare Fund) communities. After our Annual Conference is out of the way I shall consult with some of my colleagues here and see if we cannot create a program to submit for your approval.

At the present moment there are four national meetings on our 1963 calendar, which will require 25th Anniversary programs. These are the Inaugural Meeting in Florida on February 17, which also includes the Palm Beach meeting on February 14; the South-Southwest Conference in New Orleans January 18 - 20; the West Coast Conference in Palm Springs February 22-24; and the Midwest Leadership Institute in Chicago March 8-10. Some time prior to the end of the year I will submit to you 25th Anniversary plans covering these conferences. It might interest you to know that plans are already under way for Governor Brown of California to represent the 14 Governors of the Western states at the West Coast Conference and to present a proclamation from these Governors taking cognizance of UJA's 25th Anniversary.

It is apparent from this brief précis that a great deal of work will have to be crammed in to the next two months to implement, complete and spread the 25th Anniversary theme to include all the communities. However, I have been very much encouraged by the general acceptance of the project by the communities contacted and look forward to no insurmountable obstacles.

MP:JB
cc HAF, IB, ERV, ASH

MEMORANDUM

Date February 4, 1963

To Mr. Herbert A. Friedman

From Abraham S. Hyman

Subject

The following is a resume of the discussion at the staff meeting held Wednesday, January 30, 1963, relative to the UJA 25th Anniversary Program.

I. Functions at which the 25th Anniversary theme was dominant

- A. The 25th Annual Conference. This conference revolved almost entirely around the Anniversary theme and the great success of the conference is due primarily to the full exploitation of this theme.
- B. The New Jersey Governor's meeting in Newark, held January 29th. The 25th Anniversary was used as the basis for the involvement of Governor Hughes and the meeting, attended by 77 Jewish communal leaders from the major communities in the state, was a highly successful one.
- C. South-Southwest Regional Conference held in New Orleans, January 18-20.

II. Function being planned at which the Anniversary theme will be dominant.

- A. West Coast Leadership Conference, Palm Springs, California, February 22-24. The Governors of 13 states will join in a proclamation in honor of UJA's 25th Anniversary and the entire conference is being built around the Anniversary theme.
- B. Midwest Leadership Institute, Chicago, March 8-10.
- C. Governors' proclamations are being arranged for Maryland, Virginia and Pennsylvania.
- D. Sabbath observances, essay contests for children, mayors' proclamations, publicity promotions (stamps, store window displays, special Anniversary supplements), special 25th Anniversary celebrations at community-wide functions or at campaign functions are scheduled for 35 communities.

III. General use of the Anniversary as a stimulant in the 1963 campaign

The feeling of the members of the staff whose work is directly related to fund-raising is that the 25th Anniversary serves as a very important fillip in the campaign and has lead either to increased giving or to "holding the line." This has been reflected in the Big Gifts meetings or Big Gifts solicitations in the following communities:

Mr. Herbert A. Friedman

February 4, 1963

Chicago, Cleveland, Boston, Detroit, Los Angeles, Newark, Pittsburgh, Miami, Toledo, Trenton, Phoenix and Hollywood.

In some of these communities the concept of making extra gifts in multiples of 25 has taken hold -- \$2500 or 25% or \$25.

IV. Organization of Community Activities Committees

- A. Appointment of chairmen. Chairmen have been appointed in 46 of the 77 top Spring communities. We are awaiting replies from 15 to invitations to serve, and 16 communities are being worked on to submit recommendations.
- B. Appointment of Community Activities Committees. A total of 6 communities have appointed committees. These include special Anniversary Committees and campaign committees which were assigned the added responsibility of serving as Anniversary Committees.

V. Publicity - There has been a very considerable volume of publicity: 85,000 people have gotten or are getting stamps throughout the country; 100,000 people received 25th Anniversary invitations; there has been very widespread publicity on the Anniversary stamp, including store displays, widespread publicity in the Anglo-Jewish press continuously on various aspects, including the Annual meeting, regional meetings, and the Miami meeting; tie-in to all speakers meetings has been widespread; at least 5 supplements in the Anglo-Jewish press are already lined up; special publicity on West Coast Governors' proclamation, on New Jersey Governor's dinner and proclamation; and special articles in youth publicity - religious groups, Sunday School groups.

VI. Speakers. All speakers have been briefed orally and through material sent to them, on the importance of integrating the Anniversary theme into all of their speeches.

VII. Stimulation of staff with a view of giving more detailed attention to the Anniversary.

From the staff discussion one may draw the very definite conclusion that some of the members of the staff, responsible for the implementation of policy in the field, were under the impression that the sole purpose of the Anniversary was to serve as an aid in the 1963 campaign. With this as their own frame reference, they obviously felt no compulsion to push specific Anniversary activities that were not related to the campaign.

The meeting served to dispel this impression. You made the following very clear to everyone:

- One, that every effort must be made by the staff to stimulate Anniversary activities in the communities, along the line of the suggestions made in the Manual, "Your Community and the UJA 25th Anniversary."
- Two, that there must be an intensification in the effort to secure the appointment of local Community Activities Committees.

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Three, that the list of the wide variety of the activities in which the communities might engage should be called to the attention of the potential chairmen of the local Community Activities Committees as a stimulant in getting them to accept these posts and as a further stimulant in involving community leaders, as members of the committees, in the Anniversary program.

Four, that the Manual, "Your Community and the UJA 25th Anniversary" had to be studied very carefully by everyone, that its recommendations represented basic policy of the UJA, and that every effort must be made to implement these recommendations.

VIII. Assignment of Headquarters communities to staff members. To make certain that committees are formed and plans are formulated in the Headquarters communities, the 13 communities in this category were assigned to the following staff members:

- Herbert Friedman - Boston
Los Angeles
- Edward Vajda - Chicago
Detroit
Miami
Pittsburgh
- Harry Biele - Baltimore
Cleveland
Philadelphia
Washington
San Francisco
- Sam Abramson - Newark
- Sam Naparstek - St. Louis



MEMORANDUM

file

March 21, 1963

TO: Community Executive Directors

FROM: Herbert A. Friedman

SUBJECT: UJA 25th ANNIVERSARY AWARDS

The United Jewish Appeal has originated a number of awards in connection with the 25th Anniversary. Those which will be of greatest interest to you are as follows:

1. LEADER'S UJA STAMP AWARD. This Award consists of a scroll 12"x15", suitable for framing, mounted with a First Day Cover bearing the UJA Commemorative Stamp. The stamp was issued by the State of Israel in December to commemorate UJA's 25th Anniversary Year.

Also mounted to the scroll is a printed message from Prime Minister Ben Gurion. The scroll has space for inscribing the recipient's name.

This award may be ordered by Community Executives in limited quantities, for presentation to local leaders and important contributors, who are to be honored at fund-raising affairs.

2. WORKERS UJA STAMP AWARD. A less elaborate version of the above award, 10"x12" in size, it also bears a First Day Cover and the Ben Gurion message, and also may be inscribed with the recipient's name. It may be ordered in modest -- not wholesale -- quantities.

3. UJA LEADER'S MEDAL. This bronze medal, approximately 2 $\frac{1}{4}$ " in diameter, was struck by the State of Israel in connection with UJA's 25th Anniversary Year to honor those who have served as leaders in the United Jewish Appeal.

At the written request of a Community Executive, the UJA is prepared to make the UJA Leader's Medal available for presentation to persons who qualify under the following categories:

1. The Chairman of the 1963 Community Campaign.
2. The Chairman of the local Community Activities Committee to Observe the 25th Anniversary.
3. A leader in a local community who has given 25 years of active service to the community campaign, and who is to be honored at a campaign function by the community for such service.

NOTE: Requests for medals to be presented to persons who fall under category "3" must be passed on and approved by the UJA Executive Office.

Along with each UJA Leader's Medal, the UJA furnishes a "Certificate of Award", approximately 16"x20". This may be framed, and has space for inscribing the recipient's name.

OTHER UJA 25th ANNIVERSARY AWARDS - The three awards listed above are available to Executives on written request. The UJA, however, is planning to furnish still a fourth Anniversary Award -- this one to Top Contributors, i.e., persons who have contributed \$10,000 or more in 1962 or 1963.

This is an elaborated, strikingly handsome, version of the Leader's Stamp Award. In addition to bearing a "first Day Cover, it carries a full sheet of UJA Commemorative Stamps.

The UJA plans to furnish the "Top Contributors" Award by mail, on or about April 1st directly to all \$10,000 and over contributors. Executives who feel that they would like to present a "Top Contributor" Award at local fund-raising occasions, are invited to take up the matter immediately with this office.

HAF:LLT



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MEMORANDUM

Date April 17, 1963

WJ

To Mr. Herbert A. Friedman
From Abraham S. Hyman
Subject Resume of 25th Anniversary Activities to Date

The 25th Anniversary of the United Jewish Appeal dominated the 25th Annual Conference last December and has continued as a major factor in this year's campaign.

Although only 3½ months have passed since the Anniversary was formally launched, truly spectacular results have been achieved in terms of enlisting community participation in the Anniversary and in securing renewed dedication to the UJA. It should be a source of great satisfaction to the UJA leadership to find the universal goodwill towards the UJA which the observance of the Anniversary has manifested.

The success that has been achieved in making the American Jewish community intelligently conscious of the Anniversary and of its deeper meaning is the result of the efforts of the UJA leadership and of the UJA staff.

The lay leaders of the UJA have been alert to the opportunities provided by the Anniversary to further the interests of the UJA and have emphasized the Anniversary theme whenever the opportunity has presented itself. The field staff has diligently promoted a full range of Anniversary activities within the communities.

The Publicity Department has made intensive use of the Anniversary theme and has saturated the communities with material which stresses the significance of the Anniversary. "The UJA Story", the film prepared especially for the last Annual Conference, has been a very effective medium for carrying the message of the UJA to communities throughout the country. The Committee on National Organizations has initiated a program which is aimed to involve the major national Jewish organizations in the country and their affiliates in a special program during the current year in behalf of the UJA.

The major single effort in seeing that the 25th Anniversary was meaningfully observed has been the responsibility of the Committee for Community Activities. The triple objectives towards which this Committee worked are set forth in the manual, "Your Community and the UJA 25th Anniversary", a manual whose motif and character was shaped largely by William Rosenwald as Chairman of the Committee for Community Activities. These objectives are:

1. To recall what had been achieved through the UJA and, in this connection, to pay tribute to past and present leaders who have made significant contributions in bringing about these achievements.
2. To stimulate current leadership and to bring in new leadership in behalf of the UJA.
3. To emphasize the job that remains to be done and to help bring about greater results in the 1963 campaign and in future campaigns.

Mr. Herbert A. Friedman
Resume of 25th Anniversary Activities to Date

April 17, 1963

A. Activities designed to record achievements of the United Jewish Appeal and to honor those who had contributed to these achievements.

There are many activities which the Committee for Community Activities has encouraged which fall within this category. UJA Sabbaths have either been widely observed or will be held in many communities. Governors' proclamations, which take note of UJA's achievements, have been issued by the Governors in 23 states and there is every indication that during the current year no less than 40 Governors will have issued such proclamations. While no concerted effort has been made to secure Mayors' proclamations, because, in the nature of things, they would be overshadowed by the Governors' proclamations, Mayors in a number of cities have issued proclamations honoring UJA.

The Anglo-Jewish press has given prominence to the Anniversary in an unprecedented amount of publicity in special supplements and feature articles devoted to Anniversary activities in which the communities are engaged and in featuring the past 25 year history of the UJA. It is fair to assume that as a result of what the readers of the Anglo-Jewish press have read which has been inspired by the Anniversary, they have acquired a better understanding of the origins, aims and achievements of the UJA.

It is virtually impossible to catalogue in detail the extent to which the Anniversary has been used to honor the men and women who have provided leadership in the cause of the UJA. Suffice it to say that practically every community meeting of importance in the Spring phase of the campaign, men and women have been singled out to receive Anniversary awards either in the form of the Special Anniversary medallions or the Special Anniversary stamps.

B. Activities designed to stimulate present leadership and to encourage new leadership.

It can only be assumed that as a result of being honored for their contribution to the UJA, either as workers or as contributors, or both, the people are encouraged to continue their efforts in behalf of the UJA. While no analysis has yet been made of the background of the chairmen of the local Community Activities Committees, surely many of these chairmen represent new or re-invigorated leadership in the communities.

C. Activities in support of the 1963 campaign.

The Anniversary has been a major stimulant in the 1963 campaign. At the meeting where the Committee for Community Activities came into being (on December 8, 1962 at the Annual Conference) the idea was projected that the Anniversary be used to induce contributors to make extra gifts in multiples of \$25, \$250, \$2,500 etc., in honor of the 25th Anniversary, over and above their contribution to the Regular Campaign and to the Special Fund. This device has been used effectively in the course of this campaign and has redounded to the benefit of the UJA. Moreover, the events planned around the Anniversary have served to attract large audiences, and have made it possible to reach more people with the UJA message and have thus compensated, at least partially, for the embargo on publicity under which the UJA is compelled to labor this year with reference to the major issue in the current campaign.

Mr. Herbert A. Friedman
Trdumr og 25th Anniversary Activities to Date

April 17, 1963

It is clear that the Anniversary has been a plus or, at least, a "holding" factor in the current campaign. Those directly involved in fund-raising have reported that their experience has been that where all other arguments to persuade prospective contributors to make additional contributions to the United Jewish Appeal or, at least, to give ~~no~~ less than last year, have failed, the argument that they should make substantial contributions to the United Jewish Appeal in honor of the UJA on its 25th Anniversary has prevailed. When the results of the 1963 campaign have been tabulated and evaluated the 25th Anniversary should certainly receive substantial credit for the measure of success that will have been achieved.

So much for what has been accomplished through the use of the 25th Anniversary. There is, however, one area where an effort was made to accomplish a certain objective in which we have not met with success. This is the effort to secure the formation of local Community Activities Committees. We have managed to get chairmen of such committees appointed in 191 cities, including the top 100 communities in the country. However, the effort to get committees formed has either met with resistance or with indifference on the part of the communities.

When the 25th Anniversary observance was originally discussed the idea was projected that if we could succeed in forming these committees their life might profitably be extended beyond the Anniversary year, and that these committees could serve as nuclei of "friends of the UJA".

Except for very few cities which have taken to the idea of the special Anniversary committees, the effort to form the committees has, as indicated above, met with resistance. The main reason for this is that the Anniversary has been integrated into the campaign to such an extent that all the planning within the communities for use of the Anniversary has been done by the campaign apparatus, within the respective communities. The community leaders felt that special Anniversary activities would only duplicate the functions of the campaign committees.

In my judgment as a result of the momentum already provided by the observance of the 25th Anniversary, the Anniversary theme will remain dominant through the balance of the year and will be manifest in the Fall communities no less than in the communities involved in the Spring phase of the campaign. I believe it is fair to say that what the observance of the 25th Anniversary has generated has made the observance of this Anniversary one of the most successful and one of the most meaningful anniversaries that American Jewry has ever observed.

ash:ss

