



THE JACOB RADER MARCUS CENTER OF THE
AMERICAN JEWISH ARCHIVES
A DIVISION OF HEBREW UNION COLLEGE – JEWISH INSTITUTE OF RELIGION

MS-630: Rabbi Alexander M. Schindler Digital Collection, 1953-1996.
Series A: Union of American Hebrew Congregations, 1961-1996.

Box
13

Folder
4

Religion in American life, 1974-1990.

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

EJM to AMS

I spoke to David about the enclosed from Religion in American
Life. He said there is nothing for us to do from this end. He
is working very closely with the Synagogue Council, since all
groups are affected, they have been brought into the matter. He
has already spoken on behalf of the UAHC and there is nothing
further to be done by you at this point.

07/10/57
Wise

MEMORANDUM

DATE: August 20, 1990
FROM: Rabbi Alexander Schindler
TO: Rabbi David Saperstein
COPY:

Please note the enclosed material from Religion in American Life.
Are we involved in this? If so, what should we do?

Working via. all group
SCA
affected
Spoke in our
nam.
~~no need~~

Religion In American Life
2 Queenston Place - Room 200
Princeton, NJ 08540
609 921 3639



10 → David S.
One we involved
in this?
If so, what should
we do?
Am!

To: Members of the Board, Religious Advisory Council and
Business Advisory Council

From: Nicholas B. van Dyck

Date: August 16, 1990

Re: Recommended Action on Charitable Contributions Discussions in
Washington

Word has arrived that the threatened deduction for itemized charitable contributions, about which I wrote you last week, deserves your immediate attention. The members of Congress who are participants in the "budget summit" to discuss these matters are returning before the end of their recess and will be closeted at Camp David during the last few days of August.

Consequently, please review the enclosed material which will complement the case for religious groups presented in my letter to President Bush which was sent you on August 2. Your letters and phone calls to the members of the "budget summit" group today would be very timely. Copies should be sent to President Bush. Please also send me copies. I can then put together a packet that will get special attention from the staff at Independent Sector in Washington who are working with RIAL on your behalf.

NBVD:sl
Enclosures

cc: Mr. Bob Smucker



INVITE
A
FRIEND.

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10/✓

Al

I assume we
should sign

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please do

and back to
SP ✓

WAR & PEACE

Dear Rabbi Shindler.

Hope you will sign both petitions
and return - Charles and

FOUNDATION

Warmest Greetings

Selma Brackman

251 PARK AVENUE SOUTH, SECOND FLOOR, NEW YORK, N.Y. 10010
212-777-6626 CABLE ADDRESS: EVERPEACE TELEX: 427 438 FPGNY

April 5, 1990

RAC

Dear Friend,

Enclosed you will find two separate petitions that need your immediate attention concerning the 1991 budget pending before Congress. One comes to you from the Citizens Budget Campaign, the other from the War and Peace Foundation. Both will be submitted to Congress and urgently need your support in order to be effective.

We are currently assembling a coalition of approximately 100 non-governmental organizations to send forth a strong message to our officials. With the recent and dramatic changes in Eastern Europe and Latin America, we can no longer engaged in military expansion. We want a peace dividend that will allow our nation to invest in necessary domestic programs and rebuild the crumbling American infrastructure.

This coalition is being formed to weld the voices of millions of citizens into an influential power. Public opinion is the key motivator when working with our legislators. A well-coordinated effort and directed focus can significantly impact upon decisionmaking. Coalition machinery exists for synergizing our aggregate agreement into a thoughtful and compelling argument for change. Representatives must listen when citizens mobilize, and they must be held accountable for their actions.

Please sign on to our coalition now by supporting the two petitions enclosed, allowing us to show our government that we are impatient with marginal cuts and want substantial savings now.

Sincerely,



Selma Brackman
Coordinator

P.S. You may also fax your response to us at either (212) 995-9652
or at (212) 995-9650



Citizens Budget Campaign

Citizens Budget Campaign is a joint effort of American Baptist Churches USA, Bread for the World, Campaign for Peace and Democracy/East and West, Center for Women Policy Studies, Center of Concern, Church of the Brethren (Washington Office), Church Women United, Friends Committee on National Legislation, Interfaith Action for Economic Justice, Jesuit Social Ministries, Maryland United for Peace and Justice, Mennonite Central Committee (US Peace Section), Methodists United for Peace with Justice, National Congress for Community Economic Development, National Council of Churches (Washington Office), National Housing Institute, National Jobs With Peace Campaign, National Low Income Housing Coalition, National Puerto Rican Coalition, NETWORK: A National Catholic Social Justice Lobby, National Women's Conference Committee, Older Women's League, Pax Christi USA, Religious Network for the Equality of Women, SANE/FREEZE: Campaign for Global Security, Sojourners, Unitarian-Universalist Association of Congregations, United Church of Christ, United Church of Christ Network for Environmental and Economic Responsibility, United States Student Association, Washington Ethical Action Office/American Ethical Union, Wider Opportunities for Women, Women for Meaningful Summits, Women Strike for Peace, Women's International League for Peace and Freedom.

c/o NETWORK 806 Rhode Island Avenue, NE Washington, DC 20018

The Citizens Budget Campaign

We are national organizations: peace groups, domestic human needs groups, religious denominations, who believe that the Federal budget is a statement of the nation's priorities and values.

We believe that Members of Congress and the Administration, as stewards of the nation's resources, are accountable to the people for the just use of these resources.

We believe that true national security requires of the Federal government not only a commitment to provide for the common defense but also to promote the general welfare of all its citizens.

Because of this and because of fundamental changes in global politics we believe that the Federal budgets of the Nineties must reflect a new set of priorities. These priorities are:

- increasing spending on housing, health care, and nutrition; child care; education and job training; drug abuse programs; the environment; and other community needs.
- cutting military spending significantly and supporting the transition from military to civilian production.
- reducing the federal deficit.
- generating additional revenues fairly by increasing corporate and upper income taxes.

All of those who share the goals of the Citizens Budget Campaign are invited to join us.

_____ **YES**, We endorse this petition

Organization:

Address:

Phone:

Contact:

WAR & PEACE FOUNDATION

251 PARK AVENUE SOUTH, SECOND FLOOR, NEW YORK, N.Y. 10010
212-777-6626 CABLE ADDRESS: EVERPEACE TELEX: 427 438 FPGNY

Petition for World Peace and Security by the Year 2000

Fifty-five percent of U.S. Federal taxes now go to the military.

Fifty thousand nuclear bombs threaten to return the planet to the insects. In the past forty years more than two trillion dollars of human energy has been squandered to booby-trap the world for destruction. At every moment we live twenty minutes from an end that could begin not even in the minds of men but in the circuits of computers. On Earth we continue to poison the biosphere. We prepare to put weapons in space. The Ozone layer is decaying.

In this time of unprecedented and accelerating change our nation has an opportunity to catch a wave of history that could turn the tide of the past fifty years and move the world to a century of peace, plenty and justice.

To that end we call on our Congressmen and Senators to undertake:

A fifty-percent cut in military spending over the next five years

A cut in U.S. military troops from 2.1 million to 1.2 million as proposed by Admiral Gene La Rocque saving \$100 billion

An immediate, comprehensive, and verifiable nuclear test ban treaty as proposed by the U.N. and the Soviet Union

An immediate, bilateral, and verifiable fifty-percent cut in nuclear warheads - as proposed by Admiral Noel Gaylor, former head of the U.S. National Security Agency

An immediate verifiable bilateral halt to all missile flight tests

An immediate verifiable bilateral halt to development, testing and deployment of all space weapons as proposed by the U.N. and the Soviet Union

Retraining military workers for civilian jobs and to support the conversion of defense-dependant communities to civilian industries as proposed in HR1 and HR 2852

_____ **YES**, We endorse this petition

Organization:

Address:

Phone:

Contact:

Religion In American Life
2 Queenston Place - Room 200
Princeton, NJ 08540
609 921 3639



RIAL
Misc

March 23, 1990

Rabbi Alexander M. Schindler
Union of American Hebrew Congregations
838 Fifth Avenue
New York, NY 10021

INVOICE

\$1,000, for services rendered in connection with the development of the INVITE A FRIEND project of outreach to the unaffiliated.

A return envelope is enclosed for your convenience.

Date Paid:

4/12/90

Amount Paid\$

1000.00
AX



RABBI ALEXANDER M. SCHINDLER • UNION OF AMERICAN HEBREW CONGREGATIONS
PRESIDENT 838 FIFTH AVENUE NEW YORK, N.Y. 10021 (212) 249-0100

March 28, 1990
2 Nisan 5750

Rev. Dr. Nicholas B. van Dyck
Religion In American Life
2 Queenston Place
Room 200
Princeton, NJ 08540

Dear Dr. van Dyck:

I have requested a subvention of \$1,000 for RIAL's
Invite a Friend Project. The check will be mailed to
you just as soon as my request is processed.

I regret the delay in responding to this very worthy
project.

With every good wish, I am

Sincerely,

Alexander M. Schindler

cc: Rabbi Joseph B. Glaser
Rabbi Ronald B. Sobel

MEMORANDUM

DATE: March 28, 1990
FROM: Rabbi Alexander Schindler
TO: Fred Cohen

Please prepare a check for \$1000.00 payable to RIAL
(Religion In American Life) for their Invite a Friend
Project of Outreach to the Unaffiliated. This
subvention is to be charged to the contingency *line.*

C please send the check back to my office for
transmittal.

Thank you.

Religion In American Life
2 Queenston Place - Room 200
Princeton, NJ 08540
609 921 3639



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Executive Vice President
Central Conference of American Rabbis

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The Rev. Dr. Nicholas B. van Dyck

Executive Assistant

Sharon E. Lloyd

Manager, Worship Directory

Jane Kelly

March 22, 1990

Rabbi Alexander M. Schindler
Union of American Hebrew Congregations
838 Fifth Avenue
New York, NY 10021

Dear Rabbi Schindler:

The enclosed letter and attachments will set the stage for the participation of all congregations in the UAHC in the soon to be launched interfaith venture for outreach to the unaffiliated --the INVITE A FRIEND project. But before turning to the future I'd like to review for a moment my understanding of events last year when a request for \$7,000 for the development of the project was turned down. If my recollection is correct, word was received that a \$1,000 contribution from discretionary funds would be forthcoming.

If my notes on all this are accurate, please accept the attached invoice as our gentle reminder about a commitment made some time ago.

Many thanks.

Shalom,

Nicholas B. van Dyck

NBVD:sl

Enclosure

cc: Rabbi Joseph B. Glaser
Rabbi Ronald B. Sobel

DBS [signature]

See - Tell him we are preparing

See p. 2

file for [unclear]

RIAL

April 25, 1989
20 Nisan 5749

The Rev. Dr. Nicholas B. van Dyck
President
Religion in American Life
360 Park Avenue South - 15th Floor
New York, NY 10010

Dear Dr. van Dyck:

Thank you for your gracious good wishes for this Passover season. I appreciate your thoughtfulness.

It pleases me to know that you will be meeting with Dru Greenwood, Mel Merians and Rabbi Glaser very soon in order to discuss possible UAHC participation in the RIAL project which reaches out to the unaffiliated. While I have had a preliminary look at the memorandum you kindly shared with me, I will not be in a position to discuss it and/or a projected budget until I have had an opportunity to discuss the matter with Mel Merians. Let me assure you I will be in touch with you when he and I have had a chance to chat.

With warm good wishes, I am

Sincerely,

Alexander M. Schindler

Religion in American Life
360 Park Avenue South, 15th Floor
New York, NY 10010
212 545 0344

Executive Committee

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Primate
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Senior Rabbi
Congregation Emanu-El
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Worship Directory Committee Chairman

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Senior Vice President
Bank of New York

Staff

President

The Rev. Dr. Nicholas B. van Dyck

Assistant to the President

Linda W. Langergaard

Director of Communication

Lois J. Anderson

Manager, Worship Directory

Mary T. Fewer

April 14, 1989

Rabbi Alexander M. Schindler
Union of American Hebrew Congregations
838 Fifth Avenue
New York, NY 10021

Dear Rabbi Schindler:

Special greetings -- at Passover and always may peace
be with you and all whom you love.

It has been a pleasure to work with Rabbi Stephen
Foster and Dru Greenwood on preliminary discussions
regarding outreach to the unaffiliated among the
Reform congregations, with special reference to the
possibility of augmenting these efforts with the new
campaign being coordinated by Religion In American
Life. Rabbi Glaser and I look forward to a meeting in
a couple of weeks with Mr. Mel Merians and Dru to
pursue this matter further.

In the meantime, please review the enclosed
memorandum which suggests steps to be taken by the
Union of American Hebrew Congregations in
anticipation of your participation in the RIAL project
that focuses on outreach to the unaffiliated. You will
note on page five that we have suggested a "fair
share" amount of the out-of-pocket costs to be borne
by the UAHC. I am aware that Mr. Bertram
Frankenger and others have discussed this matter
and that a commitment awaits certain budgetary
decisions. Nevertheless, it would be a great help if
you could give due consideration to our needs to
project a budget for the coming year and indicate what
you anticipate as the amount to be pledged by UAHC.

If you would like to discuss any of this on the
telephone, please call.

In any case, I look forward to your reply.

Sincerely yours,

Nicholas B. van Dyck
Nicholas B. van Dyck

NBVD:lw1

Enclosures



*Have for
discussion*

*Tell him
that I will be
in a better
position to
respond*

*After
with
Merians*



Date: April 14, 1989

To: Rabbi Alexander M. Schindler

From: Nicholas B. van Dyck, President, Religion In American Life

Subject: INVITE A FRIEND/200 MILLION BY THE YEAR 2000:
Review, Update, and
Steps to be Taken by Participating Denominations

What is it?

INVITE A FRIEND is a cooperative congregation-growth venture involving denominations, their congregations, Religion In American Life, and The Advertising Council. It includes study, prayer, and outreach activities in congregations of participating denominations. These are to be supported by a national public service advertising campaign.

The goal is to deepen spiritual vitality in synagogues and churches, strengthen the nation's faith in God and the moral purpose of its people, and increase membership in congregations throughout the nation to 200 MILLION BY THE YEAR 2000.

Why should your denomination participate?

Research shows that 86 per cent of people who join a congregation do so because they are invited by a friend or relative. Yet many synagogue and church members need the encouragement and motivation offered by this campaign to INVITE A FRIEND. Furthermore, among the 107 million "unaffiliated," there are some 78 million persons who, by reason of past experiences and current yearnings, are ready to be welcomed into the life of a local congregation. Many of these deserve to find a place in synagogues of your denomination.

When will it begin?

The campaign will begin as soon as denominational commitments to participate reach a level that ensures (1) the opportunity for readiness on the part of participating denominations and their congregations, and (2) funding to cover the fractional costs to be borne by religious groups.

Progress in the development of the public service advertising component of the campaign would permit a time table beginning as soon as this June, with a media launch in November, as follows.

June - July, 1989: Denominations announce campaign to congregations.

September - October: Members in local congregations prepare to INVITE A FRIEND with study, prayer, and worship emphases, using your currently available materials, or, if you choose, other available Congregation Resources for Outreach to the Unaffiliated.

November, 1989: National, regional and local media campaign launch.

Is this schedule feasible for your denomination? If not, what would work better for you? (Please use the enclosed Reply Form for your response.)

Many denominations are making preparations to urge their congregations to participate in communities across the nation. As millions of neighbors and friends will be invited in the early months of the campaign, no congregation should be left out from the start.

But, please note that the only way your congregations will be ready to go is if they hear from you that they are part of a participating denomination, and receive, through you, preparation materials, including campaign posters bearing your denomination's name, etc. (See enclosed Reply Form)

Who is RIAL?

RIAL provides the religious community with access to local and national public service advertising. By cooperatively participating with RIAL, denominations provide their congregations with the most cost-effective way to reach the media and their audiences.

RIAL is a not-for-profit inter-faith agency. It serves the religious community by encouraging all Americans to become actively involved in congregations of participating religious groups within Protestant, Roman Catholic, Eastern Orthodox, other Christian, Unitarian, and Jewish traditions. RIAL is accountable to participating denominations through their representation on RIAL's Board and/or the RIAL Religious Advisory Council. Participating groups in 1988 represented 84 per cent of all religiously-affiliated persons in the United States.

What can happen?

INVITE A FRIEND messages and images will become as familiar as "Take a bite out of crime," the United Negro College Fund's "A mind is a terrible thing to waste," and "Drinking and driving can kill a friendship," etc. Synagogue and church members of participating religious groups will discover that their own denomination and congregation are part of a movement everyone knows about! Members who are prepared to reach out and INVITE A FRIEND, will find many non-members expecting their call or visit. Pilot media-supported invitation projects have shown 25 per cent increases in the rate of membership growth!

How can congregations in your denomination participate?

It's very simple.

It is also excellent stewardship of limited personnel and financial resources.

Furthermore, local congregations will applaud their national denominational officers for this initiative on their behalf.

1. Decide how you will announce your denomination's participation to your congregations, e.g. a special letter and/or a feature in a denominational publication. This communication should urge preparation for the campaign through the use of your denomination's study materials on outreach, and/or, if you choose, the use of specially-prepared Congregation Resources for Outreach to the Unaffiliated.

Suggested copy for a feature story or special letter, including descriptions of Congregation Resources, bulletin inserts, sample news releases, and camera-ready copy for your denomination's posters for you to print and distribute, will be sent to participating denominations.

2. See page five of this memo for your denomination's fair share of production, distribution and related costs for the year, June 1, 1989 - May 31, 1990 and let us know your commitment for payment, or payments, to be made. The annual budget for the campaign (based on 1989-90 costs) is:

Expenses

Administration	\$300,000
Media Creative	500,000
Production	150,344
Distribution	154,789
Media Time and Space	20,000,000
	<u>\$21,105,133</u>
<u>Income</u>	
Media Creative*	500,000
Media Time & Space*	20,000,000
Denominations' fair share	605,133
	<u>21,105,133</u>

*Contributed to RIAL through The Advertising Council

The list of religious groups who have provided support for the development of the campaign appears on the next page.

For your convenience, a reply form is enclosed.

Join us in prayer for the success of this extraordinary opportunity, and let us know by May 12, 1989, if your sister denominations, RIAL, and The Advertising Council can count on your denomination's participation.

Denominations and Dioceses providing support, to date, for the
Development of the Campaign

American Baptist Churches, USA
Armenian Church in America
Church of Christ, Scientist
Church of God (Anderson, IN)
Church of Jesus Christ of Latter-day Saints
The Episcopal Church
Evangelical Lutheran Church in America
General Conference of Seventh-day Adventists
Jewish Congregations and Organizations in
Reform, Orthodox, and Conservative Traditions
Presbyterian Church (USA)
Progressive National Baptist Convention
Roman Catholic
Diocese of Albany
Diocese of Brooklyn
Diocese of Buffalo
Diocese of Charleston
Archdiocese of Chicago
Diocese of Fall River
Diocese of Harrisburg
Diocese of Manchester
Archdiocese of New York
Diocese of Pittsburgh
Diocese of Rockville Centre
Archdiocese of St. Louis
Diocese of Scranton
Diocese of Springfield
Diocese of Wheeling-Charleston
Diocese of Wilmington
The Salvation Army
Southern Baptist Convention
Unitarian Universalist Association
United Methodist Church

Denominations' fair share of costs for the cooperative
 "INVITE A FRIEND/200 MILLION BY THE YEAR 2000" campaign, June 1, 1989 - May 31, 1990

RIAL 'S PARTICIPATING DENOMINATIONS	Membership*	Annual Amount	Quarterly Amount	Monthly Amount
African Methodist Episcopal Church	2,210,000.	15,028.00	3,757.00	1,252.33
African Methodist Episcopal Zion Church	1,202,229.	8,175.16	2,043.79	681.26
American Baptist Churches in the USA	1,559,683.	10,605.84	2,651.46	883.82
Antiochian Orthodox Christian Archdiocese	280,000.	1,904.00	476.00	158.67
Armenian Church of America	450,000.	3,060.00	765.00	255.00
Assemblies of God	2,082,878.	14,163.57	3,540.89	1,180.30
Christian Church (Disciples of Christ)	1,116,326.	7,591.02	1,897.76	632.59
Church of the Brethren	150,184.	1,021.25	255.31	85.10
Church of Christ, Scientist	(not available)			
Church of God (Anderson, IN)	185,593.	1,262.03	315.51	105.17
Church of Jesus Christ of Latter-day Saints	3,860,000.	26,248.00	6,562.00	2,187.33
Church of the Nazarene	522,082.	3,550.16	887.54	295.85
Community Churches, Int. Council of	200,000.	1,360.00	340.00	113.33
Congregational Christian Churches	108,115.	735.18	183.80	61.27
Episcopal Church	2,739,422.	18,628.07	4,657.02	1,552.34
Evangelical Lutheran Church in America	5,230,518.	35,567.52	8,891.88	2,963.96
Greek Orthodox Archdiocese	1,950,000.	13,260.00	3,315.00	1,105.00
Jewish Congregations and Organizations	5,834,635.	39,675.52	9,918.88	3,306.29
Lutheran Church - Missouri Synod	2,638,164.	17,939.52	4,484.88	1,494.96
Mennonite Church	91,167.	619.94	154.98	51.66
Moravian Church	54,129.	368.08	92.02	30.67
Orthodox Church in America	1,000,000.	6,800.00	1,700.00	566.67
Polish National Catholic Church	282,411.	1,920.39	480.10	160.03
Presbyterian Church (USA)	3,048,235.	20,728.00	5,182.00	1,727.33
Progressive National Baptist Convention	521,692.	3,547.51	886.88	295.63
Reformed Church in America	342,275.	2,327.47	581.87	193.96
Roman Catholic Church	52,654,908.	358,053.37	89,513.34	29,837.78
Salvation Army	427,825.	2,909.21	727.30	242.43
Seventh-day Adventists	651,954.	4,433.29	1,108.32	369.44
Southern Baptist Convention	14,477,364.	98,446.08	24,611.52	8,203.84
Unitarian Universalist Association	171,838.	1,168.50	292.12	97.37
United Church of Christ	1,683,777.	11,449.68	2,862.42	954.14
United Methodist Church	9,266,853.	63,014.60	15,753.65	5,251.22
Volunteers of America	36,634.	249.11	62.28	20.76

* 1988 Yearbok of American Churches

Union of American Hebrew Congregations	1,200,000	8,160.00	2,040.00	680.00
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INVITE A FRIEND / 200 MILLION BY THE YEAR 2000

Date: _____ (before May 12, 1989)

To: Dr. Nicholas B. van Dyck
Religion In American Life
360 Park Avenue South
New York, NY 10010

From: Rabbi Alexander M. Schindler
Union of American Hebrew Congregations

Subject: 1989-90 Participation in the Cooperative Membership Growth
Campaign, "INVITE A FRIEND / 200 MILLION BY THE YEAR 2000"

[] Yes, the [denomination name] will participate.

[] We will encourage congregations to prepare for their participation
through the use of our outreach to the unaffiliated study, prayer,
worship, or other training materials entitled:

[] We would be ready to announce our denomination's participation to
our congregations in June or July of 1989, anticipating their
preparation in September and October in time for the launch of the
public service advertising campaign in November.

[] We would prefer to announce our participation in
(month) _____ (year) _____
(approximately six months before the launch of the media campaign)

Please send suggested copy for a feature article on our denomination's
participation in the campaign for publication in

(publication name) _____

to: (name) _____

(title) _____

(denomination) _____

(address) _____

_____ (zip) _____

(more)

Please send the repro proof for our denomination's campaign poster, for printing as an insert, centerfold, etc. (your choice of size, e.g. 10 x 16, 10 6/8 x 16 1/2, 11 x 17, 12 x 18, or 15 x 22 1/2) and distribution to congregations, to: (if different from the name above)

(name) _____

(title) _____

(address) _____

_____ (zip) _____

Prefer ☐ color ☐ black and white

Please send suggested news release for local use and worship bulletin insert copy for printing and distribution to congregations to:

(name) _____

(title) _____

(address) _____

_____ (zip) _____

We commit to paying a fair share of the costs of the campaign during the year June 1, 1989 - May 31, 1990 (see recommended fair share on page five of the enclosed memo) in the amount of \$_____.

- ☐ An annual payment will be made on (date)_____.
- ☐ Quarterly payments will be made on June 1, 1989, September 1, 1989, December 1, 1989, and March 1, 1990.
- ☐ Monthly payments, June 1, 1989 through May 1, 1990.

Please send an invoice or invoices to:

(name) _____

(title) _____

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(more)

We look forward to serving the synagogues of our denomination by participating in this endeavor to increase vitality and membership in local congregations.

(authorized signature) _____

(name, please print) _____

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Please return to: Religion In American Life
360 Park Avenue South
New York, NY 10010

by May 12, 1989



815 Second Avenue • Suite 200 • New York, New York 10017 • Tel. 212-697-5033

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Rabbi Alexander M. Schindler
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Union of American Hebrew Congregations
838 Fifth Avenue
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Dear Rabbi Schindler:

The best symbol of common sense is a bridge.

Because we believe that to be true, we are planning a third session of Religion In American Life's Seminars for laity and clergy.

There is little doubt in our minds that we (laity and clergy) need to talk because a great deal of the misunderstanding that exists today comes from a lack of communication relative to beliefs and values and not because one has more or less morality than the other.

We are delighted to enclose, what is without doubt, our best series of seminars. There will be six throughout 1981, aimed at informing one another on the overall theme "Morality - Whose Responsibility?" You are encouraged to attend all of them or as many of them as you can.

We have settled on a series of breakfast meetings at the Princeton Club, 15 West 43 Street in New York City. We will begin at 8:00 a.m. with breakfast after which we shall have one or two presenters of our theme for the day. An interesting discussion will follow with adjournment by 9:30 a.m. in time for you to follow up the inspiring get-together with a good day's work.

This year we are opening up our sessions to a slightly larger group of people including members from Religion In American Life's Board of Directors, our Business Advisory Council, our Religious Advisory Council, and sponsors and friends of the RIAL program.

The cost for the breakfast meetings is \$15.00 per session. In addition to the meal itself you will hear knowledgeable speakers and receive a printed report for the six sessions. Registration will be on an individual session basis with the first one taking place on Wednesday, January 28, 1981.

Rabbi Alexander M. Schindler
Page Two

Private enterprise and religion are not incompatible. Neither are laity and clergy, nor male and female nor old and young. We must, however, build those bridges of common sense and understanding between ourselves and others. In such times we dare do no less. Join us for as many breakfast sessions in 1981 as you can. You'll be glad you did.

Sincerely,


Neal Gillhatt


David W. Gockley

Encs.

RELIGION IN AMERICAN LIFE, INC.
815 Second Avenue Suite 200
New York, New York 10017

Laity-Clergy Seminars #3
Chairman - Neal Gilliatt
Co-Hosts - John Mack Carter
David W. Gockley
Place - Princeton Club of New York
15 West 43rd Street
New York, NY 10036

Open dates to be determined by availability of speakers

Agenda

Morality...Whose Responsibility?

Wednesday, January 28, 1981

How Do Religious Groups Determine Their Position on Social Concerns?

8:00-8:30 a.m. Breakfast
8:30-8:45 a.m. First Speaker - Most Rev. Louis E. Gelineau
Bishop of the Roman Catholic
Diocese of Providence, RI
8:45-9:00 a.m. Second Speaker - Bishop Roy C. Nichols
Bishop of the New York Conference
of The United Methodist Church
9:00-9:30 a.m. Discussion

Tuesday, February 10, 1981

How Do Business Leaders Determine Their Positions on Social Concerns?

8:00-8:30 a.m. Breakfast
8:30-9:00 a.m. Speaker - Mr. C. C. Garvin, Jr.
Chairman & Chief Executive Officer
Exxon Corporation
9:00-9:30 a.m. Discussion

Tuesday, April 7, 1981

Ambiguities and Complexities of Moral Actions

8:00-8:30 a.m. Breakfast
8:30-9:00 a.m. Speaker - Rabbi Ronald Sobel
Congregation Emanu-El of the
City of New York
9:00-9:30 a.m. Discussion

May, 1981 (Date to be determined)

Ambiguities and Complexities of Moral Actions

8:00-8:30 a.m. Breakfast
8:30-9:00 a.m. Speaker - To be announced
9:00-9:30 a.m. Discussion

Laity-Clergy Seminars #3

Agenda

October, 1981 (Date to be determined)

What Business School Students Need to Know About Religion

8:00-8:30 a.m.	Breakfast	
8:30-9:00 a.m.	Speaker	- To be announced
9:00-9:30 a.m.	Discussion	

November, 1981 (Date to be determined)

What Seminarian Students Need to Know About Business

8:00-8:30 a.m.	Breakfast	
8:30-9:00 a.m.	Speaker	- William F. May Dean New York University Graduate School of Business
9:00-9:30 a.m.	Discussion	



More Ony

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October 3, 1980

Rabbi Alexander M. Schindler
President
Union of American Hebrew Congregations
838 Fifth Avenue
New York, NY 10021

Joseph

Dear Alex:

As a member of the Religious Advisory Council of Religion In American Life you have not been "bothered" too much. I hope that will change somewhat under the new Chairmanship of Dr. George Harkins, my predecessor, who has kindly agreed to oversee the work of the Council.

In the meantime I am writing to you to ask you to consider this year's monetary contribution to RIAL, an offering which will benefit RIAL in two ways:

First of all, RIAL needs the money badly. Under the stewardship of David Gockley, David Brown and Peers Brewer, our treasurer, RIAL continues to be the lean, spare operation it has always been. While we are proud of this, permit me to observe that it is too spare and too lean. They are running an over forty million dollar advertising campaign with only two professionals. In terms of what RIAL could and should be doing to take advantage of the opportunities offered us by the voluntarism of The Advertising Council and the free media space and radio and TV time, the situation is impossible. It is a terrible waste. We are short one full professional, and we are scrimping on everything else. Every dollar counts, and I hope that you can share as many of them with us as possible at this time.

Secondly, the corporations, foundations and individuals we turn to for financial support constantly want to know what the religious sector is doing. They look at the RIAL program as one directly benefiting religion. They look at it much as they would look at that part of their budget which is called "advertising" or "public relations." They are convinced that the RIAL program is very good for the churches and synagogues, and they are willing to support it as a "good cause," and hopefully in terms of their own religious witness, but they find their own business judgment about the effectiveness of RIAL brought into question by a lack of appropriate support by religious organizations and religious leaders.

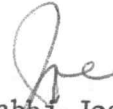
Page 2

While I have sometimes challenged such thinking by pointing out that religious leaders are not well-to-do and religious organizations are downright poor in terms of deficits and obligations, I really can't fight it. The hard truth is that the business sector still wants to know how important RIAL really is to the religious sector.

Thus I come to you at this time asking for your personal commitment toward support of the work of RIAL for both of the above, compelling reasons. I know you will do your best.

I ask God's blessings upon you and your loved ones.

Shalom,



Rabbi Joseph B. Glaser
Chairman of the Board
Religion In American Life, Inc.

Enclosure

May 2, 1974

The Rev. David W. Gockley
Executive Vice President
Religion in American Life
475 Fifth Avenue
Room 911
New York, N.Y. 10017

Dear Reverend Gockley:

I hope you will forgive this brief response to your gracious and informative letter of April 30th. I am in the office for but one day between meetings overseas and out west and I did not want to delay my response until my return a week hence.

It will be an honor to serve on the Religious Advisory Council of Religion in American Life. The programs and ideals of RIAL are close to my own heart and I appreciate your invitation to serve on the Advisory Council.

With every good wish and kindest greetings, I am

Sincerely,

Alexander M. Schindler



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The Rev. David W. Gockley

April 30, 1974

Rabbi Alexander M. Schindler
President
Union of American Hebrew Congregations
838 Fifth Avenue
New York, New York 10021

Dear Rabbi Schindler:

A young seminary student was scheduled to deliver his first sermon and invited his benefactor, a distinguished, admired businessman, to the occasion. The man slept through the sermon and the youth was quite dejected. Said he to the businessman after it was over, "How could you sleep when you knew how much I wanted your opinion?"

"Young man," said the businessman, "sleep is an opinion."

I find myself in the position of wanting your opinion and I am hopefully optimistic that it won't be the quiet sound of "s-z-z-z-z."

Following a series of meetings with the Nominating Committee, I was instructed by them to ask if you would be willing to serve on our Religious Advisory Council. The Religious Advisory Council consists of denominational executives of groups who cooperate with RIAL.

This group is advisory in name, and regularly scheduled meetings are not intended. RIAL would feel free, however, to use the names in support of its program both nationally and in local communities. Those who have already accepted membership on this committee are listed on the enclosed sheet.

This is a calling for commitment to your ecumenical religious convictions. Under the leadership of God, RIAL, working with 43 national religious groups of Catholic, Jewish, Orthodox and Protestant faiths, searches for those religious priorities that should be broadcast to all Americans. It seeks to determine programs that will effectively assist local communities in making grass root contacts for churches and synagogues. It plans and works, in the spirit of the living God, to put more life into religion and more religion into American life. It literally stands on tip toes with arms outstretched in an effort to reach as high and as wide as possible to "spread the word."

Rabbi Alexander M. Schindler
New York, New York

April 30, 1974
Page 2

We are searching for leadership with this kind of vision and dedication. I count you in that group and pray you may consider joining our Religious Advisory Council as did your predecessor in office, Rabbi Maurice Eisendrath.

May I share with you the following bits of information?

- We are pleased to report that The Advertising Council has indicated that in 1973 27-million dollars' worth of advertising space and time were contributed by the mass media industry to spread the messages of Religion In American Life.
- With the close of our fiscal year in May we will be reporting one of our best financial and program years ever.
- We have even more exciting plans underway for 1974-75 to serve the religious community.
- We are undergoing a reasonable, meaningful 3-year restructuring of our corporation, board of directors, and committees.
- We launched in Pittsburgh in the first quarter of this year our first worship attendance test market program as planned by RIAL in cooperation with Compton Advertising, Inc. Results are now being analyzed and a report will be forthcoming.
- The Lilly Endowment, Inc. has given a grant of \$144,000 to RIAL to implement this regional program.
- We have just had a most successful fund-raising 25th anniversary dinner at which Secretary of Agriculture Earl Butz spoke, and at which our second Charles E. Wilson Award winner was Edmund F. Wagner, chairman of the American Bible Society, chairman of The Interchurch Center, and a successful businessman in both real estate and banking careers.
- We are looking forward to our 26th annual religious advertising campaign in cooperation with The Advertising Council. Compton Advertising, Inc. is our new creative agency for this national campaign. It will focus on the idea that God expects more from us than our physical presence at worship, or a "warm feeling," or good intentions. He expects us to take seriously the God-man relationship, even as He expects our actions of care and concern to flow out to our fellow men.
- In addition, we are planning our 27th campaign to undergird a religious emphasis in our country's bicentennial in 1976.

Rabbi Alexander M. Schindler
New York, New York

April 30, 1974
Page 3

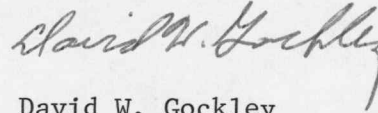
I could go on, but before I really put you to sleep, I'll now ask for your "opinion." The RIAL Board, the Nominating Committee and I hope you will have a positive response to this letter.

I would be pleased to try to answer any questions you may have on this matter, either by phone or by a personal visit with you to discuss this invitation should you wish.

I would appreciate hearing from you at your earliest convenience.

The enclosed material will indicate a bit more of our program and those with whom we work.

Sincerely,

A handwritten signature in dark ink, appearing to read "David W. Gockley". The signature is fluid and cursive, with a long, sweeping tail on the final letter.

David W. Gockley
Executive Vice President

Enclosures
/en

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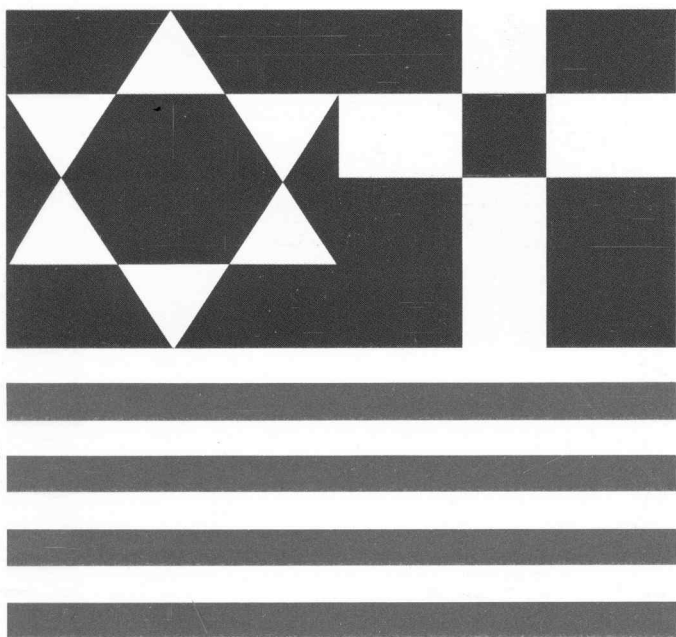
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6-14-73

your report on



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RIAL receives the contributed services of a volunteer coordinator and a volunteer advertising agency. They work with representatives from RIAL's cooperating religious groups to prepare the materials which are distributed without charge to the media.

RIAL is assisted in determining and financing its media program and related services to the religious community by American business people. RIAL's Business and Professional Advisory Council is a prestigious group of leaders who assist in program development and rallying the support necessary to carry it out.



RIAL invites you to join with leaders from the business and religious communities. Together we can realize more fully our potential to reach people and help change their lives with the message of religion. For information write:

Religion In American Life
475 Fifth Avenue, Room 911
New York, New York 10017

MELVIN T. GOLDBERGER

P. O. Box 2934, POMPAÑO BEACH, FLORIDA 33062

April 25, 1974

Rabbi Alexander M. Schindler
President
UAHC
838 Fifth Avenue
New York, New York 10021

Dear Alex:

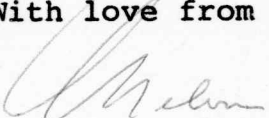
Thank you for your letter of April 17th for which Betty and I are very appreciative of your most generous remarks. We were very happy to have Rhea and you with us even though it was for a very short period. One of these days, hopefully, you can spend at least a week with us when we need a chef to make Steak Tartar??

David told me he mailed you the two lists and he and I both believe you should write to those who were invited and unable to attend in your own inimitable manner as the word has spread around how ably you spoke, even to the extent of one man who is not a Boca Temple member, nor even an acquaintance of his, calling David to inquire as to why he has not been invited. I truly am of the opinion that this is the way to build a base for future friends of UAHC and RJA as you proclaim Reform Judaism from coast to coast.

I noted your memo to Ted regarding A. David Stein for which I'm grateful and I hope you'll make a similar request for Paul Wallins who is President Elect of the Boca Congregation and a great worker for Reform Judaism, etc., etc.

We're looking forward to seeing you and Rhea in June since I can't make the Budget Committee Meeting, see copy of my letter to Harry, attached.

With love from house to house,


Melvin T. Goldberger

MTG:dst
Enclosures

MELVIN T. GOLDBERGER

P. O. Box 2934, POMPANO BEACH, FLORIDA 33062

April 23, 1974

Mr. Harry K. Gutman
Chairman of the Board
UAHC
838 Fifth Avenue
New York, New York

Dear Harry:

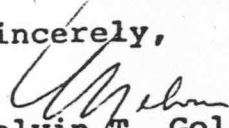
I just heard from Alex that you have been hospitalized and not feeling too well. Betty and I were shocked to hear this and hope by now you are well on the road to recovery.

Harry, I just received the notice of the Budget Committee Meeting and I have plans that take me to the Apartment Builders Convention in Chicago that week, etc., which truly at this late date prevents me from changing my itinerary. In any event, I'll be most pleased to serve on the Committee if it is to meet again prior to the Board Meeting.

I want you to know that Alex spoke to a group of men at a luncheon in Boca Raton last week and as I'm sure you are aware, he was superb. He spoke with such warmth and feeling that he captured the minds of each person present and some of the pocketbooks. This was a base for RJA for the future and I'm sure that with the proper planning, we can have future fund raising affairs from Miami to Palm Beach; it's a matter of educating these men and having the right person to sponsor the luncheon as we had A. David Stein, a fine dedicated man, retired Senior Vice President from Aetna Insurance Co., whom you may know or have heard of. He was a member of Rabbi Louis Binstock's Temple, Chicago, and a friend of Phil Klutznick, who has many, many friends who cannot turn him down.

Betty joins me in sending our best to you and Elizabeth and we'll see you in June.

Sincerely,


Melvin T. Goldberger

MTG:dst
Enclosure