



Approved For Release 2003/06/26 : CIA-RDP80B01676R001000060007-0

THE SECRETARY OF HEALTH, EDUCATION, AND WELFARE  
WASHINGTON

*25 Mar 61*

March 21, 1961

Dear Mr. Dulles:

We have now reached the mid-campaign point in the 1961 National Health Agencies drive. The enclosed participation report will demonstrate to you that several agencies have made satisfactory showings but that we still have a long way to go, and there is very little time left in which to do it.

In order to achieve a successful conclusion to this drive, I ask that you take a personal hand in accelerating the drive during the remaining three weeks.

I suggest that you may wish to include in your review a personal discussion with your agency's campaign leaders to identify and analyze any gaps which may exist in campaign coverage or campaign organization. In addition, you may wish to plan for a systematic person-to-person re-solicitation of those who did not contribute the first time around.

I know that you share my concern about the outcome of this drive. I will appreciate your taking whatever steps seem to be called for to assure a good response from your agency. Thank you for your cooperation.

Sincerely yours,

*Abraham Ribicoff*

Abraham A. Ribicoff  
Chairman  
National Health Agencies  
Campaign

Honorable Allen W. Dulles, Director  
Central Intelligence Agency  
2430 E Street, N. W.  
Washington 25, D. C.

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3. Attention is called to Secretary Ribicoff's suggestion that the Director "plan for a systematic person-to-person resolicitation of those who did not contribute the first time around." Whereas it might turn out to be desirable to make a further appeal to persons who may not have contributed during the official campaign period, Secretary Ribicoff's suggestion is neither feasible nor proper. This campaign has been officially conducted on a sealed envelope basis with complete anonymity to each donor. Thus no official record of noncontributors is in existence. Moreover the Executive Branch has specifically directed that the right to contribute or not contribute with anonymity shall be protected. Secretary Ribicoff's suggestion, in this light, appears to be both impractical and improper.



Emmett D. Echols  
Director of Personnel

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25 Mar 61

24 MAR 1961

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MEMORANDUM FOR:

Assistant to the Director

SUBJECT : National Health Agencies Drive for 1961

REFERENCE : Letter to Mr. Dulles from Secretary Ribicoff  
dtd 21 March 1961, subj 1961 National Health  
Agencies Drive

1. Reference letter is a form letter sent to the heads of all participating Government agencies. Information to this effect is overprinted on a copy of the letter forwarded directly to me as the campaign director for the Director. I do not believe any reply is necessary or expected for this reason.

2. At the present time we are unable to make any accurate estimate of Agency participation in the campaign. The campaign is established on a no-quota basis and participation rather than a specified dollar goal is stressed. The campaign reporting procedures make no provision for interim or piecemeal reports other than by completed collection kits for twenty-five persons. On the basis of returns from fewer than  CIA employees the following results are available:

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	<u>Health Agencies</u>	<u>Joint Crusade</u>
Number of envelopes returned		
Number of contributors		
Noncontributors		
Rate of Participation		
Dollars contributed		
Average contribution		

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If the rate of participation and the average contribution prevail, the CIA response will, I believe, compare favorably with other Government agencies and CIA performance in prior years.

MEMORANDUM FOR: Mr. Dulles:

Emmett Echols tells me that the Health  
Agencies Campaign and the Joint Crusade Campaign  
end today, 24 March.

*[Handwritten signature]*

AAB  
24 Mar 61  
(DATE)

FORM NO. 101 REPLACES FORM 10-101  
1 AUG 54 WHICH MAY BE USED.

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