

28th APRIL, 1971.

CIRCULAR MEMO. TO MEMBERS OF NATIONAL COMMITTEE, MEMBER UNITS AND ORGANISATIONS WITH REPRESENTATION IN
AUSTRALIAN CHURCH WOMEN -

At the A.C.W. National Meeting held last February, attention was drawn to the fact that there was a need both for wider publicity and an increase in financial contribution to the Winifred Kiek Scholarship Fund. The suggestion was made that the new Working Committee in Queensland take some action designed to meet these needs.

An attempt has been made by the Working Committee to find some means which would serve both purposes at once - that of providing wider publicity and that of attracting additional funds to the scheme. With these requisites in mind, it appeared that what was needed was an item or article of particular usefulness and attraction at very small cost, but with appeal to the largest possible number of Church Women.

The Working Committee now offers this practical and workable suggestion for the consideration of National Committee members -

That the Working Committee print a small (3½" X 2½") A.C.W. CALENDAR-DIARY for the year 1972, SMALL enough to fit in a money purse, pocket-book or wallet, but LARGE enough to be of practical use:

This calendar to be designed as economically as possible as follows -

Cover page to contain the words,

"AUSTRALIAN CHURCH WOMEN
CALENDAR-DIARY
1972"

above the ship symbol of W.C.C.; underneath the ship symbol, this information -

"A.C.W. Winifred Klok Scholarship Fund will benefit to the extent of 5 cents from the sale of this Calendar. The Fund provides for One Year's study in Australia for a female overseas student."

the first inside pages to contain calendar years, 1972 and 1973, and the following pages to be set out in month order with one line space to each date (on which might be written an appointment, birthday, note, etc.):

the last three pages to be
one for names or addresses,
one for 'phone numbers,
one for recognized holidays.

ADVANTAGES -

SIGNIFICANCE - The fact that the article, a Calendar Diary, is for ONE YEAR has relative significance to the WINIFRED KIEK SCHOLARSHIP which itself is for ONE ACADEMIC YEAR - surely a publicity point.

SALEABILITY - The following points should give the Calendar instant appeal to Church Women -

- (a) low cost - comparable diaries sell at 10 to 15 cents in Chain Stores and Stationers. The suggested price is 12 cents.
- (b) size - being SMALL, it can be taken anywhere, always available for ready reference or note at any meeting or function.
- (c) weight - being of very LIGHT WEIGHT (not more than ½ oz.) it is no burden to carry, can be readily enclosed in Christmas mail for home or overseas, tucked in as an attractive "extra" in Christmas gifts: it might even be used to convey Christmas Greetings, at less cost but of more practical value than many elaborate cards: it has value also as a gift-suggestion for "end-of-the-year" functions for groups who want to mark the occasion without seriously depleting their funds.

PUBLICITY - Although the Calendar is, of necessity, a "once-a-year" thing, it has continuing publicity value for A.C.W. and the Winifred Kiek Scholarship Scheme, in its use throughout the whole year.

EASE in HANDLING - Being "once-a-year", it would mean JUST ONE SPECIAL EFFORT at the right time of the year, when the whole project would be commenced and concluded with a minimum of "book" work and a quick return.

COSTS - Quotes obtained from a local printer to produce economically a calendar-diary as set out -

5,000 Diaries	\$345.10	
10,000 "	\$577.40	subject to 15% Sales Tax.
15,000 "	\$828.30	

Keeping in mind that the "market" for such an article should be the total of ALL Church Women in Australia, i.e. the total membership of ALL groups represented within A.C.W., it should not be too ambitious to aim at the sale of 10,000 A.C.W. Calendar-Diaries.