

COSTS (Contd.)

The sale of 10,000 at 12 cents each would return \$1,200 for an outlay of \$659.00 - an immediate benefit to the Scholarship Fund of \$541.00 less postages, etc.

12 cents for such an article is excellent value. This puts it within the range of all givers without making the 5 cent donation which it carries appear too small to be worthwhile!

ENSURING ITS SUCCESS - An apportionment of the total order to State Units, etc. with responsibility to sell as quickly as possible and immediately return monies would ensure success. A tentative apportionment of an order for 10,000 could be - (based on present distribution of materials)

Victoria	3,500	
N.S.W.	2,500	
S.A.	1,500	
Qld.	1,500	
W.A.	500	
Tasmania	250	
Organ'sns,		
Un. Churches,		
indiv. Reps.	250	10,000

SAFEGUARDS - This project could not be attempted without the consent of State Units and Committee members and their willingness to accept responsibility for sales in local areas - but enthusiastic sharing could bring the satisfaction of achievement! Since the suggestion to print a Calendar-Diary for A.C.W. would NOT be carried out unless adequate support was assured, there would be no risk of financial loss to A.C.W. In addition, the amount of the printer's account would be guaranteed in Queensland.

It is believed that enthusiastic presentation by individual members of State Units who could be asked to accept responsibility to sell the A.C.W. Calendars to their own particular denominational groups, would soon ensure the clearance of the total order without any difficulty, before similar calendars are displayed in Chain Stores.

It is essential not to lose sight of the fact that the only suitable time in the year for undertaking a project of this kind is during the early part of the FOURTH QUARTER.

Will you therefore discuss this proposition at the next meeting of your Unit and complete the prepared Comment Slip below according to the decision reached in regard to it, mailing it to me as soon as possible afterwards. If this is done, there will be adequate time for the printer to complete the order (if one is to be placed) for despatch in September to State Units.

NOTE SPECIALLY: an order will NOT be placed unless consent and support ensure success.

PLEASE DETACH HERE AND RETURN TO MRS. C. CONNELL, 15 Burns Parade, Chapel Hill, Brisbane, Qld. 4069. NOT LATER THAN 30th JUNE, 1971.

To The Secretary,
AUSTRALIAN CHURCH WOMEN.

Having given consideration to the Working Committee's suggested project as outlined in the Circular Memo. of 28th April,

(Name of Member Unit,
Organisation or Representative) _____

** IS in favour of the printing of a small A.C.W. Calendar-Diary for 1972, for the
IS NOT purpose of wider publicity and financial benefit to the Winifred Kiek
Scholarship Fund.

** Strike out whichever does not apply.

If Calendar-Diaries are printed, responsibility would be accepted for the sale of

_____ (Indicate number of copies)

during the months of October and November, 1971.

Secretary/Representative _____

Address _____

SPECIAL NOTE: Decision to print will be made only if there is evidence of approval and sufficient support to ensure success.