

May 12, 1964

Dr. J. Kaminetsky

Torah Umesorah

~~5 Beekman St.~~ 156 5th Ave
New York City

Dear Joe:

When I was in South Africa I noticed a technique that they use for fund raising that I believe may be successfully employed by many Day Schools in this country. It is especially useful in obtaining funds from people who are not able to give large sums all at once. The form is called a "stop order," and is basically a kind of head-check system. By signing a pledge for, let us say, \$240.00 over two years, the donor signs the stop order which authorizes his own bank to deduct from his account \$10.00 per month for the two year period. It thus makes the giving painless, especially since it can be publicized as a mere \$10.00 per month contribution.

Please let me know if you think this kind of system can be of use in the states and especially for the Day Schools.

Sincerely,

RABBI NORMAN LAMM

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