

January 8, 1964

Mr. H. Gottesman
262 Central Park West
New York City

Dear Mr. Gottesman:

I have prepared the enclosed letter and return postal card, with the approval of Rabbi Jung in an attempt to improve our minyan attendance.

This has been done with the understanding that you will be kind enough to lend your services to the endeavor. Previous experience has shown us that a follow-through by the Ritual Director or Executive Director simply does not work. Our laymen will have to be contacted, by a fellow layman. I feel that whereas some work will have to be done to get the initial agreements of our membership to the project, afterwards it will be able to work more or less automatically, supervised by either one of the two people mentioned above.

I would like you, first, to make one decision: do we solicit every member of the Center, and therefore try equally hard to enroll each and every one in our project; or do we concentrate only on those who most likely will give their consent? If we decide to contact every member, then the letter can stay as is. If not, then the first sentence of the fourth paragraph must be changed, substituting the word "You" for the underlined words in that paragraph. I leave that decision to you.

Please inform me as soon as possible of your decision. I do not think it proper to proceed on the whole project, unless we can be sure there will be significant follow-up.

Sincerely,

RABBI NORMAN LAMM

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