

of the value of her service to the individual and to the community; a thorough knowledge of what Dalhousie has done in the past, of her traditions and her needs; a keen appreciation of possible objections that prospects may raise to the giving of money, and, finally, a determination to do everything possible to raise the money needed.

## **GENERAL INSTRUCTIONS**

Don't make the fatal mistake of thinking that you can effectively present your case without thoroughly mastering all the facts supplied you concerning Dalhousie's present conditions and its present and future needs. Even those of you who may have spent some happy years of your life in the college cannot without preparation become efficient Dalhousie salesmen. You must know thoroughly the commodity you are selling, and from study, and not memory, must come your knowledge. Therefore, before you call on your first prospective giver, satisfy yourself that you have mastered all the information with which you have been supplied about Dalhousie.

## **THE FIRST STEP**

Complete your preparations by filling out your own subscription for every cent you can give in the next fifteen months. Make out your check. Hand both to your Chairman and then go to work with a clear conscience.

## **SIZING UP A PROSPECT**

Under the plan of campaign which has been mapped out, the person whom you will be asked to call upon will have been carefully selected by a committee because it is hoped that in practically every