

money is placed in our envelope. We have a good man to collect, whom we get for a nominal sum. We also send out a letter, and kept at them in that way. I think it is a very important thing to try and keep at them steadily."

METHODS OF RAISING MONEY.

PAPER—*The Short Term Campaign*.—By Mr. J. M. Wyatt.

The time for a money raising campaign is of considerable importance. Industrial conditions, seasonable trades and other factors of commercial life may determine within definite limits the special time for a campaign in a particular community. Some special event in the community's life may prepare the way for the launching of a campaign. The district may be about to raise a new battalion, or the old battalion may have just held its last parade on Canadian soil and gone to strike for freedom. A community cannot of course wait for such conditions, but should conditions which might help the cause arise within the chosen limit of activity, a community will do well to avail itself of such advantageous circumstances. Speaking generally, a particular community will secure best results if it line up with its neighbors at the time when the whole district is being organized. Civic pride, community spirit, healthy rivalry are important features of organized life and should be utilized in the business of raising money. It should, however, be borne in mind that some community must lead and if your district is dead in the giving of men or of money, you may be certain something is wrong. A well organized campaign for the Canadian Patriotic Fund in your locality may be the means of bringing new life to your citizens and an example and an inspiration to your whole circle of community neighbors.

Once a campaign has been decided upon, a definite, responsible organization should be effected. This organization may be quite temporary in character, as it is called into action to raise money rather than to oversee its expenditure, and automatically goes out of business when its work has been completed. The organization may however, have as a nucleus, several members of the permanent executive of the local branch and the committee associated with it. In order that the organization may have the proper standing, it should receive its authority for action from the community. A public meeting should be announced and an earnest effort made to have the leading citizens present. If the community has had a campaign before, an audited financial statement of the funds should