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OFFICE OF THE DIRECTOR

Action Memorandum No. 407

Date 14 July 1964

ACTION MEMORANDUM

TO : Director of Personnel

VIA : Deputy Director/Support

SUBJECT : Combined Federal Campaign

REFERENCE:

Attached is a memorandum from the President asking the Director to serve as Chairman of the Combined Federal Campaign in CIA and to designate a top assistant as Vice Chairman. Would you please prepare a letter from the Director to Secretary Dillon accepting the chairmanship and name an appropriate Vice Chairman.

25X1

Office of the Executive Director

Attachment

Distribution: O&1- Addressee; 1-DCI; 1-DDCI; 1-ER; 2-ExDir

EXECUTIVE REGISTRY FILE Action Memo

SUSPENSE DATE: 22 July 1964

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THE WHITE HOUSE

WASHINGTON

July 8, 1964

MEMORANDUM FOR HEADS OF EXECUTIVE DEPARTMENTS AND AGENCIES:

This fall, for the first time and on a test basis, all fund-raising campaigns directed at Federal personnel in the Metropolitan Washington area will be consolidated into a single drive entitled the Combined Federal Campaign. Also for the first time, payment of pledges by payroll allotment will be authorized. The results anticipated include a reduction in campaign expenses and an increase in support of all the important social service programs involved.

I am pleased to announce that the Honorable C. Douglas Dillon, Secretary of the Treasury, will serve as Chairman of this first Combined Federal Campaign.

This unique campaign will combine in one single appeal the needs of over 150 local, national, and international health, welfare and social service agencies for which solicitation has previously been conducted through the United Givers Fund, the National Health Agencies, and the International Service Agencies.

I am confident Government personnel will welcome this opportunity to demonstrate that in one combined campaign all the basic needs of these agencies can be adequately fulfilled and that they will meet squarely their civic responsibilities with a generous gift or pledge.

It is of prime importance that this test run succeed in Washington. Our performance here will have significant impact throughout the Federal Establishment. Reduction in campaign costs through the successful consolidation of fund-raising drives will represent a significant achievement in our total program to effect greater economy in Government operations.

I request that you serve personally as Chairman of the Combined Federal Campaign in your organization and make every effort to see that an effective campaign is conducted among your personnel in the Washington area. I also ask that you advise Secretary Dillon promptly of your designation of a top assistant as your Vice-Chairman.

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