

# PARISH SOLICITATION GOAL — \$5,750,000

## FUND CAMPAIGN KICKOFF NEARS IN PARISH PHASE

*Workers to Visit All  
Homes Oct. 31, Nov. 14*

"This can be your finest hour!" Addressed to all Catholics of the Diocese, this challenge was voiced by the Bishop of Rochester, the Most Rev. James E. Kearney. It fixes the tone and sets the goal for the final, crucial days of the Joint College Fund Campaign.

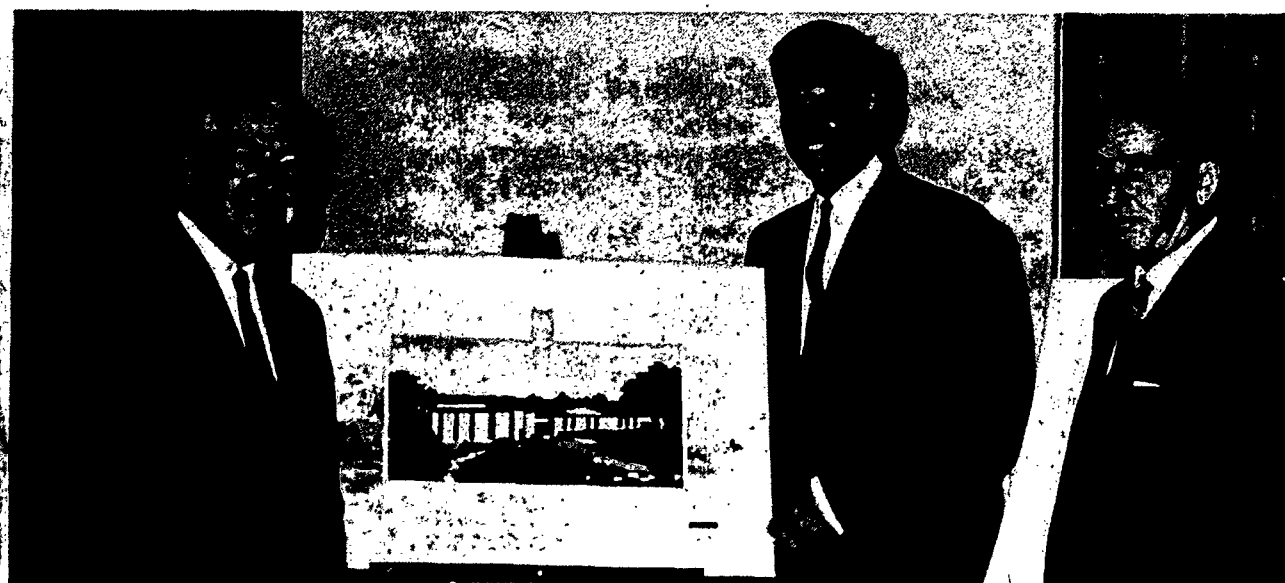
This unique appeal seeks to do nothing less than underwrite the future spiritual and material growth, prosperity and capabilities of the Catholic Church in the Rochester Diocese.

The Church of tomorrow cannot thrive without well-trained, highly-qualified leadership, both clergy and laymen. Attainment of the \$9,000,000 minimum goal of the Joint College Fund appeal is essential if this leadership is to be trained—today—for vital roles of service to God and the Church in the years ahead.

On many occasions, His Excellency, Bishop Kearney, has emphasized the far-reaching consequences of the J-C-F effort in direct support of these institutions:

- Becket Hall—House of Study for Seminarians
- Nazareth College
- St. John Fisher College

To fulfill their mission of providing Catholic higher education for our youth; to cope with rapidly



**BUILDING SKETCHES SHOWN** — Robert B. Wegman (center), general chairman of the Joint College Fund campaign, exhibits architects' drawings of buildings to be constructed for Catholic higher education with proceeds from the J-C-F drive. Paul A. McGuire, (left), is general vice-chairman for Diocesan solicitation, and Henry J. Kearse is Rochester region Parish Solicitation chairman.

increasing student populations, and to keep pace with rising academic standards, new and improved facilities for the college and Becket Hall are immediately and absolutely necessary. This is the practical challenge the Joint College Fund Campaign must meet.

However, the success of the Fund's \$9,000,000 drive will be reflected, most importantly, by its impact on the lives and immortal souls of this generation and those to follow. In this respect, the campaign involves and encompasses every Catholic of the Diocese.

Many who are not Catholics—individuals, corporations, industries, foundations—are contributing, too, because of their interest in the community's progress through expansion of facilities for higher education.

But it now remains—and appropriately so—for individuals of the Catholic faith to pledge, through

their parishes, almost two-thirds of the \$9,000,000 goal, or \$5,750,000.

Leading this all-important final phase of the campaign are Paul A. McGuire, general vice-chairman for Diocese solicitation, and Msgr. John S. Randall, who serves as Diocesan Moderator.

Parish General Solicitation, with volunteer workers visiting the homes of all parishioners, will begin on Sunday, October 31, when approximately half of the members of each parish can expect a worker call. Then, on Sunday, November 14, the same workers will call at the remaining half of the parish homes. Each parishioner will be notified by letter of the date and approximate time to expect a visit from a J-C-F worker.

Three plans for giving are being offered, each involving a 24-month pledge period:

**Individual Memorials**, calling for a pledge of \$15 or more per month;

**Participating Memorials**, set at \$10 per month, and

**Shareholders' Certificates**, for those who pledge \$5 per month.

Down payments of any amount, representing any portion of the 24-month pledge, will be accepted at the time the pledge card is signed.

To attain parish quotas and reach the \$5,750,000 minimum goal of the Parish Solicitation phase of the campaign, maximum participation of all Catholic households and individuals is indispensable. The final goal is:

"Every Catholic a giver!"  
In Bishop Kearney's words:  
"This can be your finest hour! I know it will be, and may God bless you for it!"

## NAZARETH, SJF ALUMNI SHARE DRIVE EFFORT

Nearly 500 alumni of Nazareth and St. John Fisher Colleges have begun visits to fellow-alumni throughout the Diocese to ask pledges for two-year contributions to the JCF campaign.

Campaign committees of more than 300 Nazareth and more than 100 St. John Fisher alumni were organized during the last few weeks under the leadership of alumni association presidents Mrs. Sam Urzetta, East Rochester, and Leo J. Kesselring, Fairport. Regional chairmen include:

**REGION I**, parishes in Monroe and Livingston Counties and in western Ontario County—Mrs. Alfred G. Boylan and William P. Farone, Rochester.

**REGION II**, parishes in Cayuga, Wayne, Seneca and Yates Counties and in eastern Ontario County—Mrs. James H. Nolan and John J. Pettigras, Auburn.

**REGION III**, parishes in Chemung, Tioga, Tompkins, Schuyler and Steuben Counties—Mrs. Harry Reidy and Vincent J. Vater, Elmira.

## FIRMS MATCH JCF DONATIONS

Many business firms in the Diocese of Rochester are prepared to match the pledges of their employees to the Joint College Fund, "dollar for dollar." They include:

- Xerox Corporation; Singer Manufacturing Co.; Lawyers Co-operative Publishing Co.; Travelers Insurance Co.; Aetna Life Insurance Co.; I-B-M Corp.; American Brake Shoe Co.; Pittsburgh Plate Glass Co.; National Lead (Dohler-Jarvis); Textron (Shuron Optical); Corning Glass Co.; W. T. Grant Co.; National Cash Register Co.; Olin Matheson Chemical Co.; Ex-Cell-O Corp. (Optical Gauging Products); General Foods Corp.; General Electric. Other business organizations may have similar plans.

Some of the firms have dollar limits or other restrictions on the terms of the donation, and such details should be obtained from the giver's employee personnel office or the Regional J-C-F campaign office.

Double your gift . . . "dollar for dollar"!

## PARISH SOLICITATION

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Proceeds of the campaign will finance desperately needed construction, expansion and improvements at

- Nazareth College
- Saint John Fisher College

Becket Hall, new House of Studies for seminarians enrolled at St. John Fisher College.

The specific needs of these institutions, which provide Catholic higher education in the Diocese of Rochester, will be outlined at each Rally by Very Rev. Charles J. Lavery, C.S.B., president of St. John Fisher; Sister Helen Daniel, president of Nazareth, and Very Rev. Joseph L. Hogan, rector of Becket Hall.

These officials will relate the beneficial influences and services of Nazareth, St. John Fisher and Becket Hall in support of the Church in every parish of the Diocese.

The Glee Clubs of the two colleges will sing at each Rally, and Rt. Rev. Msgr. John S. Randall, Diocesan Moderator for the Joint College Fund Campaign, will narrate the tributes to Bishop Kearney, Robert B. Wegman, campaign general chairman, and Paul A. McGuire, Diocesan Solicitation chairman, also will attend.

An example and a challenge for the Catholic parishioners who will be contacted during the Parish Solicitation is pro-

vided by the community-wide support of the Corporate, Commerce and Industry and Major Gifts Divisions of the Fund. Through these channels have come many generous gifts from non-Catholics, and many of the workers are of other faiths. These Divisions are responsible for raising \$3,250,000 of the \$9,000,000 minimum goal of the Joint College Fund and response to the efforts of the committeemen has been unprecedented in such a campaign.

The campaign leadership is urging that all Parish Solicitation volunteer workers attend the appropriate Regional Kickoff Rally, since the impetus of the meetings will have great effect on the success of the J-C-F drive in each parish.

In Rochester, where attention has been focused on the appearance of Mr. Keppel by a cover story in the last issue of TIME Magazine, which highlighted the Commissioner and his office, priority in distribution of tickets will go to Parish Solicitation workers. Parish rectories will handle ticket distribution.

The two rallies scheduled for the same evening at Elmira and Corning will cause Bishop Kearney, other featured speakers and the college Glee Clubs to shuttle between the two sites.

Other information about the Joint College Fund Campaign will be found elsewhere in this special edition and in the COURIER.

**THREE PLANS FOR GIVING**

1. **Individual Memorials:**  
\$15 per month or more
2. **Participating Memorials:**  
\$10 per month
3. **Shareholders' Certificates:**  
\$5 per month

**PLEDGE PERIOD —**  
**24 MONTHS**

*" . . . Raising the Standard of Excellence . . . "*