

August 23, 1966

Mr. Gilbert Jonas  
The Gilbert Jonas Company  
143 Madison Avenue  
New York, New York 10016

Dear Gil:

I am becoming increasingly concerned over our fund raising problems. This note is briefly to review the situation, and to solicit your help. The situation appears to be as follows.

1. Washington alternatives. We are still hopeful here. George and Frank are both trying as best they can, but I think we cannot afford to count on success here. I should be glad to fill you in on details when next we talk.

2. Proposed picture book. This presents a variety of problems. If we were to accept funds in advance, this involves us in an irrevocable commitment and I am not sure that the Board would want to undertake it at this time. Further, the acceptance of so much money from one source, without simultaneous subscriptions from other sources, could leave us open to criticism.

3. Letter appeal. As I understand from you, we should be planning on such an appeal, in the usual manner, for late September. May I ask you to discuss plans for this at the Board meeting on September 8. I realize, however, that the results of this appeal cannot be expected to solve our fund raising problems.

4. Industry lunches. I realize that several <sup>little</sup> lists have gone out to a number of corporations and foundations. But perhaps we ought now to plan actively for three or four industry lunches as an all-out means of raising funds quickly.

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George Tanham has discussed this with Thai, and Thai says that he could do it any time in September except September 15 or 21. The format would be for lunches given formally by the American Friends of Vietnam with George Tanham and/or me as host, but with Thai as special guest to discuss the present situation. Thai has also said that he would give lunches at the Embassy; what do you think of this? In any event, we ought to get at this immediately, and we would be most grateful for your immediate thoughts and suggestions on this.

I shall look forward to hearing from you.

Sincerely yours,

William Henderson  
Chairman of the Executive Committee

WH/jak

cc: Dr. George K. Tanham  
Dr. Frank N. Trager  
Miss Yolanda Gallardo