

THE NAVAL INSTITUTE FOUNDATION JUL 05 1994

1 July 1994

Admiral Elmo R. Zumwalt, Jr., USN (Ret.)
1500 Wilson Boulevard
Arlington, VA 22209

Dear Admiral Zumwalt:

You are no doubt aware the Naval Institute established a foundation last year to sustain educational and historical programs that cannot survive funded solely by membership dues and advertising revenues. You have generously supported us in the past; can we impose upon you to deepen your involvement in our efforts by lending us your good name?

We have devised a mail appeal to those who have belonged to the Naval Institute more than 25 years. We have selected a distinguished member of each Institute "class" (identified as those who became members in a particular year). We would like you to be the "class" agent for those who joined the Naval Institute in 1949.

In the hope that you will accept this role, I've enclosed a sample letter we'd like to send over your signature to your "classmates." Of course this letter will be tailored to your wishes.

You won't have to do anything more than give us your permission and provide several copies of your signature. We will electronically duplicate your signature on the appeal letter and do all the administrative work on this end. The letter will go to several hundred members of your class who have not made a recent gift or pledge to the Naval Institute. We will provide a return envelope addressed to the Foundation with each letter, and will personally thank each donor.

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If you are willing to assist us with this, please:

- a) provide the names of several military, professional, social, or alumni organizations to which you belong (they will be inserted where I've highlighted in the first paragraph on page one)
- b) let us know any changes you wish to make to the letter
- c) sign your name two times on the enclosed sheet
- d) sign in the signature block above your name on page two of the draft letter.

I have enclosed a postage-paid envelope for ease in returning the sample letter and signature sheet at your earliest convenience.

We would be glad to answer any questions you may have about this.

Sincerely,



James L. Adams, Ed.D.
Executive Director
The Naval Institute Foundation

DRAFT
Erno R. Zumwalt, Jr.
Admiral, U.S. Navy (Retired)
Arlington, Virginia

18 July 1994

Commander John E. Smith, USN (Ret.)

Dear Commander Smith,

We all belong to organizations with which we feel great kinship: I'm a member of the Naval Academy Alumni Association, the Navy League, and the Submarine Veterans of World War II, among others. You and I share a special bond through the U.S. Naval Institute: I am proud to say we are both members of the "Class of '49." We joined the Institute in 1949, and have been members for 45 continuous years.

As one of your Institute "classmates," I earnestly solicit your support for The Naval Institute Foundation. The Foundation was established in 1993 to fund the Institute's educational and historical programs that cannot survive without our help. I'd like to suggest that we longtime Naval Institute members consider pledging \$10 for each year of membership. If you can give more, so much the better. If you are in a position to help, this tax-deductible gift can be made in a single payment or in monthly, quarterly, or yearly installments. At the rate of \$25 per month, such a pledge could be fulfilled in less than two years. Of course, if a pledge of this magnitude is not practicable because of other commitments, The Naval Institute Foundation would be grateful for your support at any level.

Throughout my membership I have appreciated my right to express my opinions through the open forum provided by PROCEEDINGS and NAVAL HISTORY magazines, and have been an enthusiastic participant in all the Naval Institute has to offer. No one twisted my arm to get in touch with you, but I am a willing donor to the programs supported by The Naval Institute Foundation. I was asked to lead this effort for the "'49ers" by Jim Adams, executive director of the Foundation. I hope you value your membership in the Naval Institute as much as I do, and I hope you will also want to help when help is needed.

I'm sure you have remarked on the current thinness of the PROCEEDINGS. With downsizing of the military now that we're getting the "peace dividend," magazine advertising, book sales, and membership numbers are at a low ebb. These are in large part dependent on the defense industry, and consequently on the size of the services. But the Naval Institute from the beginning avoided direct attachment to the Armed Forces, and need not be reduced just because manpower levels have to be. Quite the reverse, in fact. It was an important force when the Sea Services were a fraction of their present size, and under present circumstances the Institute has got to fight to retain the preeminence it earned during 121 years of steady growth. For many years, beginning long before my own personal membership, the Institute has been the primary Sea Service association in the world. It is our foremost organ for thoughtful discussion of maritime issues of the past, present, and future. We simply can't let this go down the drain.

Our Naval Institute is one of the many things that have made our military great. It is one of the influences that have shaped the Sea Services, and it is also part of their corporate conscience. On top of this--and undeniably one of the sources of its own importance--the Institute has jealously, even implacably, guarded its complete intellectual independence from the military organization as a whole. But where our Armed Forces are Constitutionally--and rightly--obligated to be subservient to our civil government, the Institute retains its independence of thought. Its ability to influence affairs is available to anyone with a good idea, if he or she has the capability to express it. It combines, in effect, the notion of freedom of the press and of speech with the inherent orientation to maritime affairs that all of us share. To me it is distressing to see the PROCEEDINGS suffering from the combination of world forces surrounding the Institute today.

Every facet of the United States Naval Institute can use our help, now more than ever in its history because of the confluence of constraints acting upon it. We old-timers in the Naval Institute can make a big difference to the future of our organization. Won't you join me in this effort?

Sincerely,

Elmer R. Zumwalt, Jr.
Admiral
U.S. Navy (Ret.)

Commander John E. Smith, USN (Ret.)

Profile #1111

YES, I'm answering this call for support with my tax-deductible gift:

\$10 x _____ years of membership = \$ _____

\$20 x _____ years of membership = \$ _____

\$5 x _____ years of membership = \$ _____

\$50 \$75 \$100 Other \$ _____

My check is enclosed. **(Please make payable to The Naval Institute Foundation.)**

I authorize the Naval Institute to charge this gift to my:

Visa MasterCard (check one) in

Single Quarterly Monthly

installments of \$ _____ beginning on _____ (date).

Card # _____ Expiration date _____

Signature _____ Phone # (_____) _____

I am pledging a total gift of \$ _____ to the Naval Institute.

I will pay this pledge in (check one)

Single Quarterly Monthly

installments of \$ _____ beginning on _____ (date).

You will receive reminders of your pledge and postage-paid envelopes.

I am interested in providing a bequest or establishing a trust for The Naval Institute Foundation. Please contact me with the particulars.