

*Why
must there
be a Victory
Campaign
?*

*“ This is the day the Lord hath made,
we shall be glad and rejoice in it.”*

WHY MUST THERE BE A VICTORY CAMPAIGN?

THIS is a perfectly natural question, notwithstanding the fact that we have become so accustomed to campaigns of one kind and another as to expect them with more or less regularity. The world's work is not yet finished, and until it is special effort will be necessary to accomplish the tasks which will continually confront us, whether in political or commercial life, in social affairs or in the realm of religious obligation. Every day, every year, reveals new opportunities and presents new responsibilities which must be met, each in its own time, since they cannot be paid with the coin of yesterday nor honorably be left until tomorrow. Baptists cannot, ought not to, expect exemption from the demands of this tragic period of the world's history. Ordinary gifts, customary service, are not sufficient. Therefore, to the question, "Will there be a special financial campaign this year?" there is but one answer: There must be! All those familiar with the situation recognize this necessity and it would be unfortunate for a contrary impression to prevail. This statement gives the facts:

First.—For the conduct of the work of the eight national organizations which co-operated

in the Million Dollar Campaign last year, and are co-operating this year, there are three sources of income:

1. *Legacies, interest on invested funds, matured annuities, etc.*: The amount from this source can be calculated in advance with considerable degree of accuracy. For this year it is \$611,125.

2. *Apportionments to the churches*: The total amount apportioned to the churches is, of course, definitely known, \$1,992,464, or \$407,541 more than was received from the churches last year, an increase of approximately twenty-five per cent. The amount to be received obviously cannot be known until March 31, 1919. It should not be less than the full apportionment.

3. *Individual gifts*: These gifts include all personal contributions over and above regular offerings through the churches on apportionments. They range from one or two dollars to many thousands of dollars. Some are offered voluntarily, others are solicited.

Second.—The money derived from the first and second sources of income has never in the history of the denomination been sufficient to meet the needs, and were it secured in full this year there would still be a large balance to raise. As in the past, this must be sought from individuals. That the income from the first two sources, even though fully realized, will not be sufficient is very conclusively shown

by the fact that the following important items are definitely not covered by the apportionment sent out to the churches:

1. The expense of the War Commission.

2. The Morehouse Memorial Fund for the care of aged and disabled ministers and missionaries and their dependents. The denomination is under moral obligation to raise this fund, than which none other makes a stronger appeal.

3. The work of rehabilitation after the war, particularly of our Baptist churches in France. Methodists have appropriated \$5,000,000 for this type of work.

4. The education of Baptist soldier boys returned from overseas. Other denominations are raising large sums.

5. In addition, each of our eight organizations is seriously embarrassed for lack of means to meet special obligations growing out of the war, for which last year's income could not provide, and for which an ordinary income will not be sufficient this year.

Third.—A special campaign will be needed to help the churches raise their apportionments. In no single year have these been given in full. Even last year they fell behind \$149,276, the balance being made up from the Million Dollar Fund. It is not intended, however, that this effort on behalf of the apportionments shall be a separate campaign. but

rather one phase of the general campaign. Nor is it proposed to make a public appeal in the churches for *more* than the apportionments. The slogan will be, "Over the top with the apportionments." Not more than one-third of the membership of our churches give anything towards the apportionments. Here is a legitimate and what ought to prove a fruitful field for cultivation.

Fourth.—A campaign is necessary in which to raise the balance needed over and above the amount secured from the first two sources of income. This must be sought from individuals. As a matter of fact, campaigns for these personal contributions have been conducted every year in the past; not always after the manner of the Million Dollar Drive; but either publicly or privately, it has been necessary, as it is desirable, to give individuals opportunity to make these larger gifts, which for the sake of the churches ought not to go through their treasuries. Without such gifts and the campaigns in which they have been secured, it would have been impossible to maintain our work, as it will be impossible now and in the future to carry it on.

The details of the campaign are being worked out and the revised total to be raised will soon be determined. These will be announced when ready.

Fifth.—From the foregoing it will be seen that what has been necessary in normal years is imperative in this critical year. We cannot

know the world's needs as this war has revealed them to us and remain impassive. As Baptists we cannot be content to let others bear these burdens while we raise simply our moderate apportionments, or less. We cannot expect growth and blessing upon our work and withhold the means necessary to develop those enterprises which have providentially been placed under our direction, and which are now in such sore need. We cannot know what the Methodists are doing or hear of the magnificent programs that the Presbyterians and others are formulating and fail to make plans commensurate with our obligations. That is, we cannot fail to rise to our responsibilities in this day of the world's need and preserve our self-respect as a denomination. We must undertake great things for God.

Sixth.—What now are our resources for the accomplishment of the task? In the first place, there is complete harmony and unification in the plans for our eight national organizations. Do we fully realize that for the first time in our history we are doing our primary work as one body? We still have and rejoice in our historic societies and our newer boards, but they are all thoroughly united under the leadership of the Laymen's National Committee to accomplish a work which all realize could not be accomplished under the divided leadership and responsibilities of other days.

We have a great work in this and other lands, bequeathed to us by our fathers, devel-

oped by our own more recent efforts, a work for which we are profoundly grateful and to which we can with enthusiasm and confidence give our best endeavor and our unstinted financial support.

We have a numerical and financial strength as a denomination which makes failure unthinkable, for surely we shall not exhibit our statistics with pride and then fail to make them mean more than mere figures.

We have the assurance of divine co-operation without limit. We have faith and prayer and courage and all those spiritual assets which will carry us over every obstacle. In view of what has been accomplished by the forces of righteousness in the World War, in view of the demonstrated power of the people to do undreamed of deeds and to make unheard of sacrifices, we shall not hesitate in this hour of world triumph to care for our own.

NATIONAL COMMITTEE OF
NORTHERN BAPTIST LAYMEN
200 Fifth Avenue, Room 662, New York City