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P R E F A C E

Back in 1947 I wrote a book. Called "Design for Giving," it was mostly about the affairs of the National War Fund. It did seek, nevertheless, to point up certain lessons from that experience.

Whatever its inherent limitations, the book provoked just enough warm comment so that for some years the vague idea was in my mind that I should write another; perhaps some sort of a general manual for fund-raisers.

Meanwhile, as the spirit moved me, and in the natural course of a consultation work based more on the continuing fruits of a lively curiosity than on any store of accumulated wisdom, I turned out a number of "occasional memoranda for clients and friends." And it now appears that the aggregate of all this may be the closest I shall ever come to doing that second book.

I have no apologies to make for their occasional duplication of thought or their lack of continuity. My hope is merely that they may be helpful, and perhaps may stimulate some younger and more active people to produce comparable but fresher material.

Harold J. Seymour

A FINAL WORD . . .

This will likely be the last you will hear from this giant of our profession, Harold J. Seymour. Not unless another manuscript turns up. And I doubt that any exist.

John Lewis Russell wrote: “Too soon do we forget the colossals of our world.” In a sense, this is true of Si. He is almost entirely unknown among the younger in our profession. And barely so among those in the older group.

But make no mistake. All of us in fundraising stand on his shoulders. He lit the way. A beacon light for us to follow.

No other has made the impact. Few come close.

In his Preface to the Manuscript, Si wrote that his hope was that his thoughts may stimulate some younger and more active people to produce comparable but fresher material.

If after reading the Manuscript, it encourages you to become more engaged, work more successfully, and perhaps write— then surely Si is beaming from above. **“Do as I say,”** he wrote. **“Be your best. You are a warrior in a noble profession.”**

In the sacred annals of fundraising, Si Seymour’s name is forever engraved.

A handwritten signature in black ink, appearing to read "Harold J. Seymour". The signature is written in a cursive, somewhat stylized font with a long vertical stroke on the left side.