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DONNA ROBERTS

- - DIRECTOR OF - -  
Short-Term Financial Campaigns for Ed-  
ucational, Civic & Philanthropic Purposes  
- - - - -

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614-16 BUSCH BUILDING  
DALLAS, TEXAS  
- - - - -



Donna Roberts

Formerly associated with a company of New York City that, in the past four years, has raised nearly fifteen million dollars for educational and philanthropic institutions, I am in a position to supply you expert direction and a system that has stood the acid test of adverse conditions in cities all over the country. The short-term method of campaigning consists of organizing a large corps of volunteer workers among the leading citizens and the application of the most modern business thought and ability and system to the raising of funds for educational and philanthropic purposes.

Anna Roberts

Fort Worth, Texas, February 1, 1917.

TO WHOM IT MAY CONCERN:

I have been intimately associated with Miss Donna Roberts in a recent financial campaign in this city to raise funds for the Medical College.

I know Miss Roberts well and am quite familiar with her method of conducting a campaign to raise money. It gives me great pleasure to testify in all frankness and sincerity to her wonderful industry, energy and absolute fairness in her work.

I feel absolutely sure that any organization or community with whom she enters into contract to put on a financial campaign will find her part of the work so concretely and systematically organized and carried out as to not only abundantly prove the wisdom of the arrangement, but to give such community or organization cause for the greatest satisfaction and congratulation.

Commending Miss Roberts to the careful and conscientious consideration of those with whom she may enter into contractual relations, I beg to remain,

Yours very truly,

(Signed)

BACON SAUNDERS, M. D.  
President of the Faculty of the Medical College.

*Letter from Dr. George Fox, President of the Texas State Conference on Social Welfare and Chairman of the Committee on Education of the Fort Worth Chamber of Commerce.*

Fort Worth, Texas, December 29, 1916.

TO WHOM IT MAY CONCERN:

I wish to speak a word in behalf of Miss Donna Roberts, as a director of financial campaigns and the short-term method as employed by her. I regard her method as the most effective and at the same time dignified manner of raising funds for educational and philanthropic institutions.

In the recent campaign for Texas Christian University in this city, which was directed by Miss Roberts, I served as a member of the executive council and I take pleasure in recommending Miss Roberts to any one wishing to employ professional direction of a money-raising movement. She is thoroughly efficient, contagiously enthusiastic and a splendid organizer. I believe that any institution or organization desiring to raise funds by popular subscription, could not possibly make a mistake in securing the services of Miss Roberts to direct their campaign and in this I am sure that I am voicing the sentiments of every other member of the executive council.

Yours very truly,

(Signed)

DR. GEORGE FOX.

*Letter from Editor-in-Chief Musical Courier to the President of the San Francisco Orchestra.*

New York City, June 21, 1916.

My Dear Mr. President:

Just a line to give you a suggestion. I know that you will not deem me forward when I do so, especially as I consider myself within the province of privilege and real interest when I try to help a project in which I am interested as much as I am in the San Francisco Orchestra.

When I was in Texas this winter, I met there a Miss Donna Roberts, who is a most remarkable young woman. She was the chief associate to the head of a big bureau which arranges campaigns all over the country to raise funds for civic purposes, colleges, hospitals and similar large projects. Again in Nashville, I met Miss Roberts, where she was engaged in a campaign to raise \$200,000, I believe, for some local hospital. She succeeded in the stipulated time as she always does. Noting her intense energy and listening to her really remarkable ideas on organization and concerted and concerted work for the raising of funds for educational purposes, I conceived the idea that she would be an invaluable asset to any organization or community which contemplated such an undertaking as the raising of a large guarantee fund for a symphony orchestra.

It may be a bold move, but why not endeavor to use such means for the purpose of realizing the \$60,000 (or more) in San Francisco in a quick and determined campaign? Miss Roberts has tremendous newspaper connections and knows how to get the most out of every possible avenue in the way of publicity and in stimulating contributions, donations and subscriptions. I suggest that you communicate with her and hear her ideas on the subject. Her address is 613-16 Busch Building, Dallas, Texas.

You may be assured that the Musical Courier and myself shall do everything in our power to aid your association in its high endeavors.

With very kind personal regards and wishing you all success, I am as always,

Most sincerely yours,

(Signed)

LEONARD LIEBLING.

Editor-in-Chief of the Musical Courier.

Fort Worth, Texas, February 1, 1916.

MISS DONNA ROBERTS,

Dallas, Texas.

My Dear Miss Roberts:

I wish to express to you the sincere thanks of myself and the members of the Board of Directors of the Fort Worth Relief Association for the assistance given us in our recent financial campaign. I regret that your previous engagement prevented you from taking entire charge of the campaign, but it was through your co-operation and the card index system compiled by you that we were able to achieve the marked success accorded our efforts.

I also take this opportunity to thank you for the assistance given our organization during the years you were a member of the Record staff. I know of no one who has a better understanding of welfare work from the standpoint of publicity than you and this knowledge, connected with your experience as a director of financial campaigns, should make you a valuable asset to any social or welfare organization desiring to raise funds in a quick and determined campaign.

Yours very truly,

(Signed) JAMES B. RAWLINGS,  
Secretary Manager Fort Worth Relief Association.

Dallas, Texas, February 7, 1917.

This is to say, to whom it may concern, that Miss Donna Roberts, of Dallas, has had much valuable experience in directing and helping to direct various financial campaigns for educational and philanthropic purposes. She is held in very high esteem by the people of Dallas, where she lives, and her efforts in behalf of organized campaigns have provoked the most appreciative sympathy and the highest testimonials from the people among whom she has labored.

This is to say that kindness and co-operation shown her will be profoundly appreciated by her unnumbered host of friends in this city, and especially by,

Yours very sincerely,

(Signed) THE REV. GEORGE W. TRUETT.

*Letter from Arthur B. Ransom, President of the John B. Ransom Company and member of the Board of Trustees of Galloway Memorial Hospital of Nashville, Tenn. Mr. Ransom was Chairman of the Executive Council of the Campaign that sought to raise \$200,000 in ten days for Galloway Memorial Hospital and which was \$70,000 over-subscribed.*

Nashville, Tenn., January 1, 1917.

MISS DONNA ROBERTS,

Dear Miss Roberts:

I note you are taking up campaign work again and I wish to speak a word of praise of your work as chief associate director and publicity manager of the campaign conducted in this city for Galloway Memorial Hospital. It was most satisfactory and I believe the publicity work you did was a big factor in the success of the campaign.

I wish you much success in your work and no doubt you will be able to conduct many successful campaigns. With very kindest regards and best wishes.

Yours very truly,  
(Signed) ARTHUR B. RANSOM.

*Letter from Whitefoord R. Cole, President of the Napier Iron Works and a member of the Board of Trustees of Galloway Memorial Hospital, of Nashville, Tenn. Mr. Cole served as Vice-Chairman of the Executive Council of the \$200,000 Galloway Hospital Campaign*

Nashville, Tenn., January 16, 1917.

TO WHOM IT MAY CONCERN:

It gives me pleasure to state that in connection with the campaign to raise \$200,000 for Galloway Memorial Hospital in Nashville, I had opportunity of observing the methods of Miss Donna Roberts, the chief associate director and publicity manager of the campaign in question, and from this knowledge I believe that Miss Roberts is in every way qualified to carry out any work of this character entrusted to her.

Yours truly,  
(Signed) WHITEFOORD R. COLE.

Fort Worth, Texas, January 18, 1917.

**TO WHOM IT MAY CONCERN:**

It affords me pleasure to speak a word in behalf of Miss Donna Roberts as a campaign director. Miss Roberts recently closed a very successful campaign for Texas Christian University, I was deeply interested in the campaign and closely associated with Miss Roberts. She is a young woman of strong personality and wonderful ability as an organizer.

Texas Christian University contemplated its campaign for several years and investigated many directors and many methods. The result was the selection of Miss Roberts to lead us in our \$150,000 money-raising movement. She formerly was associated with a company of New York City that has done phenomenal work in raising funds for all kinds of educational and philanthropic institutions. She has mastered their methods thoroughly and has a fine understanding of the theory and practice of money-raising

She is a trained newspaper expert and as an exponent of publicity, I have never seen her equal. She has character, health, industry and perseverance and wins the hearts of her co-workers in an amazing way. Any community desiring to raise funds in a short-term campaign will be most fortunate in securing this young woman as their leader. Yours very truly,

(Signed) DR. EDWARD McSHANE WAITS.

President of Texas Christian University.

Los Angeles, Calif., January 16, 1917.

**TO WHOM IT MAY CONCERN:**

It gives me pleasure to say that Miss Donna Roberts was manager of the Publicity Staff and an associate director of the Occidental College Million-Dollar Campaign in this city.

Miss Roberts seemed to be especially efficient in her line of work. She was indefatigable in her effort to make the campaign a success. She was considerate, kind and efficient as well as tactful in her approach to those with whom she came in contact.

From what I saw of her and her work for Occidental College, I can recommend her most highly.

(Signed)

THOMAS GREGORY BURT,  
Dean of Occidental College.

*Letter from Hon. W. A. Hanger of the firm of  
Capps, Cantey, Hanger and Short, and Chair-  
man of the Executive Council of the Campaign*

Fort Worth, Texas, December 29, 1916.

**TO WHOM IT MAY CONCERN:**

Miss Donna Roberts, of Dallas, had charge of the campaign in this city to raise the Texas Christian University fund and I take pleasure in saying that I have never seen any work in any line so efficiently, intelligently and industriously conducted. She was from the beginning to the close of the campaign absolutely tireless and her work in the placing of the cogent, forceful facts of the campaign before the public through the press, could not have been excelled and so far as my knowledge and observation goes, has never been equalled. I know of no one so capable of handling a campaign of this kind.

Yours very truly,

(Signed)

HON. W. A. HANGER.

Fort Worth, Texas, December 29, 1916.

**TO WHOM IT MAY CONCERN:**

Miss Donna Roberts, of Dallas, managed the recent campaign here for Texas Christian University and we regarded her work to be the very best, believing her thoroughly capable of handling a matter of this kind.

I regard the short-term method as the correct one for raising funds. I served as vice-chairman of the executive council in this campaign and had occasion to observe her work closely.

Yours very truly,

(Signed)

WILSON E. CONNELL,  
President of the First National Bank.

*Letter to the President of a Southern College from  
Mr. R. D. Gage, President of the Cattlemen's  
Trust Company and member of the Executive  
Council of the Texas Christian University  
Campaign, Fort Worth.*

Fort Worth, Texas, December 29, 1916.

My Dear Sir:

It has come to my knowledge that your institution is on the eve of engaging in a campaign to raise funds for general maintenance, support and endowment purposes. If this report is correct, I wish to invite your attention to the superior qualifications of Miss Donna Roberts, of Dallas, Texas, for leadership in such a campaign.

Without the least reservation, it affords me pleasure to say that Miss Roberts is an expert in her line. She is a young woman with grace, charm and culture and with a surprising energy that will not admit of defeat in any good cause. She has a wide acquaintance throughout Texas and her uncounted friends will bear testimony to her worth and talent.

A few weeks ago Texas Christian University, with its headquarters at Fort Worth, inaugurated a campaign for the enlargement of its usable fund and the services of Miss Roberts were obtained to lead the campaign. By many of us who were interested in the effort, the time was deemed inopportune on account of certain local conditions. Our judgment in the matter, however, was overruled and the outcome of the movement completely justified the optimism of those who thought that the matter should be pushed to completion before the end of the present year, and I feel quite sure that I am not overstating the case when I say that the campaign would well-nigh have been a failure had not the splendid leadership and untiring efforts of Miss Roberts brought it to a successful and satisfactory issue. If you contemplate the employment of anyone to present to the public in a clear and convincing way, the claims of your institution, I wish to repeat, with emphasis, that there is no one within the range of my acquaintance more admirably qualified than Miss Roberts.

Yours very truly,

(Signed)

R. D. GAGE.