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John Allen Chalk: Personal Correspondence

John Allen Chalk

12-29-1966

From/To: Don Stevens & Roy Holland (Chalk's reply filed first)

Don Stevens

Roy Holland

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December 29, 1966

Mr. Don Stevens
Mr. Roy Holland
2525 North Country Club
Tucson, Arizona

Dear Brethren Stevens and Holland:

Thank you for your good letter of December 13. It is very possible that I could work with you in the Southern Arizona Campaign for Christ. I would be happy to help if our schedules can be worked out.

I respectfully urge you to consider professional help in planning your campaign. Many essentials in successful efforts are often overlooked in the rush to have a campaign.

My prayers and best wishes for your efforts in making people **REALLY GET EXCITED** about New Testament Christianity.

Fraternally yours,

John Allen Chalk

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Catalina Church of Christ

2525 NORTH COUNTRY CLUB
TUCSON, ARIZONA 85716
TELEPHONE 326-0580

December 13, 1966

Mr. John Allen Chalk
Highland Church of Christ
Abilene, Texas

Dear Bro. Chalk:

At present we are planning a Southern Arizona Campaign for Christ for 1969 or 1970. It is our desire to have such a meeting in connection with the opening of a new civic auditorium we hope will be built by that time. Efforts are being planned to have the first function in such a facility. However, in event such an auditorium is not available, or in the foreseeable future by 1970, our plans are to use an alternate meeting place and go ahead with our campaign.

Our budget is tentatively set at \$15-\$20,000 depending on what we feel can be put into an all out effort before we reach the point of diminishing returns. Included in this would be the services of a professional advertising agency; use of the "STAR" direct mailer; workers from the Geraldine church in Oklahoma city; "door-knockers" from one of our colleges; and possibly Mid McKnights, "Journey to Eternity" TV series. Our personal efforts began one month ago and will intensify until the campaign follow-up work has been completed.

We are contacting Bro. Chick Albright, who was director of the Campaign in Phoenix in the spring of this year, to coordinate this effort. Presently men from seven churches in Southern Arizona are meeting each month to work out more definite plans.

Our total membership in Tucson would be less than 1,000, while we are serving an area of over 300,000. We will not consider a meeting place that will accommodate fewer than 5-6,000.

We know the man we want will have his meeting schedule filled well beyond the dates we are talking about, but we feel the value of having the first function in such a civic auditorium is so great

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as to be worth delaying the confirmation of a date. We are contacting several men, whose names came out of last night's meeting, to see who would be willing to consider working with us in this effort even with the uncertain schedule. In return for that man's consideration in fitting us into his schedule, we can assure a complete effort from the Christians in this area to do everything possible to make people REALLY GET EXCITED about New Testament Christianity.

Yours in Christ,



Don Stevens



Roy Holland