

**WAYS OF EXTENDING
VOLUNTARY ACTIVITY AND ORGANIZATION IN
SOCIAL WELFARE**

A Design for an Awards Competition

**April 9, 1956
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SUMMARY OF AWARDS COMPETITION PLAN

1. THE WILLIAM VOLKER FUND
2. grants funds to the separately organized FOUNDATION FOR VOLUNTARY WELFARE (a non-profit corporation in San Francisco).
3. The FOUNDATION announces a competition among professional and qualified voluntary social service personnel in fourteen fields:

a. Juvenile delinquency	h. Child welfare
b. Mental health	i. Chronic illness
c. Basic medical research	j. The crippled
d. The aging	k. The deaf
e. Rehabilitation	l. Medical care
f. Alcoholism	m. Migrants
g. The blind	n. Recreation
4. The competition involves writing an essay on the subject: WAYS OF EXTENDING VOLUNTARY ACTIVITY AND ORGANIZATION IN SOCIAL WELFARE.
5. The essays will be judged on the personalized information they contain regarding existing good practices, and plans and means for expanding them.
6. The competition has three goals:
 - a. To bring public and professional thought to bear upon a neglected area of beneficial operations.
 - b. To discover individual talent in the rhetorical, planning, and organizational aspects of promoting the field of voluntary social welfare.
 - c. To suggest efficient and economic avenues for assisting voluntarism in social welfare.
7. The project will begin on May 1, 1956, and end on January 15, 1957.
8. As few as 500 or as many as 10,000 persons might compete for \$13,500 in awards, with first and second prizes for the two best essays, and the balance distributed in the several fields.

OUTLINE OF THE CONTENTS OF THIS PLAN

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I. THE GENERAL GOALS

This plan is based upon the following information concerning the objectives of the Volker Fund in the fields of social welfare:

To encourage and aid individuals and groups to initiate, extend, and improve private, voluntary efforts at alleviating personal distress.

Initiation, extension, and improvement of voluntarism in welfare work require:

Knowledge of who is presently or potentially doing such work already and doing it intelligently.

Knowledge of what these people need.

Encouragement of creative ideas about the work.

Spreading the contents and results of the creative ideas.

Assisting selected persons and groups who evidence great promise.

The plan is aimed at discovering who is doing the work, what they need, who have creative ideas, and what these ideas are. It is aimed, finally, at spreading creative and constructive thought about voluntary social welfare.

II. THE GENERAL METHOD

The plan is to set up, by means of a corporate body divorced from the Volker Fund, a competition in essay-writing among welfare workers, and to grant awards to the winners. The competition would be on the subject: Ways of Extending Voluntary Activity and Organisation in Social Welfare. All Americans who are professional or qualified voluntary workers in social welfare, whether public or private, would be invited to write essays of from 4000 to 6000 words in length.

The competition is expected to have the following results:

1. For a period of over a year, general publicity would be given to the problems and the needs of private and voluntary social welfare work.
2. Beside general publicity, special publicity would be given the subject among the very people (some 300,000 of them) who should be giving thought to it.
3. Persons who are inclined favorably to the goals of the Fund would be given special encouragement and incentive.
4. Some of these persons would be stimulated to set down their own experiences, ideas, and plans.
5. The materials that would be contained in the essays would provide:
 - a. Identification of outstanding or promising individuals and agencies.
 - b. Numerous cases evidencing the problems, the needs, and the accomplishments, of voluntary social welfare work.

- c. Constructive ideas for improving and expanding private welfare operations.
- d. A picture of the present status and trend of private welfare operations in America.

6. A permanent record of the best experiences and ideas would be published and distributed among the contributors and the interested public, consisting of agencies, foundations, government officials, and others.

At least two other methods of easing the Fund's task of making decisions to assist private efforts would be possible:

A survey might be made among social agencies and individual workers to discover who are presently working in the field and, of these, who are devoutly convinced that their work should continue without aid from the government treasuries or staffs. This survey would be conducted by mail-questionnaire and personal-questionnaire interviews.

A number of informed persons throughout the country might be asked, in personal interviews, for information leading to the identification of persons and agencies of the type sought.

However, both methods are considered inferior to the awards competition method in that:

They do not plumb the depths of the problem of private welfare.

They are passive.

They might reflect the prevailing dogmas of the field.

They would not provide an equal hearing to small and isolated voices.

They would not provide several important products of the suggested plan, that is, the creative schemes, the variety of experiences, the favorable publicity of private work, and the lasting impact.

III. PRECEDENTS

In the past there have been many competitions for awards that have resembled the suggested competition to such a degree that they may be regarded as precedents for it. Among the distinguishing traits of the suggested competition are that (1) it is sponsored by a non-profit corporation, rather than an industrial or mercantile organization; (2) it involves the writing of an original essay, rather than solving a puzzle or completing a sentence; (3) it is to be judged, at least in part, by a group of experts in a professional field, rather than by an agency made up of commercial contest administrators; and (4) like many competitions, it has a purpose beyond that of making awards, but this purpose is to discover information, not to advertise a commodity. The various competitions described below all resemble the proposed competition in one or more of these respects.

In 1929 the Harmon Foundation, of New York City, and the Social Work Publicity Council, announced two groups of competitions for awards. One group called for an unpublished article giving a popular presentation of social work. It was not necessary that the author be a member of any social work organization; the competition, therefore, was open to professional writers who had an incidental interest in social work or social problems. The entries were to be judged in part with an eye

to their eventual publication in a magazine of general interest. The sponsors offered \$300.00 as a first prize; \$200.00 as a second prize; and additional prizes of \$50.00 for as many of the essays as the board of judges found meritorious. The judges themselves were to be chosen for their knowledge of the requirements of general magazines; they would be assisted by consultants who would be specialists in the various fields of social work. The second group of awards was to be conferred for the best records of publicity programs conducted by social-work agencies, whether public or private. There were four prizes of \$100.00, to be granted, respectively, to a national agency, a State agency, an agency of a city or county with more than 200,000 population, and an agency of a city or county with fewer than 200,000 population. The competition was publicized through an article in Survey magazine, a periodical for social workers. Those who wished to take part and who wanted further details were told to write to the office of the Foundation, at 140 Nassau Street, New York City.

Another award competition that might serve as a precedent was advertised in the Atlantic Monthly of July, 1936. In this instance a reader of the magazine submitted the following problem to its readers, for them to propose a solution: He was a wealthy man who was advanced in years and had no near relatives to whom to leave his fortune. He was considering a bequest of one million dollars to the city in which he lived,

and wanted suggestions as to the purpose for which the bequest should be made and the form it should take. The solution was to be in the form of an essay of no more than 1,000 words. An award of \$1,000 would be made for the best suggestion; the editors of the magazine would be the judges. All entries were to become the property of the donor. The closing date for the competition was to be 15 September, 1936 (copies of the magazines appeared on newsstands on 20 June, 1936). Any person might submit a recommendation. Altogether there were 8,461 entries; the winning entry was published in the December, 1936, issue of the magazine.

A number of other non-profit corporations sponsor, or have sponsored, award competitions that do not involve writing an essay, a few of which deserve note here. For example, the American Leaders Foundation, of Scranton, Penna., makes annual awards of \$2,000 to persons not over twenty-eight years of age so that they can complete their final year of college or of professional training. Presumably these are individuals who, without this aid, would have to suspend their education. They are chosen not so much on the basis of intellectual brilliance as on that of a well-rounded personality and the desire to serve the public good. The Rockefeller Public Service Awards, administered by Princeton University, provides grants for civilians employed by the federal government so that they may spend from six to twelve months

studying, not necessarily for a degree. These awards are intended to keep qualified persons in government service. The John Simon Guggenheim Memorial Foundation, of New York City, offers \$3,000 grants to members of the teaching profession who are on leave. These grants aim at enabling the recipients to do research in any field of knowledge or creative work in any of the fine arts. The awards are granted to persons chosen by a Committee of Selection. These persons must have previously shown a high capacity to perform research or creative work. The Foundation may assist in the publication of works completed under this grant, but does not guarantee to publish all of them.

Many groups, organized both for profit and not for profit, carry on competitions whose awards are granted on the basis of essays or books submitted by the entrants. For example, both the American Historical Association and the American Political Science Association offer prizes for writings in their particular fields. Columbia University, in New York City, grants the Bancroft Awards, which are two prizes of \$2,000 given annually for the best books in the field of American History. The Grand Lodge of the Benevolent and Protective Order of Elks in Massachusetts confers the Elks National Foundation Scholarship Awards. These awards are made to students in public or private high schools on the basis of an essay, "Why Democracy Works." The prizes are

\$100.00, \$75.00, and \$50.00 U. S. Savings Bonds, totalling altogether \$2,000.00. The Association of American Physicians and Surgeons, Inc., of Chicago, sponsors a competition open to students in public and private junior high and high schools. The first prize is \$1,000; second, \$500.00; third, \$100.00; and there are three additional prizes of \$25.00 each. In 1952 the subject of the essay, to be limited to 1,500 words, was "Why the Private Practice of Medicine Furnishes This County with the Finest Medical Care." The Tamiment Social and Economic Institute awards \$3,000 annually to college students for their essays. The Christophers sponsor the Christopher Awards Contest, which grants three prizes annually: (1) \$15,000 to the writer or writers of the best book manuscript during the previous year; (2) \$10,000 to the writer or writers of the best motion picture "for the entire family" appearing on the screen; and (3) \$5,000 to the writer or writers of the best stage drama. The Christophers seek to provide a better quality of books, motion pictures, and plays, for families. These competitions are open to all residents of the United States and Canada; entries are to be based on Christian principles.

Among competitions sponsored by commercial organizations that amount to precedents for the projected awards were the Hart, Schaffner and Marx Prizes. They were designed to interest students of economics and commerce. The prizes were divided into two groups.

Those in Class A were open to any American; the first prize was \$1,000 and the second, \$500. Those in Class B were open to undergraduate college students; first prize was \$300 and second prize, \$200. In 1907, when the competition opened, the prizes were awarded by a group of judges who were chiefly faculty members of leading universities. Three distinguished economists who won prizes in the competition were Frank H. Knight, for his book, Risk, Uncertainty, and Profit (1931), S. E. Leland, The Classified Property Tax in the United States (1928), and S. S. Kuznets, Secular Movements in Production and Prices (1930). The competition terminated in 1928. The essays were published by the Houghton Mifflin Company of Boston. Another competition administered by a business corporation was the Pabst Post-War Employment Awards. This contest, which closed on 7 February, 1944, offered \$50,000 in awards for "the best and most practical solutions to the broad problems of post-war unemployment in the United States." The sponsors appealed to professional students of the subject for serious contributions. The judges were four leading figures in the business, labor, and academic worlds; they were assisted by the faculty of the Department of Economics, Columbia University. There were 35,767 entries, the largest number ever submitted for a competition of this nature. The Pabst Company arranged for the publication of the seventeen winning essays. Most of the winning authors might be regarded as

professional economists. A third competition supported by a business firm is the Peace Essay Contest, sponsored by L. & C. Mayers Company, of New York City. The competition requires an essay of 1,000 words or less on a specified topic, which in 1952 was "How Differently Would I Plan My Future If I Knew World-Wide Peace Were Assured for the Next Fifty Years?" It is open to all seniors in American high schools, whether public, private, or parochial. First prize is either an all-expense trip to New York City or \$250 in United States Savings Bonds. There are also ten prizes of \$100 bonds and nineteen prizes of \$50 bonds. Medals are conferred upon the authors of the best essays in each State. Teachers share in the judging of this competition in that they select the best essay in their school.

The foregoing discussion does not begin to exhaust the number of competitions, both past and present, that have had a considerable similarity to that proposed for the Fund. From the competitions that have been described, however, it is clear that there are many precedents for the suggested awards.

IV. SPONSORSHIP AND ORGANIZATION

As the plan is conceived, the William Volker Fund will authorize the organization of a non-profit corporation in the State of California, with an office address in San Francisco. Upon the establishment of the Corporation, to be known as the Foundation for Voluntary Welfare, the Foundation will then go forward with the announcement and conduct of the competition. A majority of the Board of Directors of the Corporation might be named by the Fund, at its discretion. The Corporation will not in any formal or legal way be connected with the Fund. It would not report publicly the sources of its income nor otherwise mention the name of the Fund in its announcements or correspondence, out of respect for the desires of the Founder. It will announce, however, in its releases or in response to inquiries, that it has received a grant from an anonymous donor for the purposes of conducting the competition.

The President of the Corporation will be the Director of the project, and he will have full responsibility for the execution of the plan.

Immediately upon its creation, the Corporation would open an office in San Francisco. A Director and secretary would be the only staff until September, apart from part-time services of a press relations

man. In September, depending partly upon indications of the numbers of participants, an office-manager-bookkeeper, a materials analyst, and the sorting and screening staff would be hired. The latter would be drawn chiefly from students and teachers in the Bay Area, on a part-time basis. As the number of entrants would grow, the amount of space and workbenches, etc., would be increased to cope with the increased work.

CALENDAR (Major Events)

- MAY:** The project would be incorporated. An office would be opened. A secretary would be hired. Judges would be selected. A free-lance public relations aide would be appointed. The rules would be printed.
- JUNE:** The competition would be publicly announced. Press releases to all interested parties. Heavy correspondence.
- JULY AND AUGUST:** Primary tasks in these months would be dealing with a volume of inquiries and other correspondence.
- SEPTEMBER:** An office manager would be hired, and also the senior materials analyst. Together with the Director, they would hire the sorters and screeners of the materials. The forms and procedures for analyzing the content of the essays would be established.
- OCTOBER:** September 30 would be the deadline for accepting manuscripts. Full-scale sorting, screening and analysis would take place.
- NOVEMBER:** Late in November, the final judging would occur. Analysis would continue after judging ceases.
- DECEMBER:** Winners would be announced by December 20. Press releases on the results to interested journals. Winners would be given awards. Other competitors would be sent "thank you" notes, containing the list of winners, and reminded to expect the book of essays the next year.
- JANUARY TO OCTOBER 1957** Report of findings would be made to the Volker Fund. The publication of the essays would be arranged and supervised. The books would be mailed to contest participants.

V. NUMBER OF PARTICIPANTS

It is not easy to determine the size of the group that might take part in this competition, even though the rules will prescribe that participation is confined to those who have made a career of social welfare and to those who have provided their services as unpaid volunteer workers in a social welfare agency. The problem is that of deciding just how many persons there are in each of these groups, especially the latter. So far as the career social welfare workers are concerned, one might simply turn to the U. S. Census of Population: 1950, and, arbitrarily selecting from the census of detailed occupations those groups that might be classed as fields of social welfare, emerge with the following statistics:

Clergymen	167,471
Recreation and group workers	16,046
Religious workers	41,431
Social and welfare workers, except group workers	<u>75,487</u>
Total	300,435

Furthermore, apart from the members of these professions, who might all view themselves as having made a career of social service, some members of the following areas, also listed in the census, might regard themselves as in the field of social welfare: dieticians and nutritionists,

farm and home management advisors, personnel and labor relations workers, physicians and surgeons, and social scientists. Thus career social welfare workers number considerably more than 300,000.

The number of persons that take a part in social welfare work, yet receive no salary for it, is even more difficult to fix. The following is a list of the names and addresses of selected voluntary agencies in the fourteen fields in which the Fund has stated its interest, together with the membership figures, when available:

a. Juvenile delinquency

- (1) National Education Association, 1201 16th St., Washington 6, D. C., 510,094.
- (2) Young Men's Christian Association, 291 Broadway, New York 7, N. Y., nearly 2,000,000.
- (3) Young Women's Christian Association, 600 Lexington Ave., New York 22, N. Y.

b. Mental Health

- (1) American Association on Mental Deficiency, Mansfield Depot, Conn., 1,701.
- (2) American Foundation for Mental Hygiene, 1790 Broadway, New York 19, N. Y.
- (3) National Association for Mental Health, 1790 Broadway, New York 19, N. Y.

c. Basic medical research

- (1) American Academy for Cerebral Palsy, 4743 No. Drake Ave., Chicago 25, Ill., 67

- (2) American Cancer Society, 47 Beaver Street, New York 4, N. Y.
- (3) National Epilepsy League, Inc., 130 No. Wells Street, Chicago 6, Ill., 4,000.
- (4) National Foundation for Infantile Paralysis, 120 Broadway, New York 5, N. Y.

d. The aging

- (1) Adult Education Association of the United States of America, 743 No. Wabash St., Chicago 11, Ill., 4,000.
- (2) The American Geriatrics Society, Wakefield, Rhode Island.
- (3) The Gerontological Society, 660 So. Kingshighway Blvd., St. Louis, Mo.

e. Rehabilitation

- (1) American Prison Association, Inc., 135 E. 15th St., New York 3, N. Y., 1,000.
- (2) American Rehabilitation Committee, Inc., 28 E. 21st St., New York 10, N. Y., 29. Not concerned with released convicts.
- (3) John Howard Association, 608 So. Dearborn St., Chicago 5, Ill.
- (4) National Rehabilitation Association, 1025 Vermont Ave., N. W., Washington 5, D. C., 13,000. Not concerned with released convicts.

f. Alcoholism

- (1) Alcoholics Anonymous, c/o Alcoholic Foundation, Inc., P. O. Box 459, Grand Central Annex, New York 17, N. Y., 130,000.

- (2) National Committee on Alcoholism, Inc.,
2 E. 103rd St., New York 29, N. Y., 57.

g. The blind

- (1) American Association of Instructors of the Blind,
State School for the Blind and Deaf, Raleigh,
No. Car.
- (2) American Association of Workers for the Blind,
15 W. 16th St., New York 11, N. Y., 900.
- (3) Braille Institute of America, Inc., 741 No.
Vermont Ave., Los Angeles 29, Calif., 1,062.
- (4) Seeing Eye, Inc., Morristown, N. J., 20,000.

h. Child welfare

- (1) American Parents Committee, Inc., 52 Vanderbilt
Ave., New York 17, N. Y.
- (2) American Humane Association, 135 Washington
Ave., Albany 10, N. Y., 8,400
- (3) Big Brothers of America, Inc., 1347 Suburban
Station Bldg., Philadelphia 3, Penna.

i. Chronic illness

- (1) Commission on Chronic Illness, 615 No. Wolfe
St., Baltimore 5, Md.

j. The crippled

- (1) Disabled American Veterans, Inc., 1423 E.
McMillan St., Cincinnati 6, Ohio, 176,692.
- (2) Institute for the Crippled and Disabled, 400 First
Ave., New York 10, N. Y.

k. The deaf

- (1) Convention of American Instructors of the Deaf, New Mexico School for the Deaf, 1060 Cerillos Rd., Santa Fe., N. M.
- (2) National Association of the Deaf, Inc., 121 West Wacker Dr., Chicago 1, Ill., 5,000.

l. Medical care

- (1) American Association of Medical Social Workers, Inc., 1834 K St., N. W., Washington 6, D. C., 2,004.

m. Migrants

- (1) National Sharecroppers Fund, Inc., 40 E. 49th St., New York 17, N. Y.

n. Recreation

- (1) American Camping Association, Room 1706, 343 So. Dearborn St., Chicago 4, Ill., 4,800.
- (2) American Recreation Society, Inc., 1420 New York Ave., N. W., Washington 5, D. C., 1,730.
- (3) American Youth Hostels, Inc., 6 E. 39th St., New York 16, N. Y., 9,250.
- (4) National Industrial Recreation Association, 203 N. Wabash St., Chicago 1, Ill.
- (5) National Recreation Association, Inc., 315 Fourth Ave., New York 10, N. Y., 13,181.

Beside these organizations there are many volunteer, secular agencies concerned with the whole field of social welfare. Some of them are:

e. General

- (1) American Association of Social Workers, 1 Park Ave., New York 16, N. Y., 13,500.
- (2) American Public Welfare Association, 1313 E. 60th St., Chicago 37, Ill., 5,100.
- (3) Association of Volunteer Bureaus, 345 E. 46th St., New York 17, N. Y.
- (4) Community Chests and Councils of America, Inc., 345 E. 46th St., New York 17, N. Y.
- (5) National Conference of Social Work, Inc., 22 W. Gay St., Columbus 15, Ohio, 4,500.

Finally, beyond these secular voluntary agencies there are many voluntary agencies sponsored by religious bodies. For example, there is a Church Conference of Social Work, at 297 Fourth Ave., New York 10, N. Y. Furthermore, most of the larger religious groups in the nation, such as the Roman Catholic, Methodist, Presbyterian, Congregationalist, and Lutheran, manage one or more social welfare groups.

Although all of these agencies are alike in that they are voluntary associations, some of them differ from others in important respects. For instance, a body such as the American Academy for Cerebral Palsy includes only professionals in the field; the Disabled American Veterans, Inc., by contrast, is made up chiefly of clientele or of those who profit from the undertakings of the agency. The

National Education Association, although a private, voluntary group, is made up of employees of public school districts; Alcoholics Anonymous, on the other hand, consists of persons whose relations to the agency are not connected with any type of government employment. In any case, it is evident that potentially there are far more than 300,000 persons who are qualified to enter this competition.

Yet, for various reasons, the number of persons that actually compete for these awards is apt to be only a small fraction of the total number eligible to enter. In the first place, because of the shortcomings of communications, many eligible persons may never hear of the competition. Others will feel that they cannot afford the time that will have to be spent on the essays. Still others will despair of having the literary and imaginative skill needed for winning. A fourth group may disapprove of some prejudice they believe is present in the competition. The number of persons that enter contests varies greatly according to different circumstances. For instance, more than two million persons entered the Old Gold Cigarette contest some years ago; however, that competition offered a first award of \$100,000, was open to all members of the public, and did not require technical skill or knowledge. Some 10,000 persons once entered a competition sponsored by the Woodrow Wilson Foundation calling for a 2,500 word-essay on the topic, "What Woodrow Wilson Means to Me. Today," and offering two first awards of \$25,000 apiece

(neither of which, incidentally, was ever paid). All things considered, it is recommended that the Fund anticipate a minimum of 500 entrants and a maximum of 10,000.

Of the entries, experience in many other contests and competitions suggests that a sizeable proportion will be rejected for not complying with the rules of the competition, such as the requirement that all essays be typed, that the field of competition be designated, and that the author be professionally or vocationally qualified. Perhaps from 10 to 20 per cent of the entries may fall into this category. In addition, a large number of entries will probably so clearly evidence haste, incoherence, irrelevance or other defects that they would be eliminated in the earliest stages of the competition. It can be expected that the great majority of entries would not survive the early stages of checking, sorting, and analysis.

Furthermore, the greater the number of entries, the greater will be the proportion that would be eliminated in the earliest stages of screening and judging. Also, the unit cost of a large number of entries will be considerably less than that of a small number.

VI. COMMUNICATING WITH POTENTIAL ENTRANTS

It is recommended that the communicating with potential entrants take two forms: (1) press releases, and (2) direct correspondence. Announcements should be published in the professional journals of the most important social welfare agencies, and in journals of interested organizations that might not be termed "professional," for instance, the National Council of Churches of Christ in the United States of America. (A number of such periodicals do not accept advertising, and advertisement is not contemplated.)

In a number of States the State welfare board publishes a bulletin for government welfare employees; these periodicals, and their readers, should also be reached by press releases. Press releases should simply describe the conditions of the competition, primarily its external goal, its rules, and its awards.

Perhaps two weeks after all the advertisements and the press releases have appeared, personal letters should be directed to the outstanding figures in social welfare work, particularly the officers of major organizations. The chief functions of these letters should be to draw the attention of the recipients to the advertisement or press release that was published in the journal they would be almost certain to read, and to request that these persons draw them to the attention of other

people. It is a significant point that agency officers may constitute the largest band of readers for an agency publication; if their attention can be drawn to the competition, they can draw the attention of other members of the agency through office memoranda, bulletins, and other types of intra-agency communication. These two forms of communication seem apt to be most effective in reaching potential entrants without endowing the competition with a commercial cast. The tenor of press releases, advertisements, and correspondence on the competition would be as follows:

The Foundation for Voluntary Welfare, Inc., announces an essay competition on the subject:

**WAYS OF EXTENDING VOLUNTARY ACTIVITY
AND ORGANIZATION IN SOCIAL WELFARE**

Awards totalling \$13,500 will be granted the best essays of from 4000 to 6000 words. All American citizens who have made social welfare their profession or serious avocation are invited to participate.

The competition, which was made possible through a grant from an anonymous donor to the Foundation for Voluntary Welfare, will close on September 30, 1956, and the results will be announced and the winners notified before December 20, 1956.

The results of the competition will be described and the best essays published in a book that will be sent free to all entrants in the competition.

There is no cost or obligation to enter the competition, and the rules have been made simple in order to encourage the greatest number of contributions by non-professional writers

whose experiences and ideas on private welfare work deserve a hearing.

The rules of the contest are reprinted below and may also be obtained by addressing: The National Awards Competition, Foundation for Voluntary Welfare, Post Office Box 2609, San Francisco, California.

Partial list of periodicals to whom competition news may be released:

American Economic Security, United States Chamber of Commerce, Washington, D. C., 2500-3000 circulation.

Catholic Action, National Catholic Welfare Conference, Washington, D. C.

Christian Labor Herald, Christian Labor Association, Grand Rapids, Mich., 3,000 circulation.

Conference Bulletin, National Conference of Social Work, 22 W. Gay Street, Columbus 15, Ohio, 5995 circulation.

Jewish Social Service Quarterly, National Conference of Jewish Communal Service, 1841 Broadway, New York 23, N. Y.

The Outlook (monthly), National Council of the Churches of Christ in the U. S. A., 297 Fourth Ave., New York 10, N. Y.

Public Welfare, American Public Welfare Assn., 1313 E. 60 St., Chicago 37, Ill.

Social Action, Council for Social Action of the Congregational Christian Churches, 289 Fourth Avenue, New York 10, N. Y., 4400 circulation, no advertising.

Social Casework, Family Service Association of America, 192 Lexington Avenue, New York 16, N. Y., 11,830 circulation.

Social Justice Review, Catholic Central Verein of America, 3835 Westminster Place, St. Louis 8, Mo., 2,619 circulation.

Social Work Journal, American Association of Social Workers, 1 Park Ave., New York 16, N. Y., 20,000 circulation.

Alabama Social Welfare, State Dept. of Public Welfare, 421 So. Union St., Montgomery, Ala.

Louisiana Welfare, Dept. of Public Welfare, Baton Rouge, La.

Minnesota Welfare, Minnesota State Division of Social Welfare, 117 University Ave., St. Paul 1, Minn.

+ Public Aid in Illinois, Illinois Public Aid Commission, 160 No. La Salle St., Chicago, Ill.

Public Welfare in Indiana, Indiana Dept. of Public Welfare, 141 So. Meridian St., Indianapolis, Ind.

+ Southwestern Journal, Langston University, Langston, Okla.

Tennessee Public Welfare Record, State Office Bldg., Nashville 3, Tenn.

+ Virginia Welfare Bulletin, Dept. of Welfare and Institutions, 429 So. Belvedere St., Richmond 20, Va.

+ Welfare, Pennsylvania Welfare Conference, 310 No. Second St., Harrisburg, Penna.

+ Welfare Bulletin, Illinois State Dept. of Public Welfare, State Capitol, Springfield, Ill.

+ Welfare Reporter, State Dept. of Institutions and Agencies, 135 Hanover St., Trenton 7, N. J.

VII. RULES OF THE COMPETITION

- 1. Competitors should submit an essay of from 4,000 to 6,000 words in length on the subject: Ways of Expanding Voluntary Activity and Organisation in Social Welfare. The essays will be judged for their excellence in the following respects:**
 - a. A clear and practical method of extending private, voluntary efforts and operations in social welfare -- in a small and humble sphere, or in a large and ramified field, or in both.**
 - b. Precise detailing of personal experiences leading the author to endorse the method he proposes.**
 - c. The accurate recounting of the experiences of other persons and agencies that have led in the same directions that he is pointing toward.**
 - d. A level of grammar and expressive ability sufficient to give form and force to the information and ideas contained in the essay.**
- 2. To permit and encourage the use of personal experience and knowledge, the subject of each individual essay should be confined to one of the following sub-topics: juvenile delinquency; mental health; basic medical research; the aging; rehabilitation; alcoholism; the blind; child welfare; chronic illness; the crippled; the deaf;**

medical care; migrants; or recreation. In addition, an author may place his essay in a general field if he believes that he can make his greatest contribution to the subject in several fields taken together or on the topic treated as a theoretical whole. Each competitor should specify at the outset (preferably just below the title of his paper) which of these fields he is entering. Essays indicated as being in some field not included in this list, and essays with no indication as to their field, will not be accepted.

3. A competitor may submit no more than one essay in any one of these fields. However, if his experience has embraced more than one of these fields, he may submit an essay for each.
4. This competition is open to any person who now works, or who has at any time in the past worked, for any welfare agency, public or private, whether as a salaried career employee or as an unpaid, but regular, volunteer. He should describe his affiliation with a social-welfare agency in fifty words or less on a separate sheet of paper, which should be headed by his name and present address. This sheet will be assigned a number, as will the essay itself. The essay will then be judged in anonymous form. The author should not write his name on the essay itself.
5. All entries must be typewritten with double spacing. Entries in handwriting will not be accepted.

6. The entries will be judged by a group of several leaders and authorities in the field of social welfare chosen by the sponsors, and by their assistants.
7. The awards will be as follows: There will be a topical prize of \$500 granted to the author of the best essay in each of the topics named under (2). Also, a prize of \$250 will be granted the second-best essay in each topic under (2). A topical award will be granted even if no more than one essay is submitted to compete in a particular field. If no essay is submitted to compete in a given topical field, the sponsors will withhold the money for the topical award. There will be, in addition, one first general award of \$2,000 and one second general award of \$1,000, granted respectively to the best and the second-best among the topical-award-winning essays in lieu of their topical prize. Winners will be notified by mail no later than December 20, 1956.
8. All entries will remain the property of the sponsors, who will be free to quote or publish part or all of them. In the event an entire essay is published, the author will be given credit by name. The sponsors will notify any entrant beforehand if they plan to publish his essay. If publication under his name might embarrass him, the sponsors will be glad to publish the essay under his initials or under a pseudonym of his choice.

9. All entries must be addressed to The National Awards Competition, Foundation for Voluntary Welfare, Post Office Box 2609, San Francisco, and postmarked not later than September 30, 1956. The sponsors take no responsibility for entries postmarked after this date.

VIII. AWARDS TO BE GIVEN

It is recommended that there be three classes of awards in this competition: (1) a first and a second general award; (2) a first and a second topical award for each topic; and (3) an award for all qualified persons entering the competition. It will be suggested below that the winning essays be published in a single volume together with other materials. It would seem pertinent to give a copy of this volume to each person submitting an essay in this competition. Distribution of this volume is apt to stimulate interest in the field among those who already play a part in it. It will perhaps bring to their attention some practices that they do not currently employ in their agencies and that might assist their agencies in better performing their tasks. The promise of such an award might prompt entries from some persons who, if there were only a few large prizes, might despair of their chances of winning any award at all and submit no entry. Among those whose business it is to administer award competitions there is a widespread belief that, other conditions being equal, as the number of awards is increased the number of entrants likewise increases.

Beyond this award that is to be given to all entrants, it is recommended that a first topical award of \$500 and a second topical award of \$250 be given to the authors of the best and the second-best

papers in each of the fourteen specialized fields. The existence of these numerous awards will encourage persons in all of the named areas of social welfare to contribute papers. Considering the sort of material that is being asked from the entrants, these awards are fairly generous. That is, \$500 for a 5,000 word essay amounts to ten cents per word; by contrast, encyclopedia articles usually are worth only two or three cents a word. To regard the question in another manner, \$500 is more than many salaried, professional social welfare employees earn in a month, and the writing of the essay should not require as much as a month of forty-hour weeks.

Finally, it is recommended that the author of the best among the topical winners be granted a general first award of \$2,000 and that the author of the second-best among the topical winners be granted a general second award of \$1,000. These awards should appear quite attractive to social welfare career employees, many of whom must work six months to earn \$2,000 in salary. The recipient of the first general award would be recompensed at the rate of forty cents per word for a 5,000 word paper. At the same time, these awards are not so large that they would be likely to earn their recipients the jealousy of their colleagues, nor would they encourage the recipient to retire from his career.

IX. ANALYSIS OF RETURNS FOR GENERAL OBJECTIVES OTHER THAN AWARDS

The essays, whether few or many in number would be analyzed for the following types of information, apart from their Evaluation as entries in the competition. The usual procedure would be to order the materials according to the fourteen subtopics, with provision for an overall comparative review.

1. The names and addresses of and information concerning persons of strong motivation toward voluntary activity in the welfare field. These would include both some of the authors of essays and persons mentioned in the essays.
2. The names and addresses of, and information concerning, agencies with strong motivation towards voluntary activity in the field of social welfare.
3. An inventory of practical arrangements being followed in organizing and promoting voluntary social welfare activities.
4. An inventory and tabulation of practices recommended as enhancing the success of voluntary social welfare activities.

5. Notes would be taken of plans of any degree of complexity that seem to warrant investigation and possible encouragement.
6. Notes would be taken of the types of obstacles encountered in administering and promoting voluntary social welfare work.
7. There would be material for arriving at conclusions concerning the amount of thinking going on in the field of voluntary social welfare, the state of morale of workers in the field, and the degree of their preparation, skill, devotion to duty, and realism.
8. Finally, an overall estimate of the balance of prospects and obstacles in the future of voluntary social welfare would be obtainable.

X. JUDGING THE ENTRIES

Judges of the competition would consist of three persons, preferably two men and one woman, who are experienced in private philanthropy or professionally competent in the field of social welfare. They would be compensated for their efforts in such manner as the Director would arrange. They would actually read only a very small proportion of all entries (as is customary in competitions of this and other kinds) but would give their approval of the arrangements for preliminary sorting and screening. The judges would not necessarily be nationally-known authorities; they need to be persons of respected background and experience, whose records, for those who might care to examine them, would give solid assurance of their moral, intellectual, and professional ability to judge among the competitors. Examples of types of persons who would satisfy such expectations include a former chairman of the San Francisco Community Chest drive, a professor of sociology or of political philosophy, the retired executive director of an important private welfare agency, and the editor of a newspaper.

The prize entries should be judged chiefly on the degree to which the authors have managed to coordinate their personal experiences in the field of social welfare with a feasible program for expanding the

work of voluntary private welfare agencies. Such a basis for judging will both assist the Fund and stimulate participation.

It will assist the Fund because voluntary private welfare agencies are a leading concern of the Fund; competitors may submit programs that the Fund itself can encourage at some future time.

This basis for judging is apt to stimulate participation because it demands a practical application of situations and events that social welfare workers encounter daily and that they should be able to discuss both accurately and sincerely. Some workers may even have mulled over this question at some time in the past, in connection with their experiences. Too, this basis for judging may tend to increase participation for another reason; it does not require a research project on the side of the participant, imposing upon him the need for visiting libraries (on time he perhaps cannot afford) to amass materials.

The judges probably will be unable to escape the practice of taking some account of the literary style and grammatical accuracy of the entries. It is, however, recommended that such matters enter the evaluation as little as possible. It might easily happen that an intelligent person with relatively little formal education but with considerable experience in voluntary welfare agencies -- for instance, a person long associated with the Salvation Army or with certain religious groups -- might have some excellent ideas on the subject but lack a polished style

in which to express them. It would be unfortunate to penalize him for a shortcoming that is not entirely his responsibility.

XI. NOTIFICATION OF AWARDS

When all the entries have been judged, the winners of the general awards and the topical awards should be notified by air-mail. Such notification should occur shortly after December 1, 1956. At the same time, press releases should be issued to the newspapers in each of the cities or towns in which the winners live. Between one and two weeks later the money awards should be mailed to the winners. This procedure would have the advantage of arousing more favorable public opinion, since there would be, in a sense, two "climaxes" -- one upon notification, and one upon receipt of the award. The other entrants would be notified of the names of the winners by their receipt of the volume containing the essays several months after the close of the competition. Finally, the sponsors may supply a list of the names of the winners to any person requesting one for three months after the close of the competition. An alternative method of addressing the entrants who do not receive cash awards may also be considered: they may be notified of the results of the competition in December or January, thanked for their interest, and reminded to expect their complimentary copy of the book describing the competition and containing the winning essays.

XII. PUBLICATION OF RESULTS

It is recommended that this competition yield a publication, made up of the winning essays and the results of the content analysis of the essays. Such publication might have several desirable consequences, both before and after the event. It might prompt greater interest in the competition on the part of potential entrants, both because they might wish to see their ideas broadcast and because they might hope for professional advancement from publication. When it appeared and was distributed to all the other entrants, the publication might enable them to improve the functioning of their agencies. It would also demonstrate to them what leading authorities in the field, in the persons of the judges, believe are among the best means for expanding voluntary social welfare services. It seems probable that the book would not have a very large circulation outside its particular field. Even so, it would probably have a considerable appeal for persons in the field who had not entered the competition. It is recommended, therefore, that the number of copies published be considerably larger than the number of participants. It does seem that the publication will have to be subsidized, if only because the sponsors of the competition will not have the facilities for commercial distribution of the book.

Finally, it is recommended that each essay be accompanied by a brief biography -- approximately one hundred words long--of the author.

XIII. LEGAL PRECAUTIONS

It appears that because of its nature the proposed competition is unlikely to meet any substantial legal difficulties. This situation arises from the fact that a competition involving solely essay-awards to writers is not classed as a lottery; such a classification is the principal stumbling-block for other types of competitions. (Discussion of the project in anonymous terms with the Postmaster of San Jose confirms this conclusion, that was reached from a perusal of articles on the law of contests.)

Nonetheless, certain precautions should be taken. For example, the promotional literature should specify a closing date or date after which entries will no longer be accepted; this date must thereafter be observed. Too, if the literature names the judges of the competition, it should also include the expression "and their assistants" or its equivalent; otherwise a competitor might demand that the named judges, and no other, evaluate his entry. The courts have upheld this contention. The literature should also state the bases on which the entries will be judged, for example, originality of thought or degree to which the entries contribute to knowledge about social work. Furthermore, the literature should indicate bases that will not be used in judging, such as, perhaps, decorativeness of manuscript.

The literature should indicate whether entrants must use a type-writer. All the awards should be clearly described. It should be provided that, in the event of a tie, duplicate prizes will be awarded; of course, since the competition involves essays, the likelihood of a tie is very small. An important point to bear in mind is that the advertisement of a competition is, in effect, a contract; the entrants implicitly accept its terms, so that the contract is thereby established. Hence the sponsor must abide by the terms he has set forth so as to comply with contract law.