

# SEVENTY-FIVE MILLION CAMPAIGN COLLECTION, 1919 – 1925

AR 129



*Small Campaign Poster, 1919*

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# **SEVENTY-FIVE MILLION**

## **CAMPAIGN COLLECTION, 1919 – 1925**

### **AR 129**

#### **Summary**

Main Entry: Southern Baptist Convention. Seventy-five Million Campaign Collection, 1919 – 1925

Date Span: 1919 – 1925

Abstract: Fundraising program presented to Baptist Convention churches at 1919 Southern Baptist Convention. The program was designed to help fund state and national Baptist programs. The collection has two series: clippings and subject files. In the first series, there are three bound volumes of Baptist state paper clippings about the Campaign. The second series contains subject files about the Campaign and related information such as stewardship and missions. Included in this series are mainly promotional materials such as a campaign song, clippings, pamphlets, publicity handbook and posters with additional materials such as articles, correspondence, and programs

Size: 1.25 linear ft., two boxes

Collection #: AR 129

#### **Historical Sketch**

The Seventy-five Million Campaign was the Southern Baptist Convention's five-year fundraising program designed to help finance Baptist efforts in missions, education, and other benevolent work. The 1919 Southern Baptist Convention's annual meeting in Atlanta, Georgia was the first fundraising campaign directed to the members of Convention-affiliated churches. Before the Campaign, individuals decided which Convention entity, such as the Home or Foreign Mission Board, to support. The Campaign was an effort to fund both state (such as colleges, children homes, state missions) and national Baptist programs (such as mission boards and seminaries). To promote this transition in a concentrated effort, the promotional materials for the Campaign centered on what \$75 million could do to spread the Convention's message. Members pledged about \$96 million, and by the Campaign's end in 1924, the Convention had received \$58 million. The gap in pledges and receipts was probably the result of a depression in the South that set in shortly after the pledge period in 1919.

The Seventy-five Million Campaign was headquartered in Nashville at the Baptist Sunday School Board. Lee Rutland Scarborough served as the Campaign's General Director, and Isaac Jacobus Van Ness worked as the Treasurer. Additionally, Hight C Moore was the Director of Religious Publicity, and Frank E. Burkhalter was the Director

of Secular Publicity. See the *Encyclopedia of Southern Baptists* for additional historical information on the 75 Million Campaign.

### **Scope and Content Note**

The Seventy-five Million Campaign Collection (1919 – 1925) contains 1.25 linear feet of material in two boxes. The collection includes materials about the Southern Baptist Convention's Seventy-five Million Campaign from 1919-1924.

The collection has two series – clippings and subject files. In the first series, there are three bound volumes of Baptist state paper clippings about the Campaign. These volumes are arranged by size, and researchers should note that the clippings are extremely fragile. A description about what papers are included in each volume can be found in the container listing. The second series contains subject files about the Campaign and related information, such as stewardship and missions. The series includes mainly promotional materials, such as a campaign song, clippings, pamphlets, publicity handbook, and posters, with additional materials such as articles, correspondence, and programs.

The collection has an artificial arrangement, and, in 1964, part of it was donated to the Historical Commission of the Southern Baptist Convention (Southern Baptist Historical Library and Archives) by the Special Collections Department of the Furman University Library.

### **Arrangement**

The first series (three volumes) arranged by size. The second series arranged alphabetically by folder title.

### **Provenance**

Part of collection was donated in 1964 to the Historical Commission of the Southern Baptist Convention (Southern Baptist Historical Library and Archives).

### **Preferred Citation**

Southern Baptist Convention. Seventy-five Million Campaign Collection, 1919 – 1925, Southern Baptist Historical Library and Archives, Nashville, Tennessee.

### **Access Restrictions**

None

### **Subject Terms**

Moore, Hight C, 1971 – 1957

Scarborough, Lee Rutland, 1870 – 1945

Southern Baptist Convention, Cooperative Program

Stewardship, Christian

Evangelism

Church finance

## **Related Materials**

Southern Baptist Convention. Stewardship Commission Records. AR 628

*Southern Baptists working together : a detailed setting forth of the kingdom program for Baptists as it exists today, for the information of pastors / issued by Executive Committee, Southern Baptist Convention. BX6462.7 .S687 192?*

## **Container List**

### **Box 1**

- 1.1 Clippings – Vol. 1
  - Baptist Message*, Louisiana, 1920
  - Religious Herald*, Virginia, 1920
  - Baptist Messenger*, Oklahoma, 1919
  - Baptist & Reflector*, Tennessee, 1919 – 1920
- 1.2 Clippings – Vol. 2
  - Christian Index*, Georgia, 1919 – 1920
  - Home & Foreign Fields*, 1919
  - Baptist New Mexican*, 1920
  - Western Evangel*, 1920
  - Alabama Baptist*, 1919 – 1920
  - Florida Baptist Witness*, 1919 – 1920
  - Baptist New Mexican*, 1919
  - Baptist Campaigner*, 1919
- 1.3 Clippings – Vol. 3
  - Baptist Record*, Mississippi, 1919 – 1920
  - Baptist Courier*, South Carolina, 1919 – 1920
  - Biblical Recorder*, North Carolina, 1919 – 1920
  - Word and Way*, Missouri, 1919 – 1920
  - The Baptist Advance*, Arkansas, 1919
  - Baptist Message*, Louisiana, 1919 – 1920
  - Western Recorder*, Kentucky, 1919 – 1920

### **Box 2**

- 2.1 “Baptist Achievements: Seventy-five Million Campaign”
- 2.2 Baptist Campaigner
- 2.3 “Baptist Loyalty Campaign” – Poster, 1919 – 1921
- 2.4 Baptist Program, 1929
- 2.5 Burkhalter, Frank – “The Publicity Program of Southern Baptists”
- 2.6 Campaign Song
- 2.7 Certificate – Membership in Seventy-five Million Campaign Service Staff
- 2.8 Clippings, 1919 – 1921
- 2.9 Correspondence, 1920 – 1923
- 2.10 Evangelism, Enlightenment, Enlistment – Booklet, 1919
- 2.11 Logo (negative)

- 2.12 Offering Envelope – Young Woman’s Auxiliary
- 2.13 Pamphlets – Cooperative Program
- 2.14 Pamphlets – Missions
- 2.15 Pamphlets – 1925 Program
- 2.16 Pamphlets – Seventy-five Million Campaign
- 2.17 Pamphlets – Stewardship
- 2.18 Pamphlets – Women and Tithing
- 2.19 Programs – Conference of Workers on Baptist Seventy-Five Million Campaign, 1919
- 2.20 Publicity Directors: Baptist Seventy-five Million Campaign
- 2.21 Publicity Handbook
- 2.22 Scarborough Letters
- 2.23 Survey of Needs: Baptist Seventy-five Million Campaign
- 2.24 “To All the World” – Poster