



# AMERICAN RED CROSS

MIDWESTERN AREA  
1709 WASHINGTON AVENUE  
ST. LOUIS, (3) MISSOURI

November 11, 1943

TO Chapter Chairmen  
FROM The Manager  
SUBJECT 1944 War Fund Campaign Plan Book

Attached is a copy of our new 1944 War Fund Campaign Plan Book. It is one of the most carefully prepared fund raising documents we have had, and I am sure your chapter's War Fund Planning Committee will find it an excellent guide in preparing for your coming campaign.

According to the present budgetary estimates, the War Fund goal will be the greatest in Red Cross history. The actual amount will not be determined for several months. However, it is important that your chapter give early thought and planning toward strengthening its War Fund organization. If a War Fund chairman for the coming campaign has been selected for your chapter, will you please advise us of his name, address, and occupation.

We are eager to have this information at an early date, in order that we may send to him a copy of the enclosed Plan Book as well as other information that will be forthcoming from time to time.

Very truly yours,

H. F. Keisker  
Manager

Enc.  
Campaign Plan Book

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