



AMERICAN RED CROSS

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

November 20, 1943

MCS-131 RC-19

TO Chapter Chairmen and
War Fund Chairmen

FROM The Manager

SUBJECT Advance Gifts in December

The question again has been raised regarding the advisability of soliciting certain individuals and corporations during December of this year for partial contributions to the 1944 Red Cross War Fund. Following extensive consideration and consultation with many chapter leaders and officers of corporations the following suggestions are made.

Each chapter shall feel free to approach on an informal basis selected individuals or corporations, giving them an opportunity, if they so wish, to make part of their contribution in 1943. No attempt should be made to initiate a general campaign for advance gifts nor to secure the total amount of expected gifts in 1943; rather, approach should be made with a view that it may be desired by some individuals or corporations to make a part of their contributions during the 1943 tax year. Any contribution made during December will be considered only as a partial advance gift to be credited to the 1944 Red Cross War Fund. Obviously no publicity should be given to such gifts until the start of the March campaign.

Attention may be called to the fact that from the present trend of expenditure of chapters and the national organization the 1944 Red Cross War Fund in all probability will be for a total of \$200,000,000 to \$225,000,000. It should be emphasized that the campaign goal has not been set.

Very truly yours,

H. F. Keisker
Manager

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