

CAMPAIGN PROCEDURES MARCH 1944

GENERAL

This statement has been prepared to bring together into one document the major policies and procedures which are applicable to the raising of war funds by the Red Cross, with particular reference to the March 1944 Campaign. Most of these procedures have been issued in the form of separate instructions in connection with previous campaigns, but it is believed it may be helpful to re-state them in a single memorandum.

1. One General Annual Solicitation of Funds

It is the general policy of the Red Cross that all activities conducted by the National Organization and by the Chapters are to be financed from the funds derived from the one general annual appeal to the public. Experience has shown that the solicitation of miscellaneous special contributions for limited purposes detracts from the effectiveness of the one annual appeal, and the amounts received are small in comparison to the results which can be attained through concentration of effort at one time.

Exceptions to this general policy are necessary in the cases of disasters and other special situations for which special appeals or financing may be authorized. This general policy is essential under present conditions where it is agreed that the National War Fund and Community Chests will confine their fund-raising appeal to the Fall and the Red Cross appeal shall be held in the Spring. Miscellaneous solicitation at other times will conflict with adherence to this plan for the timing of fund-raising efforts.

2. All Contributions to be Made through the Chapters

At its meeting November 15, 1940, the Central Committee adopted the following statement:

"All national campaigns should be made entirely through the Chapters and contributions received at National Headquarters should, as far as possible, be allocated to and credited on the quotas of the appropriate Chapters."

Thus it is the definite policy of the National Organization that all funds contributed to the Red Cross are to be contributed through the Chapters, to be credited on the Chapters' campaign goals, with the Chapters retaining the appropriate portion of all such funds. All contributors will be urged to make their contributions through the appropriate Chapter channels.

The National Organization will discourage the making of contributions designated for expenditure wholly by the National Organization, so that the maximum adherence may be secured to the policy that all war funds are to be collected through the Chapters and credited on the Chapters' local goals. Similarly, Chapters should not encourage the solicitation of funds limited for local purposes.