

SPECIAL KINDS OF CONTRIBUTIONS

7. Solicitation of Corporate Contributions

Chapters should solicit adequate contributions from all corporations whose head offices are in its jurisdiction. The National Organization is prepared to advise with the Chapters on such contributions and, when requested by the Chapters, will be glad to assist them in securing adequate amounts from such corporations.

Where corporations have a branch or place of business, but not the head office in a given Chapter territory, such Chapter may solicit a contribution through the branch office of the corporation, but that Chapter should not solicit the head office of the corporation for a contribution, nor urge the head office to make allocations of the contribution. Experience has demonstrated that undue or multiple solicitation or pressure from the National Organization and several Chapters to secure contributions and the allocation of corporate contributions invariably produces an unfavorable impression with the contributor.

8. Allocations of Contributions

The Central Committee adopted the following November 15, 1940:

"The Red Cross should not initiate proposals for the allocation of contributions by large businesses to the credit of several Chapters."

The quota system of the Red Cross is not established on a flat per capita basis but those cities and localities which are centers of wealth and business are significantly weighted as compared with other localities. This constitutes, in effect, an allocation of those larger contributions which must be secured in the urban centers in favor of the Chapters with the smaller per capita quotas.

Accordingly, the foregoing policy has been adopted that the Red Cross should not itself initiate or urge allocations of contributions, and such allocations will be made by the National Organization only when requested by the contributor, and in accordance with the distribution indicated by the contributor.

Obviously it is quite impractical for the National Organization to urge a contributor to make, or to alter, the allocation of its contribution because, if it urged an allocation in favor of given Chapters, it would thereby be proposing a reduction of allocations to other Chapters.

9. Contributions Received by the National Organization

Where contributors send their contributions directly to the National Organization all such contributions will be credited back to the appropriate Chapters to apply on their campaign goals. Unless the contributor, in making his remittance indicates some other disposition, all contributions received by the National Organization will be credited back to the Chapter of residence of the contributor or, in the case of a corporation, to the Chapter in whose