

16. Pledges and Deferred Payments of Pledges

Where pledges are secured or solicited for contributions to be paid in instalments or at later dates the time of payment of such pledges or deferred payments should be limited to as short a period as possible. Experience has shown that payroll deduction plans are most successful and are more acceptable to the contributors where they can be kept within a four months period. In any event it is recommended that all deferred payment plans be arranged, if possible, so that final payments will be made on or before September 30, 1944.

17. Banking and Custody of Funds

All funds received by or for the Chapters in this Campaign are to be deposited and banked to the credit of the American Red Cross, Chapter. This does not preclude, if it is desired, the opening of temporary bank accounts in the Chapter's name for handling the War Fund collections but all of the funds must at all times be in the name of The American Red Cross, Chapter, and subject to the Chapter's control.

If separate bank accounts are opened for War Fund collections, all funds placed in such accounts should ultimately be passed through the Chapter treasury and recorded on the Chapter financial reports so that the Chapter records will reflect the total monies received and disbursed, including the portion sent to the National Organization.

18. Remittance of National Organization's Portion of Contributions Received

It is requested that the National Organization's share of cash collections as received by the Chapters be remitted weekly to the Area Offices. The National Organization will prepare and furnish to the Chapters the forms to be used in making such remittances.

CAMPAIGN EXPENSES

19. The local expenditures of the Chapter for the campaign are to be met from the funds raised by the Chapter for its requirements and no part of local campaign expenditures are authorized as deductions from the amount due the National Organization. The National Organization is covering the major portion of campaign expenditures on a national scale, including pamphlets, receipt cards, posters, information leaflets, and other large quantities of campaign supplies and assistance which have been furnished to the Chapters without charge to them. This is consistent with the procedure which has been followed in Roll Calls as to the division of campaign expenses between the National Organization and the Chapters.

20. Purpose for which Red Cross War Funds Will Be Used

The funds raised by the American Red Cross in the War Fund Campaign of March 1944 will be utilized by the National Organization and by the Chapters to meet the primary and fundamental Red Cross responsibilities to the American armed forces at home and abroad; to cover the expansion and maintenance of existing Red Cross services and the development of such additional services as may be necessary for civilian defense and welfare in this country; to render such aid to the peoples and forces associated with this Government in the War, or to other peoples where such action would be consistent with the National interest, as may be required and be within the scope of activities and resources of the American Red Cross; and to meet any other requirements for Red Cross relief or service directly or indirectly growing out of, or resulting from, the conflict. It is not possible to foresee all of the emergencies which will inevitably develop as the result of the war, both at home and abroad, and the American Red Cross will, in its discretion, utilize these funds to deal with such situations as fall within the scope of its activities and resources and are consistent with its purposes and traditions.