



AMERICAN RED CROSS

MIDWESTERN AREA

1709 WASHINGTON AVENUE

ST. LOUIS 3, MISSOURI

January 17, 1944

TO War Fund Chairmen

FROM The Manager

SUBJECT Workers' Training Manual ARC-1132 and
Workers' Training Outline MA-4200

Successful organizations have found it desirable to employ the best talent available to assist in the training of their representatives. The Red Cross, realizing the need by chapter War Fund leaders for a guide to assist them in better preparing their volunteers who solicit funds and memberships, has prepared these two Workers' Training Manuals for their use.

Copies of the Workers' Training Manuals (ARC-1132 and MA-4200) are enclosed herewith. ARC-1132 has been prepared for use in training city workers. MA-4200 has been prepared for use in conducting workers' training meetings in rural and small communities.

These manuals suggest plans and techniques which may be used by chairmen, division chairmen, and other leaders in informing, training, and guiding their volunteer solicitors. They are not meant for distribution to workers. These three main points are emphasized:

1. General scope of Red Cross work.
2. Facts about the campaign.
3. Plan and technique of solicitation.

Because of the shortage in available manpower this year, it is more essential now than ever before that a well-trained group of workers take the field at the opening of the campaign. We suggest that you give immediate attention to the organization of classes for the workers in all divisions, and that the Workers' Training Manuals be used as the basis for providing adequate instructions to all groups.

There is enclosed a self-addressed postcard for use in ordering the additional number of these manuals your chapter will need in conducting your Workers' Training Meetings. The supply is limited. However, we will endeavor to fill chapters' requests as rapidly as received.

Very truly yours,

H. F. Keisker
Manager

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YOUR RED CROSS IS AT HIS SIDE

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