

AMERICAN RED CROSS

Midwestern Area

ST. LOUIS 3, MO.

February 4, 1944

TO Chapter Chairmen
FROM The Manager
SUBJECT College Units

In the interest of securing maximum support, as well as of enlisting the active interest of college students in the 1944 War Fund, it is requested that you give special consideration to the organization of student committees for fully soliciting the student bodies of all college and university campuses within the jurisdiction of your chapter.

If you have been fortunate enough to have completed the organization of a Red Cross College Unit on the campus, the War Fund campaign might well become a responsibility of that group. On a number of campuses, the College Units made unprecedented records in thorough organization and contributions in the 1943 campaign. For example, the University of Arizona, through activity of the College Unit, increased its student contributions from \$300 to nearly \$5000. Universities in Ohio raised 220% of the student established quotas. Many colleges are in process of organization at this time and will take over the War Fund campaign as their first College Unit task.

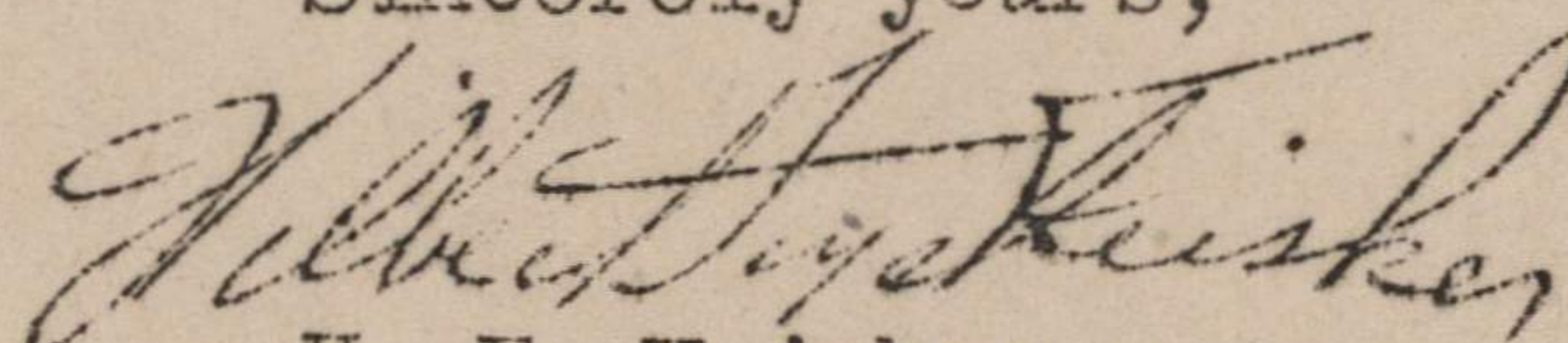
Funds raised on college campuses will, of course, be turned over to the War Fund organization of the Chapter. Where a part of the student body is in military training of some type, the Field Director visiting such colleges should assist chapters in properly presenting the Red Cross appeal so that members of the Armed Services will not be actively solicited in violation of our announced policy on the subject. Field Directors will make early clearance with you in any such situations.

If funds are raised in any other way than by direct contribution, care should be taken to observe the restrictions on the use of the Red Cross name and emblem which have been found necessary to prevent misunderstandings and criticism.

College Units are expected to limit their campaigns to the student body - undergraduate and graduate. The solicitation of faculty members, administrative staff and other college employees who are non-students, will be handled by the general fund raising organization of the chapter. Suggestions valuable for College Unit campaign organization can be taken from the War Fund Campaign Plan Book, ARC 1103, which you recently received.

May we wish you success in enlisting your student groups in the Red Cross War Fund.

Sincerely yours,



H. F. Keisker
Manager

Copy - War Fund Chairman

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