

AMERICAN NATIONAL RED CROSS

Midwestern Area

ST. LOUIS, MO.

February 10, 1944

TO Chapter Chairmen
FROM The Manager
SUBJECT Stimulating Greater War Fund Interest Among Women

A study just completed by our War Fund Planning Committee reveals that there are at present 17 million women wage earners in the United States. These represent 30 per cent of all employed persons. Of all women employed, 31 per cent are engaged in industry. The number of women wage earners has climbed 4 million since 1940. In some war plants, women make up one-half of all the workers.

It is recommended that these facts be related to your chapter situation. Greater response among women to the Red Cross 1944 War Fund appeal might be brought about by:

- (a) increasing their knowledge and understanding of the Red Cross through pre-campaign publicity and education
- (b) increasing their interest in individual participation in the chapter year-round program

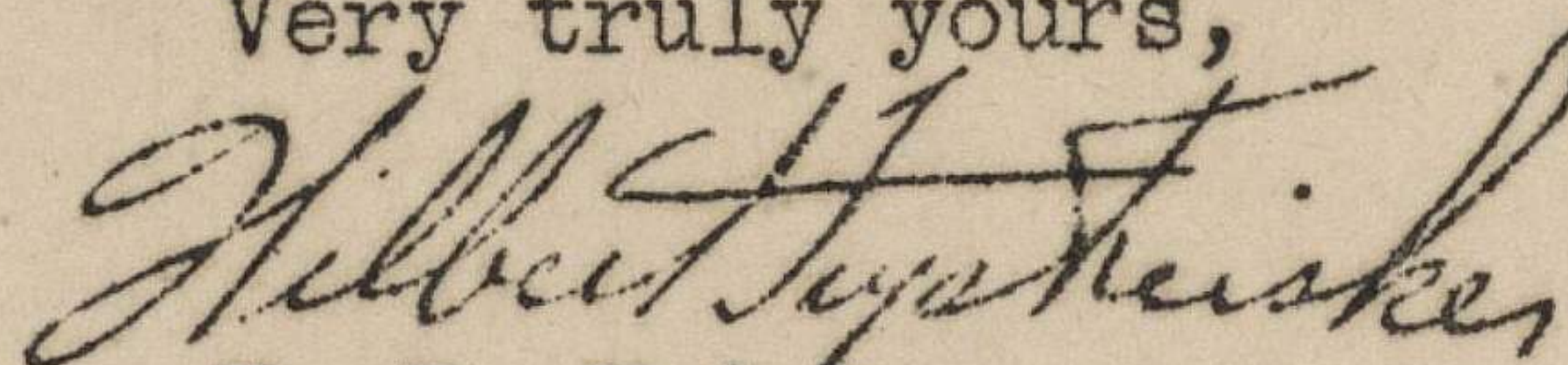
While the 1944 War Fund publicity theme on the radio and in the press is directed toward women, there remains the problem of creating individual interest. This is possible if each chapter reaches the women workers in its territory.

War Fund Chairmen will be alert to the need of reaching these women workers with the War Fund appeal. In addition to directing the appeal to them to contribute, they should be sought out as key people in factories and other large firms. While training and instructing them in campaign procedures, the importance of their participation in the chapter program could be stressed. This latter point should be carried over from the War Fund as a year-round effort by the chapter.

Women with husbands or sons in the armed forces should be considered for speakers at plant War Fund rallies, inasmuch as they could be expected to make the strongest appeal. Women in service who have returned from overseas assignments to their home communities could be used to tell other women their convincing stories of what Red Cross means to United States troops abroad.

We believe you will agree that this matter is worthy of immediate thought and consideration by your chapter, with an aim toward greater emphasis locally on the importance of women actively participating in and responding to the 1944 War Fund.

Very truly yours,



H. F. Keisker
Manager

Copy - War Fund Chairman
Public Information Chairman
War Fund Publicity Chairman
Executive Secretary