



AMERICAN RED CROSS

MIDWESTERN AREA
1709 WASHINGTON AVENUE
ST. LOUIS 3, MISSOURI

February 8, 1944

TO War Fund Chairmen
FROM The Manager
SUBJECT Campaign Plan Books Red Cross War Fund

During the past month, War Fund meetings have been held in various sections of each state. These meetings, to which Chapter War Fund Chairmen, Chapter Chairmen, and Chapter Public Information Chairmen were invited, were conducted as instructional meetings on campaign planning and operation. Chapter officials who were able to attend, agree that valuable instruction was afforded in organizing the 1944 War Fund campaign in their chapters.

Your attention is called to the fact that the War Fund Plan Book was closely followed and served as the text book for these meetings. A copy of that book is already in your hands.

If you were fortunate enough to attend the War Fund meeting held in your region, you will wish to review the book in the light of matters discussed at the meeting.

If you were not able to attend the meeting, you are urged to refer to your Plan Book as containing much of the instruction offered at the meeting, and as a guide in planning and conducting your 1944 War Fund Campaign. More than ever before, the War Fund Chairmen of large and small chapters alike are finding it desirable to seek out and strengthen every possible weak spot in their local organization to insure a successful Campaign this year. The Campaign Plan Book provides solutions to problems of campaign organization and operation that are apt to confront War Fund Chairmen in any size chapter.

Under separate cover, additional copies of this book have been sent to you. We believe you will find it desirable to place these in the hands of your Public Information and Division Chairmen, referring them to the sections in the book dealing with their particular phases of the campaign.

Very truly yours,

H. F. Keisker
Manager



YOUR RED CROSS IS AT HIS SIDE

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