

AMERICAN RED CROSS

Form MA-8405

Midwestern Area
1709 Washington Ave.
St. Louis 3, Mo.

February 16, 1944

MCS-150 RC 25

TO Chapter Chairmen
FROM The Manager
SUBJECT Handling of Questions on Red Cross Services
During the War Fund Campaign

As you may already know, a survey has shown that one-third of our population was not approached last year with a request to contribute to the Red Cross War Fund. This year all chapters are improving their organizations to assure that every individual will be approached.

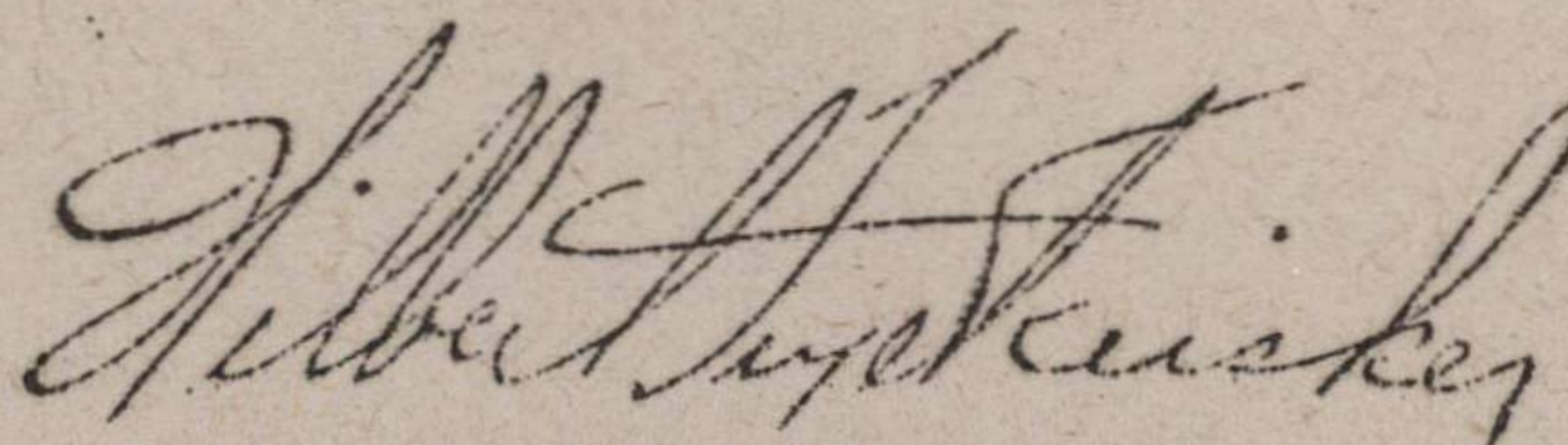
Past experience shows that as the area of Red Cross solicitation broadens, there is a natural increase in the number of critical comments regarding Red Cross services. While it is recognized that many of these may come from people who are seeking reasons for not giving, care needs to be exercised so that responsibility for dealing with such matters is centralized to secure the most effective action.

You will, no doubt, wish to discuss this matter with the War Fund campaign leadership so that War Fund workers will be instructed to report questions which they are unable to answer to a designated person or committee.

Your chapter has been furnished with the latest revision of "Questions and Answers" which will serve as a reliable source for information on most questions. In those cases where a question or criticism refers to Red Cross activity outside the jurisdiction of your chapter, the matter should be referred to this office.

You may be sure that we will furnish you with complete information in such cases as rapidly as possible.

Very truly yours,



H. F. Keisker
Manager

Copy - War Fund Chairman

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