

AMERICAN RED CROSS

Midwestern Area

ST. LOUIS 3, MO.

January 10, 1944

TO Chairmen, Junior Red Cross

FROM The Director, American Junior Red Cross, Midwestern Area

SUBJECT Junior Red Cross and the War Fund

The attached letter from Mr. Keisker has been forwarded to all Chapter Chairmen and War Fund Chairmen in the Midwestern Area chapters. This letter reflects the thinking of Area Office Management with respect to the part which boys and girls may play in bringing the 1944 War Fund campaign to a successful conclusion.

There should be no solicitation of War Fund contributions from boys and girls. Their own Junior Red Cross program, including local services, the production of tremendous quantities of comfort and recreational items for men in the armed forces, and the support of the National children's Fund is of such scope and significance as to require the complete utilization of their resources.

There being no solicitation of contributions from boys and girls, there should be no War Fund quotas set for them as members of school bodies.

May I urge that you solicit soon an opportunity to meet with your Chapter Chairman, the War Fund Chairman, and one or two representative Junior Red Cross members for the purpose of inquiring into what forms Junior Red Cross member support of the War Fund may take. By way of suggestion, may I submit the following items for the consideration of such a group:

1. Removal of evidence from public buildings, stores, and offices of 1943 Red Cross War Fund campaign literature. (By older boys and girls)
2. Clerical services by qualified Junior Red Cross members
3. Aiding in the publicizing of the War Fund campaign through:
 - a. speeches before groups both in and out of school, adult and youth. (Please consult your chapter's Speakers' Bureau Chairman)
 - b. providing music for War Fund meetings
 - c. preparing original posters and other materials in art classes for use in key school and community locations
 - d. developing "live exhibits" involving older Junior Red Cross members and reflecting Red Cross services
 - e. studying and discussing in classes the range of Red Cross services. With or without such study and discussion, boys and girls should be urged to talk with their families about the War Fund campaign.