



AMERICAN RED CROSS

MIDWESTERN AREA

1709 WASHINGTON AVENUE

ST. LOUIS, (3) MISSOURI

September 2, 1943

MCS-123 PI-14

TO Chapter Chairmen
FROM The Manager
SUBJECT Preliminary Plans for 1944 War Fund Campaign

The National Headquarters War Fund Planning Committee for some months has been considering problems in connection with the next War Fund campaign. Several policy decisions have been made and the purpose of this letter is to inform you of our plans to date.

Designation of the Next Campaign

The official name of the next campaign will be "1944 Red Cross War Fund."

National Chairman of the Next Campaign

Mr. Leon Fraser, President of The First National Bank of the City of New York, has consented to serve as National Chairman of our next campaign. No publicity is to be given to his appointment until it is formally announced by National Headquarters. If you have not already done so, it is our hope you will take steps immediately to appoint the chairman for your local campaign.

Date of the Next Campaign

Many chapters indicated a preference that the next campaign be held in April, 1944, and the national organization has tried to complete arrangements for that month. However, officers of the Treasury Department state that there is a much greater likelihood of a Government Bond Campaign in April and May than there is for February or March, 1944, and they have requested that the Red Cross leave the month of April free for government plans. The avoidance, if possible, of conflict with a Government Bond Campaign clearly outweighs all other considerations and, accordingly, it has been necessary to fix the date of the next War Fund Campaign March 1 to 31, 1944.

Purpose of the Campaign

It will be our purpose, as was the case in the last campaign, to raise all the funds required by the national organization and by the chapters for substantially one year's activities. All announcements of the campaign will include the usual provision that "in the event of major national disasters, or other major emergencies, the Red Cross will take such immediate steps as may be necessary to meet the situation."

ENROLLMENT FOR SERVICE

AMERICAN JUNIOR RED CROSS ENROLLMENT CAMPAIGN, NOVEMBER 1-15, 1943