



# AMERICAN RED CROSS

NATIONAL HEADQUARTERS

WASHINGTON 13, D. C.

March 28, 1944

TO: War Fund Chairmen  
FROM: Mr. Leon Fraser  
SUBJECT: 1944 Red Cross War Fund Campaign

March, the month designated for the conduct of the 1944 Red Cross War Fund, is rapidly drawing to a close. With a total of \$137,692,528 reported as of today - 68.5 per cent of the total - a successful campaign seems assured.

Many chapters will not have reached their objective by March 31st and there is no question but that they should continue their efforts until everyone has been offered the opportunity to contribute and their goals have been reached or exceeded.

The \$200,000,000 asked in this campaign is the minimum needed if the Red Cross is to continue without curtailment of its present program of services to our men under arms and to their families. Every chapter must reach its goal if the campaign is to be completely successful.

Please report promptly to your Area Office when your goal is reached.

Leon Fraser,  
National Chairman,  
1944 Red Cross War Fund.



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YOUR RED CROSS IS AT HIS SIDE