

# AMERICAN RED CROSS

Form MA-8405

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

February 26, 1944

TO War Fund Publicity Chairmen  
FROM Public Information  
SUBJECT Firing the Campaign Guns

You may be critical of the fact that some of the War Fund publicity "ammunition" wasn't passed too far in advance of the publicity barrage. Be assured however, that your local efforts, plus the state, regional, and national publicity that has been developed, will bring the American Red Cross War Fund campaign to the attention of every citizen of the country. The crescendo of "fire" will hit a peak February 29, March 1, 2, and 3 and will continue in force for the remainder of March.

Several have commented very favorable upon the quality of this year's supplies. We, too, believe that each item excels similar materials of previous campaigns.

The purpose of this "kick-off" letter is two-fold: (1) to offer you a last-minute check on all materials and on your own local activities; (2) to pass on a few additional suggestions that already are being put to work in other chapters.

By this time newspaper and house organ editors, radio station managers, display managers, theater managers, and those persons in supervision of other publicity media have been informed of the needs of the Red Cross and why those needs must be met. Through you they have been told what materials are available to help them inform the public. Be sure to maintain the interest and enthusiasm of these responsible individuals through the entire campaign month.

This year, publicity material has been made available for all media. Be certain that your campaign has the active support of all media.

As a working reminder to you, we offer herewith a check list of "musts" for a total campaign. Check off the services you have rendered to media. Supplement what you already have done as conditions demand. Be confident in your own mind that the foundation is set for the best campaign information and publicity for your community that has yet been devised. IT WILL BE NEEDED!