



# AMERICAN RED CROSS

MIDWESTERN AREA

1709 WASHINGTON AVENUE

ST. LOUIS 3, MISSOURI

February 28, 1944

TO War Fund Chairmen

FROM The Manager

SUBJECT 1944 War Fund Campaign Records and Reports

Attached to my letter of November 26, 1943, was a statement of campaign procedures. Included in these campaign procedures were instructions on campaign reports. These reporting procedures are being listed below for your ready reference.

In order that the Area Office may have a complete picture of the progress of the War Fund campaign, it is necessary that each chapter arrange to make current reports promptly. In order that we will not be expecting a report from your chapter prior to the opening of your campaign, we are enclosing herewith a returned addressed postal card for your use in advising us the starting date. Please let us have this information by return mail.

The reports requested below are the minimum necessary for the effective conduct of the campaign so that it may proceed in an orderly and coordinated manner, both in the chapter and at headquarters. The reports requested are divided into two categories: (1) Current reports on the progress of the campaign; and (2) later campaign reports. You should make sure that arrangements are made to have the information requested in these reports available for transmittal to this office.

## CURRENT REPORTS ON THE PROGRESS OF THE CAMPAIGN

By Postal Card or Letter

Chapter should on each Tuesday and Friday during the campaign report to this office by postal card or letter, the following information:

A. Total raised to date, including cash, pledges, and allocations.

(The next 3 items make up the total shown in A.)

B. Total cash received.

C. Total unpaid pledges on hand.

D. Total allocations reported by the Area Office as credits to the chapter goal.

E. Individual contributions of \$10,000 or more, showing the name of the contributor and the amount received or pledged. (Each such contribution need be reported only once, when it is received.)

LET'S GIVE



YOUR RED CROSS IS AT HIS SIDE

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