

AMERICAN RED CROSS
WAR FUND



ATTENTION, WORKERS!

The success of any campaign is dependent upon the successful effort of each individual worker. The following suggestions and facts are presented as aids to your success:

1. Inform yourself thoroughly about the services the Red Cross is rendering now. Remember, your knowledge of Red Cross will help you to secure better contributions.
2. See every person assigned to you. If a prospect cannot be seen on the first call, make repeat visits until you secure an interview. Let no one be able to say, "I was not asked to contribute to the Red Cross War Fund."
3. Start early and follow through steadily to insure a quick and successful job.
4. Have available your identification as a Red Cross representative.
5. Inform your prospect about the work of the Red Cross and its need—preferably through the use of one or two human interest stories.
6. Do not hurry the interview, but allow time enough to thoroughly sell the Red Cross and its great needs. Do not do all the talking—encourage your prospect to ask questions and be prepared to answer them.
7. Make sure the contributor understands that the Red Cross War Fund is much more than a Roll Call and that a usual membership fee is not sufficient to meet wartime needs.
8. Ask for gifts based on the needs of the Red Cross *today* and the circumstances of the giver.
9. Remember that the gift of a firm does not replace the contributions of executives or employees. Neither does the contribution of the husband or wage-earner make it unnecessary to approach members of the family at home. The Red Cross serves all the people and everyone should have the privilege of supporting the Red Cross.
10. Make out a membership-receipt card *after* the donor has indicated the amount he wishes to give. If this is done early in the interview, the amount may be fixed at too low a level.
11. Record the gift on your contributors' list. Give a membership-receipt card only if the contribution is \$1.00 or more. Give a lapel tab and window emblem to every adult contributor regardless of the amount given.
12. Ask your contributors to wear the lapel tab and put up their window emblems.

13. Never show resentment or ill feeling at a rejection or a small gift. The Red Cross wants to make friends, and if you leave a person in a friendly manner, the way is still open for future contributions.
14. Understand clearly when, where, and how to report your returns.
15. Remember that the War Fund is the activity that makes all Red Cross services possible.
16. Know these basic facts about *your* Red Cross:

The President of the United States, upon his acceptance, is *ex officio* President of the American National Red Cross.

The governing body is known as the Central Committee. It is comprised of 18 persons: 6 elected by chapter delegates, 6 elected by the Board of Incorporators, and 6 appointed by the President—the last third includes the chairman and representatives of the State, War, Navy, Treasury, and Justice Departments.

The chapter is the local unit of the American National Red Cross. It receives its charter from the national organization and is responsible for all local phases of national obligations and all local Red Cross activities within its territory, subject to the policies and regulations of the national organization.

The American Red Cross operates nationally and internationally under a charter granted by Congress, and in accordance with the spirit and conditions of the Convention of Geneva.

Under its congressional charter, the Red Cross is the official American agency responsible for disaster relief.

Under its congressional charter, the American Red Cross is the official medium of communication between the people of the United States of America and their Army and Navy.

The American Red Cross with its manifold services is dependent on public contributions. The Red Cross receives no funds from the government, though on request it has distributed goods purchased with federal appropriations. The War Department audits all Red Cross accounts and submits annual reports to Congress. Copies of the reports are available to the public.

TOTAL

GRAND TOTAL \$ TOTAL CASH \$ TOTAL CHECKS \$

TOTAL NUMBER OF CONTRIBUTIONS

INDICATE PARTIAL OR FINAL REPORT