

EVERY WORKER SHOULD KNOW

The ultimate success of the campaign is in the hands of those who approach others for financial support. As aids to success, the following principles should be kept in mind:

1. See every person in the territory assigned. If some are not in on first call or are not available, make repeat calls until prospect is seen.
2. Have available your identification card as a Red Cross representative.
3. Inform the prospective contributor about the work of the Red Cross and its needs, preferably through the use of one or two human interest stories.
4. Point out the democratic support of the Red Cross drawn from large numbers of people who give voluntarily according to their financial ability.
5. Make sure that the contributor understands that the Red Cross War Fund is more than the traditional membership enrollment and that the membership fee is not a standard for wartime giving.
6. The gift of a firm does not replace contributions of executives or employees. Neither does the contribution of the husband or wage earner where he works make it unnecessary to approach members of the family at home.
7. Leave the contributor a better informed and friendly supporter of the Red Cross. Record his contribution on your list. Give a membership receipt card only if the contribution is \$1 or more. Give a lapel tab and window emblem to every contributor, regardless of the amount contributed.
8. Make out the membership receipt card *after* the donor has indicated the amount he wishes to contribute. If this is done early in the interview, the amount may be fixed at too low a level.
9. Understand clearly when, where, and how to report your returns.
10. Remember that you are a representative of the American Red Cross. Your part, well done, in this War Fund campaign will make possible greater service throughout the coming year and will be a source of inspiration to others.

EVERY CONTRIBUTOR SHOULD KNOW

An informed contributor can be a loyal worker for the Red Cross as well as a financial supporter of the organization. Tell every person you visit of the following:

1. The American Red Cross must continue to expand its activities to meet not only local but national and international needs. The 1943 Red Cross War Fund will raise the money needed to finance the local, national, and international work of the organization for one year.
2. The American Red Cross does not receive financial support from the United States government. The national organization and its chapters are financed solely by contributions from the people of the country.
3. Regular audits by the War Department are made of all receipts and expenditures of the American National Red Cross, and a report, copies of which are available to the public, is submitted annually to Congress.
4. The President of the United States is ex-officio President of the American National Red Cross.
5. The American Red Cross operates nationally and internationally under a charter granted by Congress, and in accordance with the spirit and conditions of the conference of Geneva.
6. Under its congressional charter the Red Cross is the official American agency responsible for disaster relief.
7. Red Cross assistance is given on an average of approximately 150 disasters each year.
8. 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.
9. Wherever our troops are located, at Army posts and at Naval stations, there is a Red Cross field director. Red Cross field directors and their staffs accompany our armies wherever they move, whether on domestic maneuvers or on task assignments overseas.
10. During the past year over 2½ million volunteers have contributed 150 million working hours to carry on and make possible the services of the American Red Cross.