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(Smith/Blessey)
5 P.M.
February 15, 1990
RED

the 4:00 p.m. Tues.

PRESIDENTIAL REMARKS: RED CROSS
WASHINGTON, D.C.
FRIDAY, FEBRUARY 23, 1990

Chairman Moody, Ladies and gentlemen. It's always a pleasure to address the Red Cross. // One reason is that if my speech is a disaster, relief is close at hand. // Moreover, you prove what Emerson said: "The ^{only} greatest gift is a portion of thyself."

Eighty-two years ago, a large man -- William Howard Taft -- began an even larger tradition. And since then, every President has been privileged -- as I am -- to serve as American Red Cross Honorary Chairman and ^{And since FDR in 1943} proclaim March American Red Cross Month.

To Franklin Roosevelt, the Red Cross "embrac[ed] in its membership all races and creeds." // To Dwight Eisenhower, it mirrored the "warm heart of a free people." // And it was another great President, Ronald Reagan, who rightly observed that "The Red Cross has ^{volunteers have proved equal to} [always] met the challenge." ^{of our time.}

Those traits are crystalized in the three windows beside me -- windows commissioned by the Red Cross in 1917, and which represent the theme of ministry through sacrifice. They show what the Red Cross does. // From collecting blood to combating disaster. And what it has meant through generations of service.

((Let me tell a story which illustrates that meaning. It's

Taft 1909-13
Chairman 1905-13

1990
1915
7

1990
1908
80

1990
1917
4

Seattle A's
P 198

Table of Heads
of Red
P 287

Red Cross Month
Fact Sheet

Public Papers of FDR
P 276

Pres
P 268

P.R. Proclamations
P 2781

Fact Sheet on
Windows

Encyclo. Am.
P 301

Lynn

FDR
1943
1st
March

115
Div.

about a violent winter snowstorm -- and a remote mountain cabin all but covered by snow drifts.

Corbyn

((A Red Cross rescue team was carried by helicopter to within a mile of the cabin -- then struggled to the cabin and shoveled a path through the snow. Finally arriving at the door, the lead rescuer knocked. It was opened by a crusty mountaineer.

((("We're from the Red Cross," the rescuer explained. To which the mountaineer scratched his head. // "Well, it's been a right tough winter," he said at last. "I don't see how we can give anything this year.") //

A few moments later, the mountaineer got the message: That rescue team was there to help. Just as by asking others to give of, not to, themselves, the Red Cross is among what I call "a thousand points of light" -- that vast galaxy of voluntary associations working together to solve problems.

"Point of light," yes. And star of hope across the globe. For 109 years that star has shone anytime there has been a need -- anywhere you are needed. Rejecting the "Me"-Generation.

Book

Acclaiming the "We"-Generation. And today it dazzles still. In 2,800 chapters -- in over ^{thousands of} towns and cities -- providing light at the end of the tunnel. _{with some 1 mill. volunteers}

*red + Month
for Sherst
led + ...*

X

Look, first, at America. When Civil War seared the Union -- or the Dustbowl ravaged lives -- the Red Cross star lit the night for millions of people. As it did in 1989 from Hurricane Hugo to Northern California. Through CPR, AIDS education, and programs for the elderly -- the Red Cross star casts a glow of love and

book

*Red + Speech
Draft*

caring. Showing how the definition of a successful life must include serving others.

That definition, naturally, is not limited to America. // So in the late 1800s the Red Cross sent food and medical supplies to a famined Russia. And since then has served from San Juan Hill to Hamburger Hill. // In 1987, 1,200 Red Cross volunteers assisted when Bangladesh was flooded. // ^{In 1988} Last year, you sent the first international disaster relief to the Soviet Union since 1923. // And today, look at Germany. Where you're providing emergency food, clothing, and medical aid to new refugees.

These efforts prove anew that a world without the Red Cross would be a terrible cross to bear. And show how the Red Cross star of hope can shine forever: By helping the volunteers of today become the leaders of tomorrow. //

For evidence, look at these men and women -- each a "Star Player" honored by the Red Cross -- or, as you say, each "playing your part." Dorothy Campbell-Bell of Nashville. Teaching law in the classroom -- and the disabled to swim. Or Rochester, New York's, Joe Delgado. Father of the Organization of Latin American Students. // In Philadelphia, Bill Gallagher is a Cross leader and full-time medical student. And in Sea Isle City, New Jersey, Karen Maiorana ^{works in} manages Operation Fireside. // Then, ^{of started Operation Mail Call} there's Hartford's Ben Robinson. One of Ebony Magazine's Ten Young Leaders of America. And Debra Johnson of Ashtabula. The 1988 Volunteer of the Year. //

Wishland
513-0513
Red Cross
Press Release
Peaceful
in 82s

roles of
Star Players

Play Your Part
brochure

Book

Lynn
Lorson

That's some battalion. And today they're leading a cavalry charge of hope and healing. They're among the ~~more than 21,000~~ ^{about 1 million} volunteers who grace settings from day-care centers to inner-city schools. And who last year raised nearly \$145 million for the Red Cross disaster relief fund.

I began with a story about such service to others. I'd like to close with another. It's about a man -- Woodrow Wilson -- who so admired the Red Cross that he once told Admiral Gary Frayson to gather up sheep and put them grazing on the White House lawn.

"He appointed me shepherd of the flock," Frayson recalled. "When shearing time came I reported to him that we had a little over a hundred pounds of wool." // With that, Wilson ordered him to send two pounds of wool to every State -- telling the Governors to have it auctioned for the benefit of the Red Cross.

The auction raised \$50,000 -- and in time, Admiral Grayson became Chairman of the Red Cross. For like Woodrow Wilson, he believed in "We," not "Me." And that only "Do unto others" could define a successful life both for the individual and Nation.

You share -- you live -- that belief. And have made the Red Cross a star of hope unto the world. This table was used by the Red Cross Chairman when William Howard Taft was President. So it's my honor to now use it as I sign the proclamation making March American Red Cross Month. Thank you for inviting me. God bless the Red Cross. And God bless the United States of America.

#

Press Release

ed + News
Release
5/12/90

Red Cross Rectorial
Book
p. 62

Book

X

Lynn
Bobbie

FOR IMMEDIATE RELEASE

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(202) 639-3224

24 hour (202) 737-8300

RED CROSS -- A CATALYST FOR PEACEFUL CHANGE IN THE '80s

WASHINGTON, Dec. 21 ---- The 1980s are closing with a flourish; countries seem in competition for the final banner headline of the decade. Dramatic as recent changes appear, individuals and movements committed to humanitarian ideals and non-violence exerted an unprecedented influence on world events throughout the decade.

The International Red Cross movement ends the 1980s having played a quiet, yet often crucial role in some of this decade's biggest news stories. In the process, the Movement helped to change the way change occurs worldwide.

Spokespersons, background material, and video footage are available on many of these International Red Cross activities.

1989

o **RED CROSS SPEEDS AID TO EAST GERMAN REFUGEES: (9/11)**

The Red Cross societies of West Germany, Hungary, and Austria mobilized hundreds of volunteers to provide refugees with emergency food, clothing, and medical aid.

-MORE-

RED CROSS IN THE '80s--ADD ONE

o **RED CROSS DELEGATES ABDUCTED IN LEBANON: (10/16)**

Two orthopedic technicians were abducted Oct. 6th from a prosthetic workshop in Sidon. No word has come from their captors.

1988

o **KILLER EARTHQUAKE ROCKS ARMENIA: (12/7)**

The Red Cross coordinated the first international disaster relief effort inside the Soviet Union since 1923. The quake left 25,000 Armenians dead and 500,000 homeless.

1987

o **ONE-THIRD OF BANGLADESH FLOODED: (9/87)**

Almost 20 million people were dislocated or lost homes in the worst flooding in 30 years. Twelve-hundred Red Cross volunteers provided victims with essential services.

1986

o **RED CROSS ACTIVITIES SUSPENDED IN S. AFRICA: (10/28)**

The South African government suspended ICRC activities and ordered the humanitarian organization to leave the country. This action, resulting from exclusion of the South African government delegation from high-level Red Cross meetings in Geneva, pitted Red Cross neutrality against the apartheid issue. One month later the government reversed its order and the ICRC resumed its humanitarian work.

o **AMERICAN RED CROSS LAUNCHES NATIONAL AIDS CAMPAIGN: (1986)**

With release of the film Beyond Fear, the Red Cross began a nation-wide public information and education program.

-MORE-

RED CROSS IN THE '80s--ADD TWO

1985

- o RED CROSS RELAYS MESSAGES TO AMERICAN HOSTAGES: (6/28)
The American Red Cross channeled messages between the forty hostages of TWA Flight 847 in Beirut and their anxious families at home. The hostages were visited by delegates of the ICRC and later rode to freedom in a Red Cross convoy.

- o MEXICO CITY SHOOK BY 8.4 RICHTER QUAKE: (9/19)
Disaster struck one of the world's largest cities, leaving nearly 6,000 dead. Rescue workers from the Mexican Red Cross provided emergency food and shelter to 20,000 people left homeless in Mexico City and two other nearby states.

- o COLOMBIAN CITY BURIED BY VOLCANIC ERUPTION: (11/13)
Lava, mud, and debris raced down the slopes of the Nevado del Ruiz volcano today, entombing 23,000 people in the valley town of Armero. The Colombian Red Cross and local volunteers worked around the clock to rescue 5,000 people from the mud and care for the 13,000 left homeless.

1984

- o RED CROSS RELIEF FLOWS TO THE SAHEL: (10/84)
The International Red Cross movement supported emergency and ongoing relief programs in the African Sahel throughout the '80s. In 1984, Red Cross relief and development programs were under way in 14 African countries.

-MORE-

RED CROSS IN THE '80s--ADD THREE

1983

- **INTERNATIONAL HEALTH TEAM SERVES AFGHAN BORDER: (6/83)**
The Red Cross faced a growing demand for medical services resulting from the Afghan conflict. Casualties were treated by an international medical team recruited from several Red Cross national societies.

1982

- **BRITISH AND ARGENTINE PRISONERS EXCHANGED: (5/13)**
The Red Cross repatriated 189 Argentine troops captured in the Falklands/Malvinas conflict. A total of 12,000 prisoners of war received Red Cross visits during the conflict.

1981

- **MARTIAL LAW DECLARED IN POLAND: (12/13)**
An acute shortage of medical equipment and supplies resulting from the civil crisis in Poland was eased by the arrival of Red Cross relief flights.

1980

- **RHODESIAN CONFLICT ENDS--ZIMBABWE INDEPENDENT: (4/18)**
The International Red Cross sought agreements among the parties involved to secure access to all places of detention. The Red Cross began talks with the new government about accession to the Geneva Conventions and Protocols.
- **AIRLIFT FEEDS HUNGRY ON THAI-KAMPUCHEAN BORDER: (4/18)**
Drought and a growing civil conflict threatened the lives of thousands of refugees living along the Thai-Kampuchean border. The Red Cross airlifted 140,000 metric tons of emergency

-MORE-

RED CROSS IN THE '80s--ADD FOUR

food relief, plus rice seed, fertilizer, and transport equipment to address long-term needs.

Exordium: ~~principle~~

"On the principle that an ounce of prevention is worth a pound of cure," they sent over 60,000 posters providing safety info for railroad & streetcar safety.

\$94 mill for Hugs & San. Iron condygrate

~~\$~~ 21,000 volunteers

Caribean to California

125 mill meals

~~125 mill~~

WVI Ambulance driver Ernest Hemminger

WVI

Spanish-American War, Doctor of the Depression,
both World Wars, Korea & Vietnam

Procediments
visiting nurse services, blood services, vaccine
diverse safety programs, poor & elderly, first-aid programs

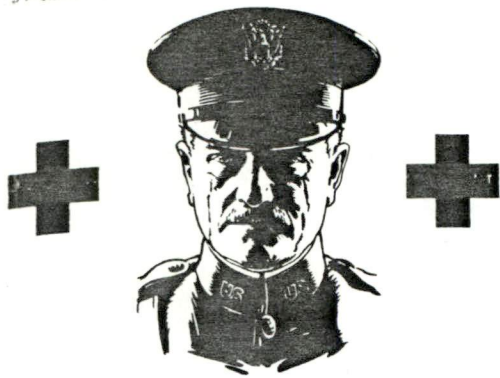
Clara Barton quite 1904 (1st page)

Pres. McKinley 1898 Address to Congress (during Span.-Amer. War)
praised the Red Cross for maintaining its high standards
and "justifying the confidence & support" of the Amer.
people.

p. 2

Mrs. Red Cross sent tons of wheat, corn, rice, of medical
supplies to a famine ~~the~~ Russia in the late 1800s
p. 17

Had head quarters in ~~St. Louis~~ ^{St. Louis} - War - May 2nd - 1910



GENERAL PERSHING Cables:

"No other organization since the world began has ever done such great constructive work with the efficiency, dispatch and understanding, often under adverse circumstances, than has been done in France by American Red Cross in the last six months."

The appeal of the Great War was a fund raiser's dream. The American Red Cross was able to raise in a week enough money to dwarf the treasuries of some nations. "He was asked for a donation which would have supplied a prince's ransom," wrote one Indianapolis fund raiser. "As I watched that man's face during the interview, saw interest awakened, then pity, and generosity, caught sight of the struggle between his desire to respond fittingly to the appeal which had touched him, I felt as if I were looking on while a man found his soul."

General Pershing lauds the Red Cross in 1918, one of the many times he helped promote its activities.

Red Cross fund raisers sweep up money in New York with a vacuum cleaner as servicemen exhort the crowd to give more during the second big fund drive in May 1918. They reportedly emptied the vacuum cleaner bag many times. (National Archives)



THE WHITE HOUSE

WASHINGTON, June 3, 1948

Dear Mr. O'Connor:

May I extend my cordial greetings to all delegates assembled at the 1948 Annual Convention of the American Red Cross. It is my sincere regret that previous commitments make it impossible for me to be with you in San Francisco.

As your Honorary Chairman, I have had occasion to observe closely the magnificent work of the millions of Americans, young and old, banded together under the Red Cross symbol. It is noteworthy that one out of every four Americans is either a Senior or Junior member of the Red Cross.

At no period in our history has there been greater need for the neighborly spirit typified by the great cause represented at this gathering. This spirit manifests itself in the many unique services of Red Cross. The continuing need for these services, coupled with the increased costs of providing them, presents a real challenge to the resourcefulness and judgment of those concerned with the future of Red Cross. The recommendations made this week at San Francisco may well prove of deepest significance to the future of your organization and the welfare of the Nation itself. I consider it not only desirable but absolutely essential that the Red Cross be kept strong and ready to meet its full responsibilities, particularly so because of the uncertain times ahead.

In recent weeks the Nation has been moved by the tragic Northwest floods and few could help but be impressed by the tireless efforts of thousands of volunteers who, through the Red Cross, have lessened the distress of those overwhelmed.

Please convey to the chapter representatives of this great humanitarian organization my very best wishes for continued success.

Very sincerely yours,

/s/

HARRY S. TRUMAN

Honorable Basil O'Connor,
President,
American National Red Cross,
Convention Headquarters,
San Francisco, California

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

February 27, 1981

RED CROSS MONTH, 1981

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

This year we celebrate the 100th Anniversary of the American National Red Cross, a humanitarian movement born in Europe in time of war and founded in our Nation in 1881 by a small group headed by Clara Barton, a woman nearing the age of 60 who was known during the Civil War as the "Angel of the Battlefield."

With unfailing resourcefulness, zeal, and compassion, Red Cross volunteers have proved equal to the challenges of our time. In peace and in war, they have reflected the humanitarian instincts of the American people.

The Red Cross teaches individuals, families, and communities to avoid emergencies; prepares individuals, families, and communities for those emergencies that cannot be avoided; and helps individuals, families, and communities cope with crises when they do come.

The Red Cross serves beside our armed forces at home and abroad; provides blood and its components to our ill and injured; and helps those stricken by disaster.

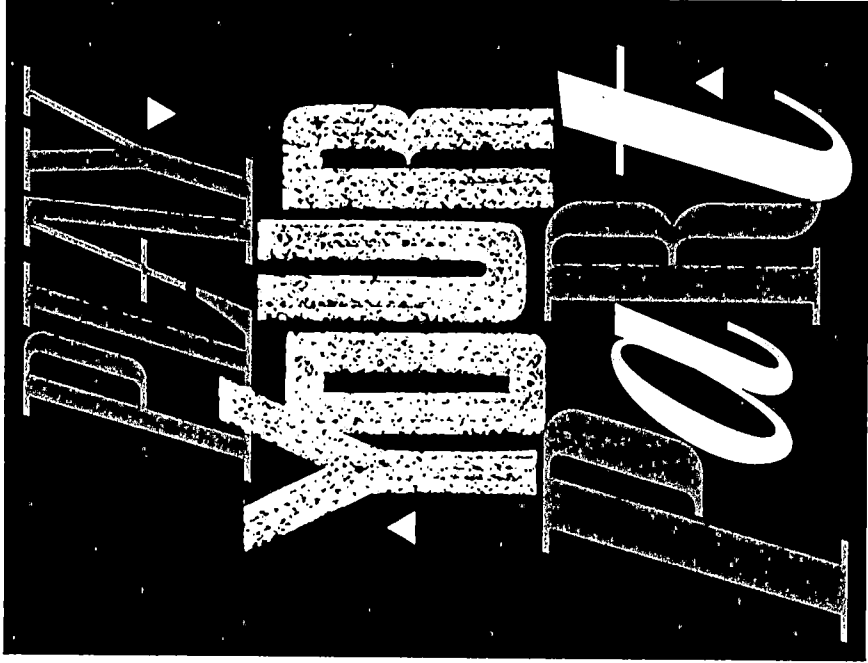
The primary support of the American Red Cross always has been contributions, given voluntarily. This voluntary support reflects admirably the freedom and generosity of the American people. To insure that the Red Cross emblem continues to fly on banners across this Nation for another 100 years, I urge all Americans to continue this support with undiminished vigor.

NOW, THEREFORE, I, RONALD REAGAN, President of the United States of America and Honorary Chairman of the American National Red Cross, do hereby designate March 1981 as Red Cross Month, a month when every citizen is asked to join, serve, and contribute in the same example of unselfish spirit that has characterized the Red Cross since its founding a century ago.

IN WITNESS WHEREOF, I have hereunto set my hand this twenty-seventh day of February, in the year of the Lord nineteen hundred eighty-one, and of the Independence of the United States of America the two hundred and fifth.

RONALD REAGAN

#



**1990
CORPORATE
CAMPAIGN**

Preview Kit



1990 CORPORATE CAMPAIGN

Preview Kit

Contents

This Preview Kit contains:

Introductory Memo from James Krueger
Vice President, Public Support

Campaign Information Brochure

- Campaign Objective
- Campaign Creative Rationale
- Campaign Components
- Campaign Production

J. Walter Thompson Star Players

Why Target the Young Adult?

American Red Cross "Players" —Winners Brochure

Media Guidelines for Targeting Young Adults

The Advertising

Promotional Guidelines: "Stretching It to the Limit" Poster

Campaign Timing, Ordering, Distribution, and Evaluation

Campaign Materials Ordering Instructions/Order Card

Campaign Evaluation Form

"Play Your Part" Repro Art

American Red Cross

National Headquarters

To Chapter Chairmen
Managers

Date January, 1990

From James Krueger

Subject Introducing the
1990 Corporate
Campaign

For the first time, our Corporate Campaign will be highly targeted, rather than a "generic" appeal for support. The materials enclosed will show you exactly what that means.

In the past, we used the Corporate Campaign to help chapters recruit volunteer time, talent and financial support locally. As a result, the public's perception of the Red Cross is that of a vital relief organization mandated to help relieve human suffering. Recent public service campaigns entitled "No Need" and "Somewhere" were particularly effective. The "humanitarian" tone and compelling nature of those campaigns were very right for their time.

But the times have changed in the kind of public service advertising we need.

Our professional advisors strongly recommend that we revitalize our advertising to appeal to a new generation of young adults - the potential leaders of tomorrow. We have also been advised to strengthen our advertising's call to action with more assertive words than "support" or "help." Presented with this analysis, we were challenged in Public Support to develop a strategy to reach these young adults.

We assembled a task force from the Ad Council, J.Walter Thompson, chapters, the Board of Governors, and the External Communication and Campaign Operations Divisions. The members developed a three-year plan to reach and motivate this younger, active audience.

This year's campaign launches the approach. Each ensuing year will increase the reach and frequency of the message. This long-term approach - rather than a one year/one shot campaign - has been endorsed by our volunteer Corporate Communication Advisory Committee.

As you look through this "Preview Kit", I'd like to point out some of the improvements over past "Chapter Kits." It has an exciting new look, designed to raise chapter interest in and comprehension of the total campaign.

- o The "Play Your Part" TV spots use several popular celebrities. Each has a strong appeal to different segments of our broad target audience. Carly Simon has had mass appeal for most of the past two decades. Her recent hit "Working Girl" made a significant impact on the charts. Saxophonist Branford Marsalis, in addition to representing minorities in our cross-section of American music, comes from one of the most respected families in jazz. Paul Shaffer is the "hip" band leader from "The David Letterman Show." Randy Travis appeals to the country aficionado. The total package embraces the entire spectrum of mainstream American taste.
- o Our new radio PSAs also feature the celebrity excitement of Michael Bolton and Richie Havens singing the engaging ballad "Play Your Part."
- o This new Preview Kit also features a poster headlined "Stretch It To The Limit" which offers promotional ideas for the campaign.

We are releasing these materials in time for you to place them in late February, March, April, and May. We have altered the time schedule due to both the complexity of the TV production and the timeless nature of the campaign that will allow it to play throughout the year.

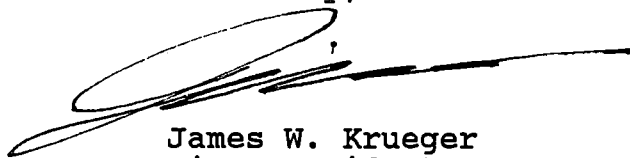
As with the recent Infant and Child CPR Campaign, this Corporate Campaign is a mix of advertising, media, and promotional activities.

Beyond the primary materials, this campaign features a celebrity launch in New York, distribution of the PSA through a major home video, studio and showcasing of our Red Cross volunteer "Players." A brochure identifying these "Star Players" is included in this kit.

While we expect this campaign to work well, we also expect that we may have to fine-tune it further to make sure it is an effective tool for recruiting young volunteers. Selected chapters have already been notified that they will be evaluation sites.

All in all, we are very excited about this new direction. Many people have worked long and hard to bring this campaign to birth. But, as you well know, birth is just the beginning. Your support and enthusiastic local use is critical to its success.

Sincerely,

A handwritten signature in black ink, appearing to read 'James W. Krueger', with a long horizontal flourish extending to the right.

James W. Krueger
Vice President
Public Support

cc: VP/GMs
Managing Directors
Field Service Managers
PRDs, OHQs
SAF Station Managers
Director of Volunteers - KRCs

CAMPAIGN OBJECTIVE

The marketing objective of the 1990 Corporate Campaign is clear. We want to modify the perception of the Red Cross among young, action-oriented adults. We want them to see that there is a definite need within the organization for people like themselves. They have to understand that the Red Cross provides an exceptional opportunity for them to use their skills and talents to help people in need. Our goal is to recruit young, idealistic people—to get them to make a commitment of time, talent, and financial support to the Red Cross either for short-term projects or on a long-term basis. We're looking for young volunteers with fresh ideas, new skills, enthusiasm, and the ability to become the leaders who will take us into the next century.

THE 1990 CORPORATE CAMPAIGN PRODUCTION

A mix of advertising, media, and promotional events designed to recruit young adult volunteers.

Theme: "PLAY YOUR PART"—a new generation of Red Cross.

Created by J. Walter Thompson in cooperation with the Advertising Council.

Bruce Wilson, Director, Corporate Advertising,
Eastman Kodak, Volunteer Campaign Director.

External Communication—

Lynn Martenstein, Director

Nancy Craig, Manager, Advertising and
Promotional Events

Ashley Carr, Advertising Associate

Sarah Jordan, Promotion Specialist

Brian Ruberry, Manager, Media Relations

Our thanks go to Kathleen Young, Buffalo, New York; Barbara Nestingen, Madison, Wisconsin; and Harry Tuttle, Boston, Massachusetts, for their field input and help with this campaign.

Our special thanks goes to Marian Andersen, Board of Governors, for her continuing help and perspective on the Corporate Campaign.

CAMPAIGN INFORMATION
THE 1990
CORPORATE CAMPAIGN



Created and produced
by the volunteer talent
of J. Walter Thompson
in cooperation with the
Advertising Council

Volunteer Campaign Director
Bruce Wilson
Director of Corporate Advertising
Eastman Kodak Company



J. Walter Thompson Star Players

**Introducing our 1990 Corporate Campaign's
Creative Team.**

Teamed for the first time on an American Red Cross campaign, **Robin Schwarz, Domingo Perez, Michael LaGattuta, and Robert Shriber** have pooled their taste, experience, and strong belief in the attention-getting power of music to develop a hard-hitting campaign to recruit the Red Cross leaders of the 21st century.

In addition to their efforts for the Red Cross, these talented young people have recently been responsible for the creative campaigns that help keep Bell Atlantic, Burger King, Kodak, Lever Brothers, Miller, Nestea, Nestle, Pepsi, Slice, and Warner-Lambert in front of America's mind.

Capturing the attention of today's young adult audience requires insight, imagination, and talent. These four dynamic young "creatives" from J. Walter Thompson have a superabundance of all three.



Why Target the Young Adult?

Historically, the Corporate Campaign for the American Red Cross has positioned the Red Cross as a traditional, caring organization mandated to help relieve human suffering. Within that context, a general plea for volunteers and support has been made over the past several years. This was the strategy behind the 1988 "No Need" and 1989 "Somewhere" public service campaigns.

These campaigns were successful. And they appealed to a universal audience. However, to sustain and increase our pool of potential leaders for the next generation, it became obvious that we needed a campaign targeted to appeal to younger volunteers—18 to 34 years old.

The recent media exposure generated during the relief efforts of Hurricane Hugo and the northern California earthquake dramatically helped. Dynamic volunteers caring for victims gave the organization a most welcome image boost. Young adults saw how much impact they can have on their own community by volunteering. These unfortunate disasters gave Red Cross efforts top-of-mind public awareness. This year's campaign is designed to keep that awareness high and recruit new faces by capturing the imagination of a whole new generation of potential Red Cross volunteers.

LOCAL NOMINEES

Male "Players"

Space does not allow us the opportunity to detail individual contributions of all Player candidates but that does not diminish their importance in any way. Congratulations to each of you.

David Allen
Columbia Heights, MN

Paul Anderson
Chestnut Hill, MA

James Bennett
Springfield, IL

Jeffrey Bowden
Waco, TX

Bari Campbell
Kennesaw, GA

Paul Chenoweth
Richardson, TX

William Cimmel
Wilkes College

Michael Foelich
Ann Arbor, MI

Steve Froehlich
Grasston, MN

Frank Fratzke
Batavia, IL

Jeffrey Geary
Fremont, OH

Peter Horn
Eden Prairie, MN

Harry Hunt
Johnstown, PA

Richard Knowlton
Layton, UT

Moose Perry Lee
Belton, TX

Mark McGuire
St. Paul, MN

Keith McLaughlin
Elmira, NY

Michael Mears
Norfolk, VA

Perry Moses, IV
Sumter, SC

Kevin Moss
Bartonville, IL

Troy Neville
Lancaster, PA

Paul Ode, Jr.
Burlington, VT

Peter Oxner
San Jose, CA

Penn State RC Club
State College, PA

David Pepper
Atlanta, GA

Leopoldo Perez, Jr.
APO SF 96293

Jason Persoff
Boulder, CO

George Allen Short
Homestead AFB, FL

Jeffrey Silber
Ithaca, NY

Curtis Smith
Duncan, OK

Matthew Summerfield
Longmont, CO

Paul Velarde
Aurora, CO

Charles Visalli
Vero Beach, FL

James Ward
Greenville, MS

John Weaver, Jr.
Wilmington, DE

Craig Weyers
South Bend, IN



**We
searched
every
chapter
across
America
for the best
young adult volunteers
to lead
the Red Cross
into the
21st Century.**

**And
we
found
them.**

INTRODUCING

The Red Cross "Star Players" FOR 1990

"Young, energetic and self-motivated."
"Tremendous energy and activity." "Results-oriented altruism." "A wonderful role model . . ."

All of our Star Player chapter nominees are winners. In the eyes of their peers. In the eyes of their mentors. And in the eyes of anyone who understands how much effort, energy, and enthusiasm it takes to be a Red Cross volunteer.

Some Players—by the extent of their effort, by the effectiveness of their leadership, and by their participation in the life of their communities beyond chapter activity—have risen, like cream, to the top.

Through the coming decade, we anticipate seeing the names of our Players again and again as they take on even greater responsibility at every level of Red Cross activity.

They are the best of the young volunteers within the Red Cross. And we're proud that they've chosen to give their time and energy to us.

FINALISTS

These twenty-four finalists have engaged in a wide range of volunteer activity. They have energy, enthusiasm and spirit—everything it takes to keep the Red Cross as vital and important in the next century as it has been in the past.

Female

Janeen Beth Covell
Schwarzenau, Germany

Robin Croddy
Indianapolis, IN

Roslyn Foster
Macon, GA

Marion Fuscaldo
Greenwich, CT

Christanne Gallagher
Greenbrae, CA

Deanna Huie
Alameda, CA

Kristin Ingram
Bridgewater, NJ

Diane Landen
Omaha, NE

JoAnne Polin
Baltimore, MD

Carole Riley
San Mateo, CA

Suzanne Symcox
Norman, OK

Lucinda Winter
Minneapolis, MN

Male

Kurt Barbera
Oaklyn, NJ

Hank Bashore
Dallas, TX

Furman Brown
Idaho Springs, CO

Steve Carr
Idaho Falls, ID

Jimmin Chang
Los Angeles, CA

William Faulk
Brownsville, TX

Mark Hokkanen
Gresham, OR

Hugh Kline
New Haven, CT

Gustave Lamperez, III
St. Charles, IL

William Lewis
Wilkes-Barre, PA

Dave McLaughlin
Medford, OR

William Middlemiss
Lawrence, MA

LOCAL NOMINEES

Female "Players"

Space does not allow us the opportunity to detail individual contributions of all Player candidates, but that does not diminish their importance in any way. Congratulations to each of you.

Dede Allen
Asheville, NC

Elise Archer
Louisville, CO

Becky Ellen Bauer
Menasha, WI

Karla Beam
Topeka, KN

Paula Cain
Abilene, TX

Ginger Carter
Lithonia, GA

Tina Coles
Savannah, GA

Irene Cucina
Stoughton, MA

Gayla Dunn
Denton, TX

Marie Eguro
Joliet, IL

Lisa Van Gerpin
Atlanta, GA

Trina Michelle Gibson
Iron Mountain, MI

Sharron Guth
Levington, KN

Julie Howard
Brooklyn Center, MN

Paula Janowiecki
Dayton, OH

Wendy Koplou
Atlanta, GA

Jennifer Lauver
Sanbury, PA

Kerry Elizabeth McAloon
Burbank, CA

Cynthia McRae
Peabody, MA

Susan Merrill
St. Louis Park, MN

Niki Mitchell
Denver, CO

Dorthea Montoya
Corpus Christi, TX

Karen Newman
St. Charles, IL

Virginia Paris
Talladega, AL

Kathleen Seidler
APO NY

Kim Setzer
Evansville, IN

Anna Smith
Jonesboro, AR

Karen Smith
Durham, NC

Jane Spaulding
Malden, MA

Helen Stemberge
Macon, GA

Mary Sullivan
Cincinnati, OH

Heather Tapp
Greenville, SC

Becky Velarde
Aurora, CO

Denise Vogel
Jordan, MN

Laurie Kay Walrod
Grant, NE

Bobbie Willis
Duncan, OK

INTRODUCING

The Red Cross "Star Players" FOR 1990

"Young, energetic and self-motivated."
"Tremendous energy and activity." "Results-oriented altruism." "A wonderful role model. . ."

All of our Star Player chapter nominees are winners. In the eyes of their peers. In the eyes of their mentors. And in the eyes of anyone who understands how much effort, energy, and enthusiasm it takes to be a Red Cross volunteer.

Some Players—by the extent of their effort, by the effectiveness of their leadership, and by their participation in the life of their communities beyond chapter activity—have risen, like cream, to the top.

Through the coming decade, we anticipate seeing the names of our Players again and again as they take on even greater responsibility at every level of Red Cross activity.

They are the best of the young volunteers within the Red Cross. And we're proud that they've chosen to give their time and energy to us.

Dorothy **C**ampbell-Bell

Nashville Area Chapter
Nashville, Tennessee

Dorothy Campbell-Bell probably doesn't sleep. That's the only reasonable explanation for the level of activity she's able to pack into her life. She is a lawyer, full time, with a private practice in Nashville. She chairs, has chaired, or serves on nine Red Cross committees. She stays active in her church, community, and profession. She's published professional papers and teaches a college course in her spare time. Dorothy instructs Red Cross adapted aquatics and finds Red Cross concerns often cross over into her other interests. For example, after working with her local Red Cross AIDS Education Committee, she organized award-winning AIDS projects for her local and state Young Lawyers associations. Dorothy Campbell-Bell truly epitomizes the busy professional who is an equally busy volunteer.

Joseph M. **D**elgado

Rochester-Monroe County Chapter
Rochester, New York

Recognizing the importance of a positive male role model, Joe Delgado has reached out to his area's Hispanic youth—both through Red Cross chapter programs and local organizations since 1986. He is a member of the Planning Committee for his chapter's Youth Leadership Development Program, works on the chapter's Scholarship and Screening Committee to recruit qualified minority candidates, and is active in a number of community groups ranging from AHORA (Access for Hispanics to Opportunities Results in Achievement) to youth sports leagues. Joe is founder of the

Organization of Latin American Students (OLAS)—an organization that encourages Hispanic students to participate in community activities. Not coincidentally, one of the primary benefactors of OLAS has been his chapter's Hispanic Youth Leadership Development Program. Joe Delgado is truly an exceptional Star Player.

Bill **G**allagher

Southeastern Pennsylvania Chapter
Philadelphia, Pennsylvania

Bill Gallagher is managing to combine the full-time activity of a medical student at Temple University with extensive involvement in the Red Cross. Bill began his Red Cross volunteer work in 1981 as a youth representative for the Greater Brandywine area and has stayed involved through his chapter's Leadership Development Conference. As the first Red Cross Player in his family, he polished his recruiting skills early. He is a certified instructor in CPR and worked for two years in the Penn-Jersey Region blood labs. Bill has also been a volunteer teacher in American Samoa, a crew coach, and a member of the Big Friend's community group through Temple Medical School. The life of a medical student is widely documented. For Bill to give up free time, sleep time, or study time is a testament to the benefits of volunteering at any level.

Debra **J**ohnson

Ashtabula County Chapter
Ashtabula, Ohio

Debra Johnson's Red Cross involvement started typically enough. She took a CPR class in 1983. Within a few months, she became a chapter volunteer. She still serves

each Tuesday morning as secretary, receptionist, and “gal Friday.” By 1988, she was recognized as Volunteer of the Year. In 1985, she became involved with Red Cross Disaster Services. When a tornado touched down 30 feet from her family’s new home, she took care of her husband and two young sons, and then drove to her chapter and worked through the night helping others. Today, she chairs her chapter’s Disaster Committee. She created a wonderful display for 1989 World Red Cross Day, chaired the annual United Way Recognition/Victory Event, got a Red Cross beach volleyball tournament off the ground, and picks up everyone’s spirit whenever she’s around.

Karen **M**aiorana

Cape May County Chapter
Sea Isle City, New Jersey

Perhaps nothing epitomizes Karen Maiorana’s unselfish approach to life as does her work with the United States Coast Guard Base in Cape May, NJ. On the two days a year many people guard most selfishly—Thanksgiving and Christmas—Karen can be found making sure some 600 young recruits are placed with local families to share in the celebrations. In addition to Operation Fireside, Karen has also implemented Operation Mail Call. This is a Red Cross program in which elementary school students create Christmas cards and send them to the recruits stationed at Cape May. Karen is also a member of the Red Cross Board of Directors, a shelter manager, a chairman of the County Employee Blood Drive Recruiters, and a member of the Planning Committee. In addition to her Red Cross volunteer activities, Karen is also a member of CARA (Coalition Against Rape and Abuse), has worked with the Council

on Alcoholism, and earned the Battered Boot Award for the March of Dimes Team-walk. It is obvious that Karen cares!

Benjamin **R**obinson II

Greater Hartford Chapter
Hartford, Connecticut

Banker, Big Brother, member of the Hartford Chapter Red Cross Board of Directors, semiprofessional soccer player, and one of *Ebony* Magazine’s Ten Young Leaders of America, Ben Robinson is a truly exceptional young man. Since he graduated from college in 1986, his resume is liberally salted with “youngest person to ever. . . .” For example, he’s the youngest person ever elected to the board of Greater Hartford Urban League and American Red Cross, Greater Hartford Chapter, and was recently named the youngest president of a federal credit union. In his spare time, Ben Robinson is a Red Cross Disaster Action team member. He is an articulate spokesman and has appeared on local television stations to help recruit minority volunteers for the Red Cross. This young man is certainly a Star Player of the first magnitude.



**We
searched
every
chapter
across
America
for the best
young adult volunteers
to lead
the Red Cross
into the
21st Century.**

**And
we
found
them.**



Media Guidelines for Targeting Young Adults

Publicizing your activities through the media is an essential element to a successful campaign. Writing news releases and booking spokespeople on TV talk shows are only two ways to reach large numbers of people for small amounts of money.

- **Radio Talk Shows:** Everyone thinks of TV talk shows, but using radio is a better medium to target young adults. Find out what stations in your market reach this age group and what talk shows they offer. Write to the show's producer suggesting that a young adult volunteer talk about "Volunteerism for Incredibly Busy People" and list twelve Red Cross jobs that take less than four hours a week.
- **Radio News Interviews:** Shortly after your campaign launch, have your volunteer call some radio news desks and give telephone interviews describing highlights of the launch.
- **Morning Drive Time:** Have your volunteer go on the air with morning disc jockeys to discuss how any of the twelve jobs can be done in less time than their four-hour morning shifts.
- **TV Shows:** See if any of your TV stations produce public affairs shows for young people. While these shows tend to focus on drugs, education, sex, and other hot issues, convince producers to do a show about how young people are more involved in volunteer activities than previous generations.
- **City Newspapers:** Many cities publish weekly "downtown" or "city" papers geared toward young urban professionals. Suggest an article looking at twelve Red Cross volunteer activities that can be accomplished in less time than it takes to wax a Volvo. Some weeklies even print feature article-type news releases verbatim.
- **Editorial:** Send a newspaper an editorial from your volunteer that discusses the "Changing Face of Volunteerism" in your city and how young people today are more drawn to volunteer work. The editorial might focus on how the recent disasters have attracted young people.



The Advertising

Television is the focus of this year's campaign. The existing television execution draws on the techniques of music videos to reach the young adult target audience and features celebrity musicians Randy Travis, Branford Marsalis, Paul Shaffer, and Carly Simon, **playing their parts** as Red Cross volunteers in a variety of volunteer activities. Contributing to the power of the television spot is the Rolling Stones' classic "Gimme Shelter" as background music.

The :30 script is as follows:

Music Under (Rolling Stones' "Gimme Shelter") and Voice Over:

Randy Travis on strings.

Branford Marsalis on the horn.

Paul Shaffer on keys.

Carly Simon on lead.

There are a lot of different parts to play
in the American Red Cross. Play your part.

Super:

Contact your local chapter.

Each cassette/tape ordered carries :30, :25*, 15, and :10* spots.

Television Kit Nos.:

CC-90A (1/2")

CC-90B (3/4")

CC-90C (1")

CC-90D (2")

*Can be localized.

Radio is an equally exciting campaign component, with memorable original music and lyrics that have the sound of a hit recording. The recorded radio spots feature a powerful rendition by popular singer Michael Bolton. Noted minority performers are also being recorded.

The :30 radio script (Michael Bolton version) is as follows:

Voice Over:

This is Michael Bolton for the American
Red Cross.

Song:

Let's Join Our Hands
and Join Our Hearts
Make a Harmony Out of All the Parts.

Voice Over:

There are a lot of different parts to play
in the American Red Cross. Call your
local chapter and play your part. Thanks!

Chorus:

Now Is the Time
For You to Play Your Part
Now is the Time

Radio Kit No.: CC-90E

Print is in development. Newspaper and magazine kits are not yet available.

STRETCHING IT TO THE LIMIT

Promotional Guidelines



1990 CORPORATE CAMPAIGN

*The materials in your Preview Kit are designed for **local** Red Cross use. Nationally produced Red Cross campaigns reach their full potential with **local** community support. We need to work together to create impact. Please consider materials in your kit as building blocks for maximizing your efforts.*

Your 1990 Corporate Campaign is an exciting mix of advertising, media, and promotional events designed to attract young, dynamic volunteers. It's a refreshing new look—created to modify the perception that young adults—18 to 34 years old in particular—have of the Red Cross. Its goal is to inspire our audience to get involved. The job begins on the local level where you have an opportunity to show people in your community how many ways they can “Play Their Part.”



Tie your local ad campaign into the national theme so both can benefit

We know there are plenty of real life chapter Players all across America doing exciting things through the Red Cross in their communities. How do we know? The stacks and stacks of entries sent in for the 1990 “Players Contest” is proof positive. These people can help you enhance your local recruitment efforts.

Whether your chapter entered the contest or not, we're convinced that every chapter has at least one vital, dynamic young Player whose activities the chapter can develop in its own local

public service advertising campaign. Chapters can produce local print ads, television PSAs, and local recruitment radio spots featuring your community Player's Red Cross activity. If your Player is articulate and comfortable speaking on camera, write your scripts so that he or she is speaking. If not, you can choose to let someone else “describe” your Player and his or her accomplishments. In any case, you'll want to profile your volunteer as an interesting, charismatic, involved individual who makes time in a busy schedule to volunteer for the Red Cross.

Musical “Special Events” offer wonderful tie-in opportunities

The music-oriented approach of this exciting campaign gives you plenty of promotional “tie-in” potential. You might try some of the following ideas:

VIDEO OR RECORD STORE TIE-INS

Create a promotion with one of your local video and/or record stores. You can feature tapes, LPs, or CDs of the musicians in the TV spot—Carly Simon, Branford Marsalis, Randy Travis, and Paul Shaffer. Set up a video monitor and play their latest “music video.” See that your local Player is highly visible. And, of course, sign up volunteers. Your local radio station might

be interested in doing a remote broadcast from the store—conducting interviews with volunteers and asking bystanders why they aren't active themselves.

RADIO AND TV STATION TIE-INS

This campaign offers a perfect public service opportunity for a promotional tie-in with local radio or TV stations that feature popular music videos. Contact the station's general managers or the people in charge of community affairs for a starting point in planning your activities.

INSTRUMENT DAY

Invite a group of local musicians to participate in a benefit concert for your chapter's activities. At the concert, don't be shy. Showcase volunteer activities. Feature your Player. Show your audience members how they can “Play Their Part.” Instrument Day activities can be as formal as a concert or as informal as a contest—your own “Star Search” for local talent (which can then be tied in to the Red Cross “Star Search” for local talent). It can be professional talent or high school bands. The opportunities are only as limited as the talent you have available. Obviously, this can also be combined with a radio or TV station effort. Each community is different.

COLLATERAL MATERIALS

Be sure to produce buttons, bumper stickers, balloons, and T-shirts to hand out at your local events. Camera-ready art is enclosed in the Preview Kit.

GENERAL GUIDELINES

Suggestions for all media in promoting the advertising

1 To begin with, make a list of the public service advertising contacts at your local papers, magazines, and radio and television stations. Call or write each one to let them know you have a new campaign you'd like to take just a few minutes to share. Explain briefly the need for the message in your community.

2 Develop local statistical information to support your statement that this campaign addresses a need in your home town; think about what you want to accomplish with each campaign and who you want to reach.

3 Develop a follow-up letter plan to update the media on your campaign progress. For example (if applicable to your chapter situation): "Dear Public Service Director. . . Thanks in part to your support of our campaign, we've been able to help XXX people in this area with XXX problem. . ." You should continue to follow up with your media as often as possible. Send letters confirming appointments; send thank you letters after visits.

4 Invite media contacts to sit on your Public Relations Committee (if applicable) or your chapter board. Ask them to always be involved in critiquing your communication activities.

5 Consider hosting a breakfast or lunch for all media; make it an event—a campaign "launch"! Recruit a local celebrity to discuss the merits of the campaign—someone who has been involved personally with the Red Cross. Pick an upbeat place for the presentation and make the event fun and energetic.

Radio



We are addressing this medium first for several reasons:

1 Radio is an extremely local medium. Geographically the reach is more localized than television or print media.

2 Radio audiences are young; our campaigns are primarily targeted to an audience younger in spirit.

3 We've experienced our biggest decline for donated air time in radio. This is due in part to increased competition, but there is another reason: in the past, we have produced and promoted only one recorded national radio spot; it did not have a specific format. We've always included "live announcer" scripts but these rarely if ever differed from the already recorded script. Considering how formatted and local a medium radio is, we recognize that we need to do more. Therefore, we are encouraging you to do the following:

a Get to know your local stations and their format; listen to the stations with public service and community service in mind. What you learn may help you determine if your message is likely to be appropriate for the station. If not, think about how to tailor your message to get that audience's attention.

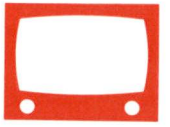
b Contact your local stations and ask if they would be willing to record spots using national's basic "live read" copy peppered with local statistics. Have the spot recorded at the station by a local celebrity or one of the station's personalities; use background music appropriate for the campaign and station (i.e., instrumental country music for the country and western station).

c Contact the producers of the station's popular shows to develop a presentation with appeal for the D.J.'s captive audiences. For example, if the station's "Spot on the Dial" is 109 FM, ask the morning or evening drive personality team to try to get "109 callers" to volunteer for a project.

d Let the radio stations know about specific promotion period dates; tell them when it would be most helpful for the community to air the spots. All stations prepare monthly calendars; get Red Cross spots included in the rotation!

e Ask stations for a copy of their annual event calendar; see if they are planning an event with which our campaign can tie in.

Television



1 When you meet with your local television public service director, be sure to bring copies of the latest public service advertisement in a variety of tape sizes. This will give the stations an option to edit if they'd like, simply view it, dub it, or add to it.

2 Discuss the idea of changing the spot's ending to orient it more toward a particular community.

3 Frequently, television stations are very interested in aligning themselves with a social cause. Make your "campaign cause" the focus for the station. Set up a meeting with the Community Affairs Director to discuss the project.

4 If the station has already planned a special promotion, see if you can tie in with it.

5 Use the scripts from national headquarters for overall consistency of messages and for guidance, and, using local statistics for specifics, record local public service announcements using local talent. Recruit an advertising agency or ask for a station's assistance in producing the local PSA.

Print



1 Expand your resources by taking the campaign theme and creating your own collateral materials such as tent cards featuring the campaign slogan or a calendar that includes all upcoming promotional events.

2 If the campaign creatively lends itself to a "special position" in magazines or newspapers, i.e., if placement of print ads on consecutive right-hand pages in magazines would enhance the power of the message, request this special positioning from your media contact.

3 Make your own clip art sheets for newspapers. Include national advertisements with our address and phone number. You might also want to include a typeset editorial on a subject relating to the campaign for the paper to run in a community news section.



Campaign Timing, Distribution, Ordering, and Evaluation

Fact Sheet

Campaign Timing

The 1990 Corporate Campaign is scheduled to begin airing by **March 1, 1990**. (Networks and some cable stations may begin airing in February.) The campaign is designed to be run all year.

A special launch event will be held in New York City in mid to late February 1990. The launch event will kick off the advertising campaign and officially recognize the six "Star Players" selected in the American Red Cross "Players" Contest.

You are receiving this kit in advance so that you can preview the campaign, order materials, and plan your local media efforts.

Campaign Distribution

The Ad Council will distribute advertising materials to media for receipt in mid to late February. Special attention will be given to selected media targeted toward young adults, so that they receive campaign materials in early to mid February.

The Ad Council's general media distribution includes—

- Television spots distribution to the national networks and more than 1,300 local TV and cable stations
- Radio spots distribution to 6,900 stations
- Magazine ads to 1,500 magazines
- Newspaper ads to 9,000 newspapers.

Campaign Ordering

All 1990 Corporate Campaign advertising materials are free of charge. While chapters are encouraged to order enough materials to adequately meet their media placement needs, we also encourage chapters to order judiciously.

Please use the enclosed order card (make duplicate copies for future orders) for all campaign advertising materials. The fulfillment center for the campaign is Graphics Direct, the fulfillment division of The Advertising Council. Address, phone, and fax information for Graphics Direct is as follows:

Graphics Direct
70 Washington Street, 11th Floor
Brooklyn, NY 11201
ATTN: Susan Price
Phone: (718) 855-7777
Fax: (718) 855-2683

Advertising materials will be stocked at Graphics Direct by February 8. While chapters are encouraged to place their orders immediately, please note that shipment of orders will not begin until February 9. Advertising materials are shipped by UPS.

Campaign Evaluation

The 1990 Corporate Campaign will include a formal advertising/media evaluation unprecedented for American Red Cross Corporate Campaigns. Twenty chapters have been selected as evaluation sites. Data will be collected between March 1 and April 30, from volunteers who have contacted these chapters to inquire about volunteering. Information will be analyzed to determine how successful the campaign was in recruiting new volunteers, particularly young adults ages 18 to 34 years old.

In addition, this kit has an evaluation form enclosed, to obtain information on chapter and local media response to the 1990 Corporate Campaign. **Please help evaluate** the campaign by completing the form and mailing it to Nancy Craig, Manager of Advertising and Promotional Events, American Red Cross, National Headquarters. The enclosed evaluation form should be returned by **May 1, 1990**.



Campaign Materials Ordering Instructions

You are receiving this kit in advance to preview all the components and to help you plan your local efforts. While you are encouraged to use the enclosed order card and to place your orders immediately, please note that shipment of orders is scheduled to begin on February 9. All advertising materials are free of charge.

1990 Corporate Campaign Material Order Card

Order Fulfillment:

Graphics Direct
ATTN: Susan Price
70 Washington Street,
11th Floor,
Brooklyn, NY 11201
Phone: (718) 855-7777
Fax: (718) 855-2683

Item	Code #	Quantity
Television Kit		
Video Cassette: :30, :25*, :15, and :10*		
1/2"	CC-90A	_____
3/4"	CC-90B	_____
1"	CC-90C	_____
2"	CC-90D	_____
Radio Kit	CC-90E	_____
Magazine Kit — <i>Not yet available</i>	CC-90F	_____
Newspaper Kit — <i>Not yet available</i>	CC-90G	_____

*Can be localized.

Send Order to: (STREET ADDRESS ONLY—NO P.O. BOX)

NAME _____

ADDRESS _____

ATTN: _____ PHONE _____

American Red Cross

Place
Stamp
Here

**Graphics Direct
ATTN: Susan Price
70 Washington Street
11th Floor
Brooklyn, NY 11201**



Please Help Us Evaluate

We would like your assistance in evaluating this year's Corporate Campaign by having you complete this postpaid card and return it by May 1, 1990.

1. Overall, how do you feel about this year's Corporate Campaign?

_____ Excellent _____ Good _____ Fair _____ Poor

Comments _____

2. Which components do you feel are the strongest (S) or weakest (W)?
(Please indicate reaction with S or W.)

_____ TV _____ Radio _____ Newspaper _____ Magazine

3. How did your media react when viewing the campaign materials? What did they think of the overall campaign?

Comments _____

Region Name/Contact: _____

Address: _____

Thank you.

American Red Cross

American Red Cross



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS PERMIT NO. 10453 WASHINGTON, DC

POSTAGE WILL BE PAID BY ADDRESSEE

American Red Cross
ATTN: Nancy Craig, Manager
Advertising and Promotional Events
17th and D Streets, N.W.
WASHINGTON, DC 20077-2475





Mechanical art for button (actual size)

Repro Art

These two Repro Art sheets include assorted versions of the "PLAY YOUR PART" visual, and mechanical art for a button, T-shirt, and bumper sticker.

PLEASE NOTE: For one-color black-on-white reproduction, use art as shown. For special-color version, the words "PLAY" and the letters "P" and "R" in "PaRt" are to appear in PMS 239 Hot Pink. The cross always appears in PMS 485 Red.



PLAY YOUR PART

BE A RED CROSS VOLUNTEER



▲ Mechanical art for T-shirt, intended for use by the general public

PLAY YOUR PART

BE A RED CROSS VOLUNTEER



▲ Mechanical art for bumper sticker (9" x 4")

To SB

Date _____ Time _____

WHILE YOU WERE OUT

M Ed Cowling

of _____

Phone 998-7656

Area Code Number Extension

TELEPHONED		PLEASE CALL	<input checked="" type="checkbox"/>
CALLED TO SEE YOU		WILL CALL AGAIN	<input type="checkbox"/>
WANTS TO SEE YOU		URGENT	<input type="checkbox"/>

RETURNED YOUR CALL

Message _____

Operator _____

February 12, 1990

MEMORANDUM FOR CURT SMITH

FROM: STEPHANIE BLESSEY

SUBJECT: RED CROSS REMARKS

The following is a thematic outline for the Red Cross remarks:

Theme: Red Cross - a star of light

"generations of service"

I. Red Cross is building on its proud heritage to make a brighter future

A. Beginning with Taft, the President has been the honorary chairman

B. Examples of Presidential activity

1. "[The Red Cross] has often seemed to be the friendly hand of this nation reaching across the sea to sustain its fighting men."

General Eisenhower

June, 1945

Address to Congress

2. "The Red Cross, and kindred organizations, have done admirable work for our soldiers during the summer just past. The Red Cross Society should be the right hand of the Medical Department of the army, in peace and war; for even the best medical department will always need volunteer aid in the case either of battles or of camp epidemics."

Theodore Roosevelt

Annual Message of Governor

1/2/1899

3. "I have had occasion to observe closely the magnificent work of the millions of Americans, young and old, banded together under the Red Cross symbol. It is noteworthy that one out of every four Americans is either a Senior or Junior member of the Red Cross."

President Truman

Letter to Basil O'Connor

→ June 3, 1948

*The Amer. Red Cross
is the warm heart
of a free people.*

*Ike
Chicago
2/28/49*

+

φ

C. Red Cross involvement

1. Disaster relief is just one part of Red Cross involvement. Other things are blood services, swimming instruction, first aid, and preventive disaster instruction.

2. Internationally - "played a quiet, yet often crucial role."

a. Aid to East German refugees - Red Cross of Hungary and West Germany provided emergency food, clothing and medical aid to new refugees.

b. Earthquake in Armenia -- First international disaster relief with the Soviet Union since 1923.

c. 1,200 Red Cross volunteers assisted with the 1987 flood in Bangladesh.

d. Launched international AIDs education campaign in 1986.

D. This year's focus:

1. "Play Your Part" -- theme for this year's ad campaign

2. Training Younger generation (ages 18 - ⁴/_{30s}) to be leaders of tomorrow.

a. Commend six "Star Players" standing with him and congratulate them for becoming Presidential Points of Light. They are the leaders of the new generation of Red Cross volunteers.

3. Preventive care

a. preparing communities to deal with disaster.

b. blood services

prepare for disaster to CPR

*Assembly de Safety
Co-1345*

II. Conclusion

A. March is Red Cross month

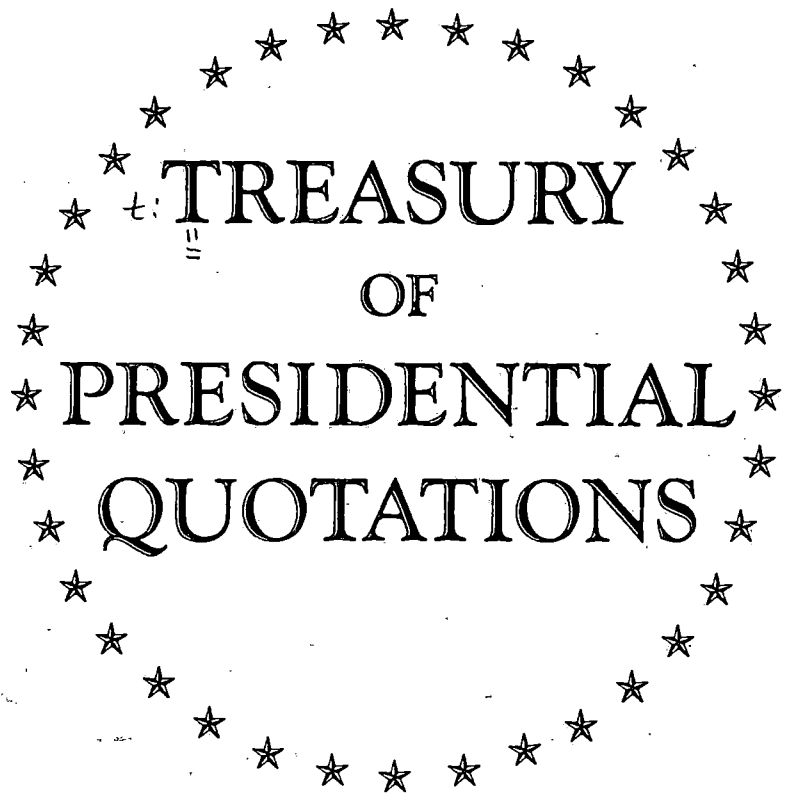
*All 2,800 chapters
"generations of service"*

Ref
E176

.1

.H3

WHRC



TREASURY
OF
PRESIDENTIAL
QUOTATIONS

Compiled and edited by
CAROLINE THOMAS HARNSBERGER

FOLLETT PUBLISHING COMPANY
CHICAGO

1964

- Reason** 1. Your own reason is the only oracle given you by heaven, and you are answerable for, not the rightness, but the uprightness of the decision.

THOMAS JEFFERSON

Letter to Peter Carr, Aug. 10, 1787; *Works, II, 240*

2. It is comfortable to see the standard of reason at length erected, after so many ages, during which the human mind has been held in vassalage by kings, priests, and nobles; and it is honorable for us, to have provided the first legislature who had the courage to declare, that the reason of man may be trusted with the formation of his own opinions.

THOMAS JEFFERSON

To James Madison, Dec. 16, 1786; *Writings, VI, 10*

See also Differences 1, Errors 3, Peace 8, Power 28, Providence 1, War 55

- Rebellion** 1. A little rebellion, now and then, is a good thing, and as necessary in the political world as storms in the physical. . . . It is a medicine necessary for the sound health of government.

THOMAS JEFFERSON

To James Madison, Jan. 30, 1787; *Writings, V, 256*

2. What country before ever existed a century and a half without a rebellion? . . . What signify a few lives lost in a century or two? The tree of liberty must be refreshed from time to time with the blood of patriots and tyrants. It is its natural manure.

THOMAS JEFFERSON

To William Stevens Smith, Nov. 13, 1787; *Ibid., p. 362*

3. Rebellion may delay, but it can never defeat its blessed mission of liberty and humanity.

WILLIAM MCKINLEY

Speech at Cliff Haven, N.Y., Aug. 15, 1899; *Speeches and Addresses, p. 210*

See also Government 25, Revolutions, Tyranny 3

- Red Cross** 1. The American Red Cross is the warm heart of a free people.

DWIGHT D. EISENHOWER

In Chicago, Ill., Feb. 28, 1949; *American Speeches, XXI, 75*

- Reforms** 1. The hole and the patch should be commensurate.

THOMAS JEFFERSON

To James Madison, June 20, 1787; *Works, II, 152*

2. When we reflect how difficult it is to move or deflect the great machine of society, how impossible to advance the notions of a whole people suddenly to ideal right, we see the wisdom of Solon's remark, that no more good must be attempted than the nation can bear.

THOMAS JEFFERSON

To Walter Jones, Mar. 31, 1801; *Writings, X, 256*

E300
.7
.R6
1940
WHRC

THE ⁷PUBLIC PAPERS
AND ADDRESSES OF
FRANKLIN D.
ROOSEVELT

WITH A SPECIAL INTRODUCTION
AND EXPLANATORY NOTES BY
PRESIDENT ROOSEVELT



1940 Volume

WAR—AND AID TO DEMOCRACIES

THE MACMILLAN COMPANY · NEW YORK · 1941

RALISM

S

38 ¶ A Greeting to the Convention of the American Red Cross. May 1, 1940

My dear Mr. Davis:

I REGRET exceedingly that I shall not be able to attend the opening session of the annual Red Cross convention, but it gives me great pleasure to send, through you, my cordial greetings to the national officers and the chapter leaders.

As President of the Red Cross, I wish to express my pride in the organization and my gratitude to the thousands of volunteers who serve it throughout the country. Experience has given us complete confidence in its prompt and efficient service in all domestic crises. We have constant reason to be thankful that there is no city, town or village in our nation without its own Red Cross chapter or branch, linking so many millions of our people in the common cause of neighborly service.

A year ago when I spoke to the delegates at the convention, the world was disturbed by rumors of impending war. Since then, that war, so long dreaded, has come to add new and grave responsibilities to the great International Red Cross organization, founded seventy-six years ago to bring mercy to the battlefield.

The bombing of helpless and unprotected civilians is a tragedy which has aroused the horror of all mankind. I recall with pride that the United States consistently has taken the lead in urging that this inhuman practice be prohibited. I am glad that the International Red Cross, at its meeting in London in 1938, urged that joint steps be taken by the governments to prevent such outrages in the future.

I regret, however, that the governments have not acted on this Red Cross proposal. As for the United States Government, I can assure you of my strongest recommendation for adherence to any international convention which will give this protection to civilian and non-combatant populations.

It was natural that the American people should turn to their

38. Greeting to Red Cross Convention

Red Cross as the agency through which to express sympathy for the suffering men, women and children of the countries engaged in this terrible struggle. As Chairman you have kept me informed of the measures taken to expedite aid whenever the need has been greatest.

I know that the practical measures of relief the American Red Cross has given—medicines, hospital supplies, clothing—have gone to aid the sick and wounded of the armies, as required by Red Cross treaties, but to an even greater extent, this merciful help has been given to the women and children, the aged and infirm civilians whose suffering in modern warfare surpasses anything we could earlier have believed possible.

I am confident that whatever may be the problems which intensification of warfare may bring, the American people will respond to any appeal for funds when the Red Cross deems it necessary to call upon them for additional aid. By such response we can aid in sustaining the spirit and morale of those in distress abroad until the happy day we all pray for, when hostilities shall cease.

Very sincerely yours,

Honorable Norman H. Davis,
Chairman,
American National Red Cross,
Washington, D. C.

41. Appeal for Red Cross Contributions

beyond that of wheat, it should be extended to all the major crops instead of just to cotton.

After I had vetoed this bill, there came very favorable and unusual developments in the wheat areas, which turned the very poor prospects into a relatively fair crop of wheat.

The foregoing veto served to stimulate study and research for more efficient ways of carrying on the crop insurance business. One of the new developments resulting from the study has been "the wheat note plan," which provides for the payment of premiums by means of a wheat note instead of actual

wheat. This obviates the high costs of storage, which was one of the difficulties in the wheat program.

As indicated in the note to Item 20, 1937 volume, wheat insurance has recently been working more satisfactorily.

Based on the more recent experience, I have recommended to the Secretary of Agriculture, by letter dated April 5, 1941, that consideration might now be given to the extension of federal insurance to other crops; and by the passage of Public No. 118, 77th Congress, approved June 21, 1941, crop insurance has been extended to cover cotton.

41 Presidential Appeal for Contributions to the American Red Cross. May 10, 1940

THE AMERICAN RED CROSS has issued an appeal for a war-relief fund of at least \$10,000,000.

I urge all Americans who have a feeling of deep sympathy for the peoples of those unfortunate countries who today have been added to the long list of those who are suffering the horrors of invasion and aerial bombardment, to respond quickly and generously to this appeal.

The American Red Cross, our official national volunteer relief agency, is efficiently organized to answer such emergency calls. It is, therefore, the logical agency through which our citizens can express their compassion for the innocent victims of the wars that rage overseas. I am confident we will not fail them.

(See Item 53, pages 241-242, for the response to this appeal for contributions to the Red Cross.)

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THE ^t₁₁ PUBLIC PAPERS
AND ADDRESSES OF
FRANKLIN D.
ROOSEVELT

WITH A SPECIAL INTRODUCTION
AND EXPLANATORY NOTES BY
PRESIDENT ROOSEVELT



1939 Volume

WAR—AND NEUTRALITY

THE MACMILLAN COMPANY · NEW YORK · 1941

AILS

LIBERALISM

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67. *Address at Red Cross Convention*

As a result of Reorganization Plans I and II, reserves were established which indicated the monetary savings realized. The actual savings effected by the setting up of these reserves totaled \$10,885,135 as of June 30, 1940, for the agencies reorganized under Plans I and II.

For a further discussion of the historical background of adminis-

trative reorganization, the proposals of the President's Committee on Administrative Management, and the fight to have these proposals adopted, see Items 241 and 241A, 1936 volume; Items 41, 44 and notes, 1938 volume.

For a chart of the transfer of agencies under Plan I and Plan II see note to Item 77, this volume.

67 (C) *Address at the American Red Cross Convention. Washington, D.C. April 25, 1939*

Chairman Davis, Senior and Junior Delegates to the Red Cross Convention:

IT GIVES me the greatest of pleasure to greet here, at the White House, this splendid American Red Cross assemblage, and to give assurance that no enterprise is nearer to my heart than the work carried on in behalf of all humanity by this superb organization.

As you know, I have had the honor of being the President of the Red Cross since 1933—but my interest in the work dates back to my active participation in the Red Cross in the trying days of the World War.

Chairman Davis has spoken of the relationship that the President of the United States bears to this organization. You may have guessed that in my relationship to a great many other organizations of the Government I am inclined to judge the efficiency of each of them by the amount of trouble that it gives to me; and, the more I hear of them and from them, the more I know that there is trouble. So, for the last six years I can say that my absence from the Red Cross meetings, my seeming inattention to Red Cross affairs, proves beyond doubt the constant efficiency of the Red Cross.

67. *Address at Red Cross Convention*

Although ours is a semi-governmental agency, it does draw support from the people as a whole. Designated by Congress as the official, volunteer humanitarian organization of the nation, with specific powers and responsibilities, the Red Cross operates with independence and impartiality. It is universal in its appeal to our citizens, because everyone is welcome in its membership; and it is impartial in conferring its benefits.

When there is disaster, every agency of the United States Government is directed to cooperate with the Red Cross. Government resources and man power play an important part in aiding and restoring physical damage in communities struck by calamities. But they can never replace the humanitarian handling of the problems of the individual which is the work of the Red Cross itself.

I am especially proud of the improvement that has come during the past few years under our late Chairman Admiral Grayson and our new Chairman, my old friend, Mr. Norman Davis. I refer particularly to the coordination and cooperation which has been worked out in times of disaster among the many agencies of the United States Government and the American Red Cross today.

In floods, in fires and in hurricanes, the system of pooling our resources has been brought to a very high state of efficiency.

In time of local or regional disaster, all agencies—those of the Federal Government, of State Governments and of county and municipal Governments—know exactly what to do and when to do it. They are organized for instantaneous action. And, as you know, that action proceeds smoothly and without duplication of effort under the direction of the American Red Cross itself. And I remember, when we first tried this out in the great Ohio flood, soon after I came to Washington, I took a rather keen pleasure in putting the Chief of Staff of the Army and the Chief of Operations of the Navy under the Red Cross.

Furthermore, after the emergency of human suffering is cared for, other Government agencies step in with the systems of the

67. Address at Red Cross Convention

Red Cross to carry on the work of rehabilitation—physical work and financial aid.

I hope the people of the country realize the splendid efficiency of these joint efforts. There is no lost motion, there is no waste of emergency or relief funds—and I think that no country in all the world has reached the standards which the United States has achieved in this respect in the past few years.

The strength of our splendid organization is in its appeal to the tenderest sympathies of our people. It embraces in its membership all races and creeds and it knows no politics. There is nothing narrow or sectional about it. All of our people find unity in one great objective, the relief of human suffering.

Happily, too, the Red Cross appeals both to the older people and to our young people. Through the Junior Red Cross, nine million boys and girls are being brought up in the tradition of service to others. The foundation being laid for these boys and girls in the Junior Red Cross, which has for its motto "I serve," may well be an important factor in the future welfare of our nation.

In its fifty-eight years of existence, the American Red Cross has also been exceptionally generous and active in extending a helping hand to our distressed neighbors. Within the past twelve months, not only have our resources of money and our resources of volunteer help been strained to the utmost in meeting disaster relief needs, such as the New England hurricane where great loss of life and property was suffered—but in generous contributions to distressed civilians in China, in Spain, in aiding the refugees in France, and in Chile where earthquakes took an appalling toll of life and left thousands of injured to be cared for.

The spirit of the Red Cross does not wane. In a world disturbed by war and fear of war, the unselfish devotion of the Red Cross to the welfare of others stands out in striking contrast to inhumane acts which have shocked our conscience in so many instances.

Yes, the task before us is enormous. Our work, by reason of

68. *Employment Week and Employment Sunday*

its very nature, is never done. Our work never can be done while human misery exists.

That work must go bravely on. You are carrying out, and you are improving on, a great tradition.

We shall not fail because we know that all of America has been with us, is with us, and is going to be with us in the days to come.

68 ¶ *Employment Week and Employment Sunday. Proclamation No. 2331. April 26, 1939*

AS INDUSTRY and business make substantial progress toward recovery there are ever-increasing employment opportunities for all groups. It is important to our social equilibrium that these opportunities be equitably shared, and that no group in the population shall feel itself discriminated against in hiring policies. It is particularly important that those men and women who have reached the age where their family responsibilities are at a peak receive their fair share of the new jobs, and are at least allowed to compete for these openings on the basis of their actual qualifications, freed from the handicap of an unfounded prejudice against age alone.

I am mindful of the fact that among those over forty years of age are a great body of our most experienced, able, and competent workers; that this group as a whole is not sharing as fully as other age groups in the employment revival; that many of those over forty have lost their jobs through no personal failing but because of circumstances over which they, and their employers, had no direct control; that among those over forty and still actively in the labor market are practically the entire group of World War veterans (whose average age is 46), a group that is surely entitled to look to our society for security and economic independence.

A committee of distinguished representatives of industry, labor, and the public has recently issued its report to the Sec-

154. *Annual Red Cross Roll Call*

quiet peace under liberty can endure. It is fitting to remember this today. In this season we have been used to celebrating the anniversary of the Armistice of the World War. Now we need a new and better peace: a peace which shall cause men at length to lay down weapons of hatred which have been used to divide them; and to forego purposeless ambitions which have created fear—ambitions which in the long run serve no useful end. We seek a language in which neighbor can talk to neighbor; in which men can talk to men; and by which the common and homely and human instincts which are found everywhere may reach expression through the elimination of fear.

I have sought and I still seek, in all simplicity, to try to find the road toward this peace. It must be the goal not only of men trained to arms, but of all of us everywhere, whose dearest desire is a quiet peace under liberty.

To all of you, Faculty, Students and Graduates of the Virginia Military Institute, I send my warm greetings on your Centennial. Live up to your great heritage, your noble record and your simple faith throughout the second century that lies before you.

154 ¶ *Radio Appeal Launching the Annual Roll Call of the American Red Cross.*

November 11, 1939

Chairman Davis and friends of the Red Cross everywhere:

I HAVE gladly accepted the invitation to say a few words on this program launching the annual Roll Call of the American Red Cross. I join in this appeal because the President of the United States also is President of the American Red Cross. Moreover, I believe with heart and soul that all of us Americans should do everything we can to support an organization of such vital importance to our people.

Knowledge of our individual responsibility toward the na-

154. Annual Red Cross Roll Call

tional and international services of the Red Cross is always essential to the success of these ministrations of mercy. We should bear in mind that, during the Roll Call, the Red Cross does not ask us to make a mere donation. It invites us to join and to take our place in the legion of men and women of good will who make the Red Cross one of our strongest shields against forces of destruction — whether activated by nature or man. We must realize that regardless of race, creed, or color, the Red Cross deeply matters to us, as individuals, in a world darkened by conflict and misery.

The Red Cross stands upon a remarkable record of service to humanity. Founded in 1881 and chartered by Congress in 1905 as our national voluntary relief agency, the American Red Cross has played a conspicuous part in relieving the distress which has followed every national disaster. The growth of its services to the nation has been in direct proportion to the growing confidence of the American people in its ability to respond swiftly and competently to emergency situations.

The Red Cross this year is being called upon to meet an unusual number of appeals for aid from every quarter. Because our Red Cross is a member of the large family of Red Cross societies which, in time of war, join with the neutral International Red Cross in Geneva in the alleviation of suffering caused by war, the conflict in Europe has brought added responsibilities to our national organization. We of this fortunate country are already doing much, in the name of humanity, on behalf of the unfortunate victims of this unhappy conflict. I am sure you would not want it otherwise, and when the time comes for the Red Cross to ask your help to continue this work I am confident of your sympathetic response.

Equally important, however, is the year-in and year-out battle of our Red Cross to preserve life and health here at home. The psychology of hate and destruction, so rampant today, makes it too easy to forget that while war is not a human necessity, neither are the preventable deaths which harm a nation at peace. It is essential, therefore, that the Red Cross continue its efforts to

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155. *Relief for Drought Sufferers*

reduce the number of avoidable accidents and illnesses which yearly take the lives of hundreds of thousands of Americans.

To make this possible we must keep our Red Cross prepared through memberships and contributions to meet any and all emergencies, whether at home or abroad. The annual Roll Call of the American Red Cross begins today, Armistice Day, but there can be no armistice in our war against need and human suffering.

We have been told many times that it is our Red Cross, that it is our voluntary agency for the relief and prevention of suffering of our neighbors at home and abroad—and, perhaps, of ourselves. I would like to underscore the truth of that statement. It is our Red Cross, yours and mine. It needs our warm-hearted, generous, typically American support. Both as Chief Executive and as a fellow citizen I urge you to join during the Roll Call—to join now, and to do your bit.

155 (A Statement of Relief Efforts for Drought Sufferers of 1939 in Several States.

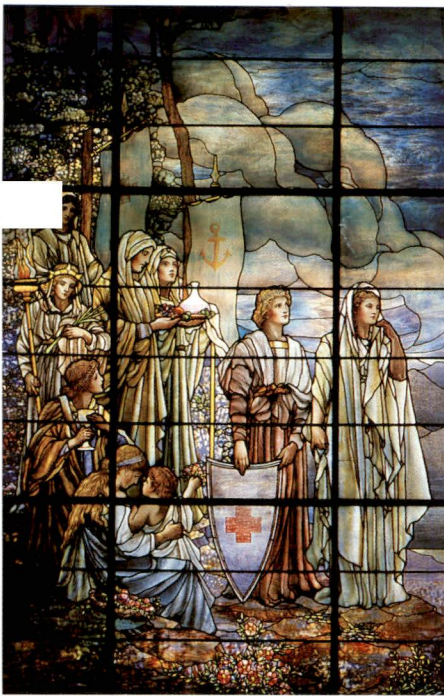
November 15, 1939

My dear Mr. Hall:

I HAVE the telegram of October twenty-third from you and Mr. John V. Johnson urging consideration of drought relief legislation to meet the need of farmers in twenty-nine States.

Earlier this year I feared that conditions caused by drought might become serious. In order to be prepared to render all possible aid should the drought continue, on July twenty-seventh I therefore directed the Secretary of Agriculture, the Secretary of the Interior, the Work Projects Administrator, and the Director of the Civilian Conservation Corps to prepare for an emergency.

The Congress has authorized these agencies to undertake emergency relief action in the event of floods, droughts, or other



The Memorial Windows

*Designed by the
Tiffany Studios*

The three Favrite™ windows in the Board of Governors Hall were commissioned by the American Red Cross from the Tiffany Studios in New York City in 1917. The windows, which represent the theme of ministry to the sick and wounded through sacrifice, are reputed to be the largest suite of Tiffany windows still in their original location, except for those that remain in churches. Thus, they can be seen and appreciated in the environment for which they were originally created.

The idea for the windows was initiated by Mabel T. Boardman, secretary of the Red Cross from 1919 to 1944, who suggested it to the Women's Relief Corps of the North and to the United Daughters of the Confederacy, two organizations of Civil War women. Each organization contributed \$5,000; thus, the three windows were created for \$10,000. The money from the Women's Relief was appropriated direct from funds on hand; that from the United Daughters of the Confederacy came through popular appeal. The contributions of these two organizations served to emphasize the dedication of the building "In Memory of the Heroic Women of the Civil War."

The central panel was a gift of both organizations and portrays an army of gallant knights in armor, mounted on horses and carrying spears. The central

figure is a standard-bearer riding a white steed bedecked with jeweled trappings. The technique of embedding colored glass stones in the windows is known as "Tiffany Jewels." The standard-bearer carries a large flag with the Red Cross emblem in the center. Near the feet of his prancing horse is an injured, fallen warrior who is receiving food and aid from a faithful comrade. The underlying concept is that in the onrush of battle there must still be found the time and the means to aid the fallen.

The left panel was donated by the Women's Relief Corps of the North. It shows Saint Filomena, famed for her healing powers, surrounded by women symbolizing different virtues. The first woman carries a shield emblazoned with the Red Cross emblem. She is followed by Hope, carrying a banner with the symbol of an anchor on it. By her side is Mercy, bearing her gifts. Next is Faith, who carries a torch and palm fronds. Lastly, Charity offers a healing draught. In the foreground is a mother holding her little child, who is passing out flowers; in the background is a maiden carrying the Red Cross banner.

The right panel was given by the United Daughters of the Confederacy. Like its companion window, it tells of noble women and their good deeds. The central figure is the graceful Una from Spenser's

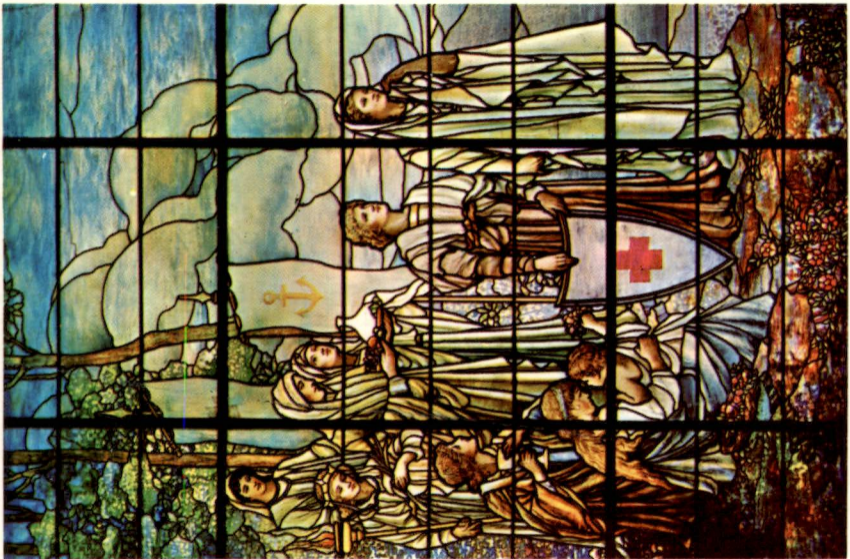
"Faerie Queene," who personifies Truth and Fortitude. She is accompanied by a maiden holding a cross and another carrying the lamp of wisdom. Behind her is a banner with a heart, symbolizing helpful love. Kneeling in front of Una is a young woman holding a shield with the Red Cross emblem on it. Following these women are others with Red Cross banners.

The beauty of the windows is enhanced by the detailed molding within the Board of Governors Hall. The room's elaborate decoration was conceived to complement the windows. Most Tiffany windows, except for those in churches, have been removed from their original location. So, visitors to the American Red Cross are fortunate in viewing these memorial windows in their original location.

Postcards of each of the three panels are available free of charge at the reception desk in the main building. Thank you for visiting us.



**American
Red Cross**



LEFT PANEL

of THREE MEMORIAL WINDOWS
American Red Cross, National Headquarters
Washington, D.C.

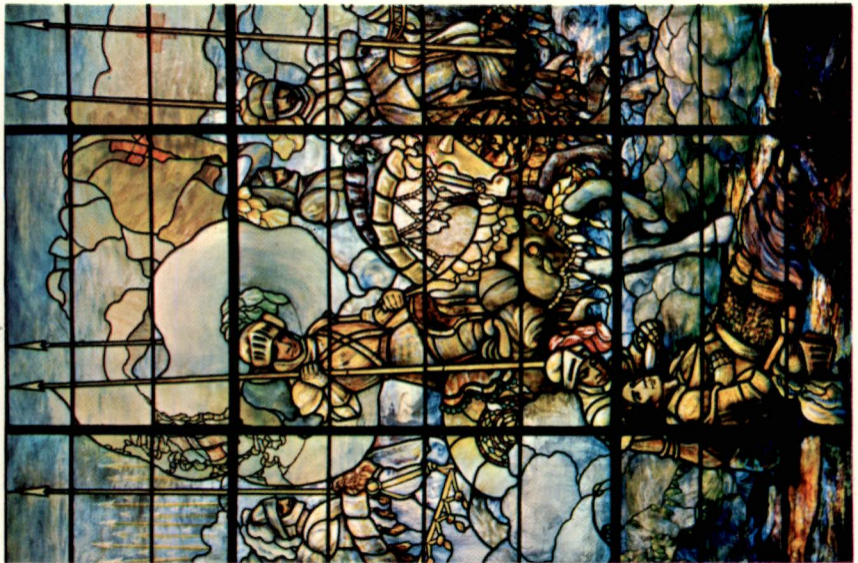
These windows, located in the Main Building at National Headquarters, were presented by the Woman's Relief Corps of the North and the United Daughters of the Confederacy of the South. This panel is the gift of the North. With her hands on the Red Cross shield is St. Filomena, famed for her powers of healing. She is accompanied by figures symbolizing Mercy, Hope, Faith and Charity.

CAPSCO, INC., WASHINGTON, D. C.



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HERE
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POST CARD



**CENTRAL PANEL
of THREE MEMORIAL WINDOWS
American Red Cross, National Headquarters
Washington, D.C.**

These windows, located in the Main Building at National Headquarters, were presented by the Women's Relief Corps of the North and the United Daughters of the Confederacy of the South. This panel is a joint gift of both organizations. The Red Cross Knight is shown kneeling to give a draught to a wounded comrade, symbolizing Red Cross in War.

—CAPSCO, INC., WASHINGTON, D. C. 20005—

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POSTCARD





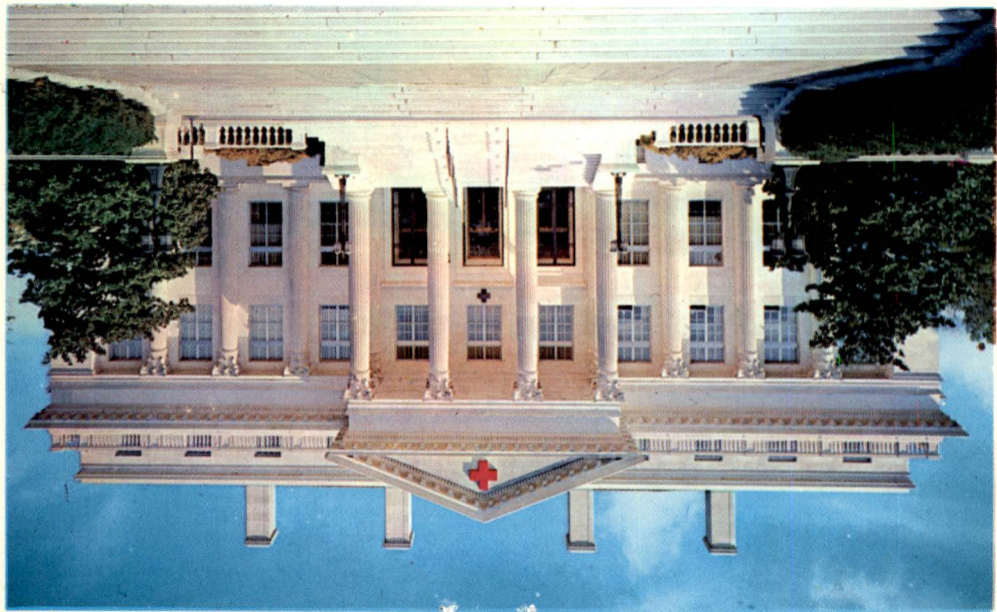
RIGHT PANEL
of THREE MEMORIAL WINDOWS
American Red Cross, National Headquarters
Washington, D.C.

These windows, located in the Main Building at National Headquarters, were presented by the Women's Relief Corps of the North and the United Daughters of the Confederacy of the South. This panel is the gift of the South. It represents UNA, of Spenser's "Faerie Queene" and typifies fortitude. Her apron spilling roses is symbolic of good deeds.

CAPSCO, INC., WASHINGTON, D. C.



POST CARD



**AMERICAN RED CROSS
NATIONAL HEADQUARTERS BUILDING
Washington, D.C.**

A fitting memorial "to the heroic women of the Civil War," completed in 1917, the headquarters building and two adjacent office buildings are the operating center for the worldwide services of the American Red Cross.

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CAPSCO, INC., WASHINGTON, D. C.





National Headquarters
17th and D Streets, N.W.
Washington, DC 20006
Telephones: Day (202) 639-3200
Night (202) 737-8300
Fax: (202) 347-1794

NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: EXTERNAL COMMUNICATION
Diane Powers
202-639-3225
or
Brian Ruberry
202-639-3224

AMERICAN RED CROSS RECEIVES LARGEST SINGLE CORPORATE GIFT IN RED CROSS HISTORY FROM BURGER KING®

WASHINGTON, D.C., DEC. 27 -- The American Red Cross announced today that Burger King Corporation and its franchisees donated \$5.7 million to the ARC Disaster Relief Fund. The gift is being hailed as the largest single cash gift from a corporation to the American Red Cross in its more than 100 year history.

Burger King restaurants donated 25 cents from the sale of "BK Doubles," a new Burger King product line, to the Red Cross Disaster Relief Fund from Oct. 25 to Nov. 23. The donation will go toward helping the victims of the San Francisco earthquake, hurricanes Jerry and Hugo, and tornadoes in Huntsville, AL and Montgomery, NY.

-more-

AMERICAN RED CROSS--ADD ONE

"One of the main objectives of the American Red Cross, as a volunteer emergency services organization, is to help people prepare for, and cope with emergencies," says Gene Dyson, co-chairman of the Red Cross disaster relief fund campaign.

Each year Red Cross volunteers and staff at more than 2,800 chapters nationwide respond to some 50,000 disasters ranging from single-family house fires to major natural disasters.

In addition to disaster work, American Red Cross volunteers provide a range of other services to the community including: Blood Services to fortify the nation's blood supply -- Transplantation Services -- AIDS Education -- Military and Social Services to members of the U.S. armed forces, veterans, their families and civilians -- and International Services which link chapters to the International Red Cross Movement dedicated to protecting human life worldwide.

According to Dyson the money raised by Burger King® customers helps the Red Cross give immediate assistance to disaster victims to help buy food, clothing, household and medical items, and to take care of other emergency needs including rent or temporary repairs.

"This donation was made possible through more than 22 million Burger King customers across the nation who rose to the occasion of people in need by buying BK Doubles," said Barry J. Gibbons, Burger King Corporation's Chief Executive Officer.

-more-

AMERICAN RED CROSS--ADD TWO

"Their quarters will go a long way in aiding victims of recent disasters, especially this holiday season," he added.

Burger King Corporation introduced its new "BK Doubles" countrywide on Oct. 1. "BK Doubles" are double cheeseburgers that combine unique toppings with two beef patties and cheese.

The American Red Cross is the nation's foremost volunteer emergency services organization dedicated to improving the quality of human life; to enhancing self-reliance and concern for others; and to helping people in emergency situations. The programs of the American Red Cross are made possible largely by the voluntary services and financial support of the American people.

#



American Red Cross

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FOR IMMEDIATE RELEASE

CONTACT: ANN STINGLE
(202) 639-3395

LYNN MARTENSTEIN
(202) 639-3200

24 HOUR
(202) 737-8300

RED CROSS WORKER KILLED AS RELIEF MOVES INTO ROMANIA

Washington DC, Dec. 27 -- A volunteer from the Hungarian Red Cross was shot and killed at point blank range as a relief convoy crossed the border from Hungary to Romania. The incident occurred on Saturday. The International Red Cross Movement has appealed to everyone involved to respect the Red Cross emblem in allowing humanitarian assistance to move freely.

Over 500 tons of Red Cross relief supplies including food, clothing, blankets and medical supplies have arrived or are in the pipeline for victims of the turmoil in Romania. At least 54 Red Cross personnel are in Romania and at two Red Cross logistical bases in Hungary and Bulgaria, working around the clock to move the goods as quickly as possible.

- MORE -

The Red Cross is carrying out relief activities in Bucharest, Craiova, Constanta, Timisuara, Arad and Oradea. High-frequency radio stations have been established at key points through-out Romania with the help of the German Red Cross (FRG). Mobile Red Cross teams have been sent to small villages and particularly to Sibiu, a small town in central Romania cut off until today by the extremely hazardous conditions there.

A coordinating committee has been established in Bucharest consisting of the International Committee of the Red Cross (ICRC), the World Health Organization (WHO), and the United Nations Disaster Relief Organization (UNDRO).

"The congestion we are seeing at the airport in Bucharest supports the decision by the Red Cross to take a dual approach -- by land and air -- in shipping relief materials into Romania," said Jose Aponte, Director of the Office for International Services for the American Red Cross.

"The amount of goods available in Eastern and Western Europe also confirms the decision by the American Red Cross to support the relief operation through financial contributions. It is far more cost effective to purchase supplies in Europe rather than ship them trans-Atlantic," he continued. "However, if a particular item is requested from the U.S., based on assessed needs, we are standing by to fulfill that request."

- MORE -

Persons wishing to help in relief activities for the people of Romania should send donations earmarked for "Romania Relief" to the American Red Cross, P.O. Box 37243, Washington DC 20013.

- 30 -



American Red Cross

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AMERICAN RED CROSS PROVIDES CASH ASSISTANCE TO ROMANIAN RELIEF

Washington, Dec. 26 -- In response to the immediate and long-term needs of the Romania people, the American Red Cross is committing \$50,000 to relief efforts in the stricken country. Additional donations are being accepted from the public and will be targeted to relief needs.

"After the events of the past week, recovery for the Romanian people will be a long and difficult process," stated Jose Aponte, Director of the Office of International Services for the American Red Cross.

The International Committee of the Red Cross estimates (ICRC) that \$11 million dollars will be needed for Romanian relief, \$4 million of which will be needed in the next three weeks.

- MORE -

Mobilization of Red Cross relief efforts throughout Europe has resulted in 135 tons of medical supplies and equipment either in-country or in route to Romania. The ICRC has requested that no more medical material be sent.

The Red Cross team confined to the airport outside Bucharest for three days is now able to enter the city. Three teams of ICRC delegates, radio technicians and Finnish Red Cross medical staff personnel will be moving from town to town to assess needs and assist victims. Some 12 other national Red Cross societies in both East and West Europe have mobilized relief convoys and flights or made beds available in hospitals along the border with Romania.

"Because the Red Cross organizations in Europe are in much closer proximity to Romania, most Red Cross relief shipments will be handled there. However, if a particular item is needed which is most available from the U.S., the American Red Cross is ready to respond to that need," Aponte said.

Protection of the victims is a major concern of the Red Cross. This includes protecting the wounded in hospitals and those who care for them, and registration of prisoners. The Red Cross has noted that the media will play a vital role in this effort.

Persons wishing to contribute to Red Cross relief activities in Romania should send donations earmarked for "Romania Relief" to the American Red Cross, P.O. Box 37243, Washington, DC 20013.



American Red Cross

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NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: ANN STINGLE
(202) 639-3395

BRIAN RUBERRY
(202) 639-3224

24 HOUR
(202) 737 8300

RED CROSS CONVOYS MOVE INTO ROMANIA

WASHINGTON, Dec. 24 -- Convoys bearing Red Cross relief teams and medical supplies are beginning to arrive in Romania.

More are expected in the next few days. The Red Cross Movement has appealed for all parties to respect the Red Cross emblem and allow humanitarian assistance to the victims.

Two logistical bases have been set up by the International Committee of the Red Cross (ICRC) to coordinate Red Cross relief efforts: one in Budapest, Hungary, and another in Varna, Bulgaria.

A team of six delegates, two sanitation engineers and a Danish Red Cross medical team consisting of a surgeon, an anaesthetist and a nurse have just arrived in Varna.

The team will try to reach Bucharest from Varna via Ruse, a town on the border where the Bulgarian Red Cross has set up a field hospital.

- MORE -

ARC CONVEY MOVE INTO ROMANIA- ADD ONE

A convoy from the Yugoslavian Red Cross delivered urgently needed medicines to a hospital in Timisoara. An ICRC delegate has also arrived in Timisoara. Another convoy from the Czechoslovakian Red Cross has arrived in the stricken country.

The ICRC team at the airport in Bucharest continues to be confined to the airport due to the violence in fighting. They have been able to provide medical care for the steady flow of wounded arriving at that location.

The airports of Constanza and Crayowa in Romania are now open for humanitarian flights. The ICRC is trying to obtain permission to land there with relief supplies and Red Cross personnel.

Due to the material support from both East and West European Red Cross societies, the American Red Cross will provide financial assistance to the relief operations in Romania rather than clothing and other supplies. Persons wishing to help should send donations earmarked for "Romania Relief" to the American Red Cross, P.O. Box 37243, Washington, DC 20013.



National Headquarters
17th and D Streets, N.W.
Washington, DC 20006
Telephones: Day (202) 639-3200
Night (202) 737-8300
Fax: (202) 347-1794

NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: EXTERNAL COMMUNICATION
ANN STINGLE
(202) 630-3395

BRIAN RUBERRY
(202) 639-3224

24 HOUR (202) 737-8300

RED CROSS MOBILIZING ASSISTANCE TO ROMANIA

WASHINGTON, DEC. 23 -- Members of the International Red Cross and Red Crescent Movement have mobilized resources to bring assistance to victims in Romania, but because of the continued violence, access to the wounded is difficult and dangerous.

Two ICRC planes landed in Bucharest on Friday, December 22. The eight member team on board began immediately to provide medical care to approximately 300 wounded civilians and soldiers. However, because of the continued violent fighting, it remains dangerous to reach the wounded. The delegates and medical material are blocked in the immediate vicinity of the airport.

In Hungary, the Hungarian Red Cross and the International Committee of the Red Cross (ICRC) have set up a logistics base in Budapest. A doctor has been sent to the border and the Hungarian Red Cross is standing by to send materials across the border as soon as restrictions have been lifted.

Relief supplies being sent by a number of National Red Cross Societies (Czechoslovakia, Finland, Denmark, Hungary, Bulgaria, Italy, France, Austria, and the Federal Republic of Germany) have not arrived at their destination because of the confusion at the Romanian border. The same is true for flights and convoys organized by other aid organizations.

The ICRC recommends that given the current difficulties in access, supply channels not be overloaded. Priority needs are medical in nature.

The American Red Cross is accepting cash donations for relief for the victims in Romania. Persons wishing to help should send donations earmarked for "Romania Relief" to the American Red Cross, P.O. Box 37243, Washington, DC 20013.



American Red Cross

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(202) 639-3224

24 HOUR (202) 737-8300

MEDICAL NEEDS ADDRESSED BY RED CROSS IN ROMANIA, PANAMA
WASHINGTON, Dec. 22 --- Medical needs in both Romania and
Panama are a priority for the International Red Cross
Movement as planes take off today bearing supplies and
personnel for the two troubled countries.

In Romania, two planes from the International Committee of
the Red Cross are enroute carrying four tons of emergency
materials including basic medical supplies. Accompanying
the supplies are seven ICRC delegates, including medical
doctors, as well as a representative from the World Health
Organization. The delegates will report back with more
information once they are able to assess the situation.

National Red Cross societies from the neighboring countries
of Czechoslovakia, Hungary, and Yugoslavia have been in
close contact with ICRC. The neighboring societies are
standing by and will provide assistance as requested.

- MORE -

ARCMEDICALNEEDS IN ROMANIA, PANAMA- ADD ONE

In Panama, an ICRC doctor and operational specialist have arrived in Panama and have reported that medical supplies and equipment for an estimated 500 wounded people will be supplied from the ICRC warehouse in San Salvador. The ICRC is also sending an additional two doctors and one operational specialist to support the team that arrived on Thursday. The organization is currently awaiting landing rights in Panama.

FOR IMMEDIATE RELEASE

CONTACT: EXTERNAL COMMUNICATION
ANN STINGLE
(202) 629-3395

BRIAN RUBERRY
(202) 639-3224

24 hour (202) 737-8300

RED CROSS -- A CATALYST FOR PEACEFUL CHANGE IN THE '80s

WASHINGTON, Dec. 21 ---- The 1980s are closing with a flourish; countries seem in competition for the final banner headline of the decade. Dramatic as recent changes appear, individuals and movements committed to humanitarian ideals and non-violence exerted an unprecedented influence on world events throughout the decade.

The International Red Cross movement ends the 1980s having played a quiet, yet often crucial role in some of this decade's biggest news stories. In the process, the Movement helped to change the way change occurs worldwide.

Spokespersons, background material, and video footage are available on many of these International Red Cross activities.

1989

- **RED CROSS SPEEDS AID TO EAST GERMAN REFUGEES: (9/11)**
The Red Cross societies of West Germany, Hungary, and Austria mobilized hundreds of volunteers to provide refugees with emergency food, clothing, and medical aid.

-MORE-

RED CROSS IN THE '80s--ADD ONE

- RED CROSS DELEGATES ABDUCTED IN LEBANON: (10/16)
Two orthopedic technicians were abducted Oct. 6th from a prosthetic workshop in Sidon. No word has come from their captors.

1988

- KILLER EARTHQUAKE ROCKS ARMENIA: (12/7)
The Red Cross coordinated the first international disaster relief effort inside the Soviet Union since 1923. The quake left 25,000 Armenians dead and 500,000 homeless.

1987

- ONE-THIRD OF BANGLADESH FLOODED: (9/87)
Almost 20 million people were dislocated or lost homes in the worst flooding in 30 years. Twelve-hundred Red Cross volunteers provided victims with essential services.

1986

- RED CROSS ACTIVITIES SUSPENDED IN S. AFRICA: (10/28)
The South African government suspended ICRC activities and ordered the humanitarian organization to leave the country. This action, resulting from exclusion of the South African government delegation from high-level Red Cross meetings in Geneva, pitted Red Cross neutrality against the apartheid issue. One month later the government reversed its order and the ICRC resumed its humanitarian work.
- AMERICAN RED CROSS LAUNCHES NATIONAL AIDS CAMPAIGN: (1986)
With release of the film Beyond Fear, the Red Cross began a nation-wide public information and education program.

-MORE-

RED CROSS IN THE '80s--ADD TWO

1985

- **RED CROSS RELAYS MESSAGES TO AMERICAN HOSTAGES: (6/28)**
The American Red Cross channeled messages between the forty hostages of TWA Flight 847 in Beirut and their anxious families at home. The hostages were visited by delegates of the ICRC and later rode to freedom in a Red Cross convoy.
- **MEXICO CITY SHOOK BY 8.4 RICHTER QUAKE: (9/19)**
Disaster struck one of the world's largest cities, leaving nearly 6,000 dead. Rescue workers from the Mexican Red Cross provided emergency food and shelter to 20,000 people left homeless in Mexico City and two other nearby states.
- **COLOMBIAN CITY BURIED BY VOLCANIC ERUPTION: (11/13)**
Lava, mud, and debris raced down the slopes of the Nevado del Ruiz volcano today, entombing 23,000 people in the valley town of Armero. The Colombian Red Cross and local volunteers worked around the clock to rescue 5,000 people from the mud and care for the 13,000 left homeless.

1984

- **RED CROSS RELIEF FLOWS TO THE SAHEL: (10/84)**
The International Red Cross movement supported emergency and ongoing relief programs in the African Sahel throughout the '80s. In 1984, Red Cross relief and development programs were under way in 14 African countries.

-MORE-

RED CROSS IN THE '80s--ADD THREE

1983

- INTERNATIONAL HEALTH TEAM SERVES AFGHAN BORDER: (6/83)
The Red Cross faced a growing demand for medical services resulting from the Afghan conflict. Casualties were treated by an international medical team recruited from several Red Cross national societies.

1982

- BRITISH AND ARGENTINE PRISONERS EXCHANGED: (5/13)
The Red Cross repatriated 189 Argentine troops captured in the Falklands/Malvinas conflict. A total of 12,000 prisoners of war received Red Cross visits during the conflict.

1981

- MARTIAL LAW DECLARED IN POLAND: (12/13)
An acute shortage of medical equipment and supplies resulting from the civil crisis in Poland was eased by the arrival of Red Cross relief flights.

1980

- RHODESIAN CONFLICT ENDS--ZIMBABWE INDEPENDENT: (4/18)
The International Red Cross sought agreements among the parties involved to secure access to all places of detention. The Red Cross began talks with the new government about accession to the Geneva Conventions and Protocols.
- AIRLIFT FEEDS HUNGRY ON THAI-KAMPUCHEAN BORDER: (4/18)
Drought and a growing civil conflict threatened the lives of thousands of refugees living along the Thai-Kampuchean border. The Red Cross airlifted 140,000 metric tons of emergency

-MORE-

RED CROSS IN THE '80s--ADD FOUR

food relief, plus rice seed, fertilizer, and transport equipment to address long-term needs.

1/18/90

Red Cross

PPD -

[Jan Naylor - 7590
Sharon Horvath - 772 per tick

Dolbey Marsh - mentally handicapped man
who gave dollar a week from his
social security check

Presidential Involvement

1915 - Taft presided over cornerstone laying

FDR started Red Cross month
at

Wilson auctioned his sheep & gave
money to Red Cross during war

Us. presidents do P.S.A. for Red
Cross Month

~~Red Cross~~ sold R.C. shares

Invite Douglas

Frank Lockin - Exec. Asst. to Exec. Dir

2 ~~BB~~

interneth

Board of Governors
Policy Making

Amount of support given to interneth.

blood services
resp. for 1/2 of nation's blood
supply
largest supplier

Board members volunteers

kicks off corporate campaign

focussing on younger generation
this yr. -- leaders of tomorrow

Building on ~~our~~ heritage → Theme in F.A.

Kids had to compete & were nominated
by chapters

Intern. Comm. - Swiss
League of R.C. & Red Crescent - Geneva

Africa Relief

Internet Development

Preventive nos

^{Answer} Internet has expanded in last 5 yrs.

29th Feb SU embassy & people for Armenia

Armenian gift — statue for computer

disaster & service to military

**VOLUNTEER
2000
STUDY:**

VOLUME III

**HISTORY OF VOLUNTEERISM
IN THE
AMERICAN RED CROSS**

 American Red Cross

expenses and disaster needs, as well as a headquarters in Washington where the organization would be visible.

James A. Scrymser, an officer in the Military Order of the Loyal Legion of the United States, had proposed that the two groups raise \$400,000 and seek a congressional appropriation of a like amount for "a monument to the loyal women of the Civil War."⁵¹ The Central Committee endorsed the plan in 1912, and resolutions were introduced in both the House and Senate. Despite Southern resistance to the proposals over their wording, a compromise was worked out, and Congress passed a law in October 1913, making money available, contingent upon the Red Cross obtaining its half from private subscriptions.

The Loyal Order's portion never materialized, but Scrymser donated \$100,000 toward the project. Financial assistance was also sought from influential friends of the Red Cross, including Mrs. Russell Sage, Mrs. E. H. Harriman, mother of the organization's longest serving chairman E. R. Harriman, and the Rockefeller Foundation.

The current site of the American Red Cross national headquarters was selected with the stipulation that the building would be the property of the government, but that it would remain in permanent custody of the Red Cross. The cornerstone was laid on March 27, 1915, as a "Memorial to the Heroic Women of the Civil War."

Heads of Red Cross

A volunteer has always served as the titular head of the American Red Cross. The position of principal officer is shared between volunteer and paid staff. Clara Barton served as both titular head and principal officer, the only woman to have held both positions.

Boardman directed the Red Cross following the reorganization, but its president was the official head. From 1905 to 1913, this was William Howard Taft. But, according to Ernest Bicknell, Boardman was "the chief, make no mistake about it. **President Taft, with his inimitable chuckle, took his Red Cross orders from her.**"⁵² Boardman served only in voluntary positions throughout her service.

⁵¹Ibid., p. 93.

⁵²Ibid., p. 83.

In 1926, the national headquarters announced the acceptance by wives of four former U.S. Presidents as "officers of the same organization,"⁵⁴ together with the wife of the incumbent Vice President of the United States. Mrs. Calvin Coolidge, wife of the incumbent U.S. President, was named Honorary Chairman of the National Committee on Volunteer Service. The others serving as members of the Committee were Mrs. Woodrow Wilson, Mrs. William Howard Taft, Mrs. Theodore Roosevelt (who would serve as Honorary Vice Chairman for 20 years), and Mrs. Charles G. Dawes, wife of the sitting Vice President.

President Franklin D. Roosevelt's wife Eleanor served as a Red Cross canteen volunteer during World War I and later as Honorary Chairman of the Committee (1933-1946) and Honorary Vice Chairman (1945-1946). In addition, she surveyed American Red Cross Clubs in Britain during World War II, making "many sound recommendations on Red Cross work."⁵⁵ In 1943, Mrs. Roosevelt donned a Red Cross uniform and made an inspection visit to the Southwest Pacific.

Mrs. Harry Truman assumed the duties of Honorary Chairman in 1945 following her husband's ascendancy to the Presidency. When the Committee was reorganized in February 1946, she became Honorary Chairman of its replacement, the National Council of Volunteer Special Services.⁵⁶ This tradition of Red Cross service continued until the Committee was dissolved December 11, 1946.

Policy Makers

The policy-making body of the organization prior to the 1947 reorganization was the 18-member Central Committee, as it had been under Clara Barton. The President of the United States appointed the Volunteer Chairman and federal government representatives from such departments as State, Treasury, War, Justice, and Navy, similar to what is done for the Board of Governors today.

⁵⁴Red Cross News Release, January 24, 1926 (National Headquarters, Washington, D.C.).

⁵⁵Harriman letter to national chairman, May 24, 1954 (Washington, D.C.: U.S. National Archives), record group 300.

⁵⁶Hazel Braugh memo to Mrs. Janet Wilson, May 24, 1954 (Washington, D.C.: U.S. National Archives), record group 300.

Between 1913 and 1947, the titular head, or "President," was an honorary position reserved for incumbent U.S. Presidents. The chairman of the Central Committee, as principal officer, was the actual head of the organization. The principal officer of the corporation has not always been a volunteer and, until 1954, some were paid, some were not. In 1935, in accepting his appointment as chairman of the Red Cross, Cary T. Grayson, a retired naval officer, acknowledged that he would be compensated for serving as executive head of the Red Cross, even though his predecessor John Barton Payne had served as a volunteer. "Anyone in Red Cross work would derive greater satisfaction if his personal situation were such that he could serve just as Judge Payne did," he said.⁵³

From 1947 to 1954, the principal officer was called President rather than Chairman, as the Central Committee had been replaced by the Board of Governors under the charter revision and the chairmanship title abolished. In 1954, the title of "Chairman" was revived for the principal officer, at that time volunteer President E. Roland Harriman. The Board of Governors then assigned a title of "President of the Corporation" to a paid chief executive officer who ran the day-to-day operations of the Red Cross. The President of the United States remained the honorary titular head. In effect, the system was expanded to three levels from two: honorary chairman, principal officer, and chief executive officer, the structure that exists today.

Ellsworth Bunker became the first president under the current system, but he was not the first paid officer. Chairman Livingston Farrand who served as Chairman of the Central Committee 1919-1921 claimed that distinction. Others followed: Cary T. Grayson, 1935-1938, and Norman Davis, 1938-1944. Whether they received a salary depended upon their personal circumstances. For those who could not volunteer, interest from a special fund was used to pay a salary.

Wives of U.S. Presidents

An advantage to the organization of having U.S. Presidents as honorary chairmen of the Red Cross was that their wives often accepted invitations to serve at the national level.

⁵³Central Committee Minutes, February 1935 (National Headquarters, Washington, D.C.).

**BOARD OF GOVERNORS
Presidential Appointees**

President Bush, honorary chairman of the American Red Cross, has made five appointments to date and action is pending on two others. The eighth slot is still vacant. The appointed are:

George F. Moody, Chairman, ARC

James A. Baker, Secretary of State

Richard B. Cheney, Secretary of Defense

Louis W. Sullivan, Secretary of HHS

Lauro F. Cavazos, Secretary of Education

Patrick F. Gilbo
Manager, ARC Public
Inquiry/Historical Resources
639-3479 (202)

RED CROSS MONTH

Purpose

March is Red Cross Month. It provides the organization's more than 2,800 chapters with an opportunity to publicize the ideals, mission, and work of the American Red Cross both nationally and locally. The President of the United States, as honorary chairman of the organization, normally signs a proclamation annually declaring March Red Cross Month.

History

Traditionally, the Red Cross launched its annual enrollment drives ("roll calls") in November, but World War II brought a change in policy. War broke out shortly after the 1941 Roll Call and an unanticipated war campaign was immediately launched, placing a burden on the American people. It was decided that future enrollment campaigns should be combined with annual war drives rather than having two separate efforts each year. President Franklin Delano Roosevelt, as honorary chairman, endorsed the idea and designated March as Red Cross Month for 1943 and thereafter.

Promotion

Business and health field professionals find opportunities to promote their own wellness and awareness programs by teaming up with local Red Cross chapters to obtain appropriate materials and instruction for use throughout the year. In addition, volunteers are regularly needed for community service and March provides an opportunity for chapters to advertise this need.

Further Information

Contact your local chapter for information and materials on their local activities.

*THE AMERICAN
RED CROSS*

A HISTORY

BY FOSTER RHEA DULLES



HARPER & BROTHERS
PUBLISHERS / NEW YORK



XXIV.

THE BLOOD DONOR PROGRAM

“SIX thousand units of plasma went ashore at Tarawa,” a Navy divisional surgeon wrote back from the Pacific, “and 4,000 of them came back in the veins of wounded marines. At least half of the seriously wounded owe their lives to plasma.” Plasma was dropped by parachute to evacuation hospitals on the Normandy beaches. “When they’re brought in,” an Army medical officer reported on the condition of the wounded, “you’d swear they won’t last to the clearing station. After the plasma, they’re demanding a cigarette.” The name given to a fought-over area in the battle for Cape Gloucester, in New Britain, was “Plasma Ridge.”

The testimony of countless Army and Navy surgeons, line officers of the two services, and G.I.’s in both the European and Pacific theaters bears witness to the seemingly miraculous attributes of plasma and the immense saving in lives for which it was responsible. “Only one per cent of the Navy personnel wounded in the Pacific died,” declared the Surgeon General of the Navy, “thanks in large part to plasma.” “Plasma ranked first as the foremost life-saver used by the Army Medical Corps in North Africa,” the Surgeon General of the Army stated. There is also the testimony of General Eisenhower. “The use of plasma quickly after a fighter is wounded,” he said at one time, “constitutes the most important single advance in surgical treatment of the wounded in this war.”

Sulfa drugs and penicillin, and improved measures for the prompt evacuation of the wounded, contributed importantly to the saving of lives, but from Pearl Harbor to the final assaults on Germany and the Japanese islands,

plasma was the primary factor in holding down the death rate among wounded American soldiers and sailors to just half what it had been during the First World War.

The American Red Cross did not provide this plasma. It was the voluntary contribution of some 6,000,000 blood donors. The role of the Red Cross was in recruiting these volunteers, maintaining blood donor centers, and then turning the contributed whole blood over to biological laboratories for processing into plasma and final delivery to the Army and Navy. The blood donor centers, however, were the essential link in making possible this life-saving plasma stream that flowed ceaselessly to the fighting front in the Mediterranean, France and Germany, to the battlefields of Guadalcanal, Leyte and Okinawa. This co-operative venture of the national organization and the chapters was in many quarters considered the outstanding Red Cross contribution of the whole war.

Although the use of plasma was something entirely new, still in the experimental stage, on the eve of the Second World War, blood transfusions had a considerable history. Greek and Roman doctors are believed to have experimented in transferring the blood of both humans and animals, and the story is told of the lives of three boys who were sacrificed in 1490 in a vain attempt to rejuvenate with their blood the aged Pope Innocent VIII. The discovery of the circulation of blood then led to more scientific investigation of what might be done, and a first successful transfusion for a human being is believed to have been made in France in 1667. But the risks involved in such operations remained too great for them to be generally practiced.

Although there was a good deal of further experimentation in the eighteenth and nineteenth centuries, the problems which made transfusions so dangerous were not really solved until the twentieth. Then long and exacting research resulted in two new and important discoveries. The first was the differentiation of four types of human blood which could not be mingled but whose incompatibility could be counteracted in the case of transfusions through the careful typing of the blood of both the donor and recipient. The second was the realization that the coagulation so often a cause for death when new blood was injected into a patient could be prevented through the use of sodium citrate. As a consequence of these discoveries, transfusions became entirely practical by the time of the First World War. In 1918, a committee representing the laboratory and surgical services of the United States Army formally adopted them, with the use of matched, citrated blood,

APPENDIX B

HISTORICAL TABLE OF THE HEADS OF THE AMERICAN RED CROSS

TITULAR HEAD OF RED CROSS

PRINCIPAL OFFICER OF RED CROSS

NAME	DATES	TITLE OF RED CROSS POSITION	NAME	DATES	TITLE OF RED CROSS POSITION
Clara Barton	June 9, 1881- May 14, 1904	President	Clara Barton	June 9, 1881 January 26, 1895 December 11, 1901 December 9, 1902- May 14, 1904	Chief Executive Officer President, Board of Directors General Executive Manager Chairman, Executive Committee
(Interim Period)	June 16, 1904- January 16, 1905		Mrs. John Logan served as Acting President, May 14-June 16, 1904. On the latter date, William K. Van Reypen was named by Senatorial Committee developing the reorganization to head Red Cross until a new charter could be secured from Congress.		
William Howard Taft	February 8, 1905- December 4, 1906	President, Board of Incorporators	William K. Van Reypen	January 16, 1905- February 13, 1906	Chairman of Central Committee
			Robert M. O'Reilly	February 13, 1906- December 4, 1906	Chairman of Central Committee
Former President Taft resigns March 19, 1913, in order to establish precedent that the President of the United States should also be president of Red Cross (now Honorary Chairman). His was agreed to by President Wilson, and the precedent has been followed by each President since then.	December 4, 1906- March 19, 1913	President	George W. Davis	December 4, 1906- October 28, 1915	Chairman of Central Committee
Woodrow Wilson	March 19, 1913- March 4, 1921	Honorary President	William Howard Taft	October 28, 1915- January 7, 1919	Chairman of Central Committee
			Former President Taft accepted chairmanship on condition that he be given assistance of a younger man to act as actual head of Red Cross. ELIOT WADSWORTH was elected Executive Vice President Sept. 1, 1916. Mr. Taft referred to himself as "nominal chairman" and Mr. Wadsworth as actual manager of Red Cross.		

WAR COUNCIL May 10, 1917-March 1, 1919

HENRY P. DAVISON, Chairman. With our entrance into World War I, President Wilson appointed a council of nationally known financial leaders to conduct the greatly expanded wartime program. The Central Committee "confirmed the decisions of this council." Mr. Wadsworth was a member of both groups. At the conclusion of the war, the Central Committee again assumed direct control of policy and operation.

Warren G. Harding	March 4, 1921- August 2, 1923	Honorary President	Livingston Farrand	January 15, 1919- October 15, 1921	Chairman of Central Committee (Presidential letter of appointment gives "Executive Officer")
Calvin Coolidge	August 2, 1923- March 4, 1929	Honorary President	John Barton Payne	October 15, 1921- January 24, 1935	Chairman of Central Committee (and "Executive Head of Corporation")
Herbert Clark Hoover	March 4, 1929- March 4, 1933	Honorary President			
Franklin Delano Roosevelt	March 4, 1933- April 12, 1945	Honorary President	Cary T. Grayson	February 8, 1935- February 15, 1938	Chairman of Central Committee (and "Executive Head of Corporation")
			Norman H. Davis	April 12, 1938- July 2, 1944	Chairman of Central Committee (and "Executive Head of Corporation")
Harry S. Truman	April 12, 1945 May 8, 1947- January 20, 1953	Honorary President Honorary Chairman	Basil O'Connor	July 13, 1944 May 8, 1947- October 1, 1949	Chairman of Central Committee President (of the Corporation)
			George C. Marshall	October 1, 1949- December 1, 1950	President
Dwight D. Eisenhower	January 20, 1953-	Honorary Chairman	E. Roland Harriman	December 1, 1950 January 1, 1954-	President Chairman of Red Cross (and of Board of Governors) and its "Principal Officer"

President of the Corporation (Chief Executive Officer)
now elected by Board of Governors:
Ellsworth Bunker, January 1, 1954-
December 31, 1956
Alfred M. Gruenther, January 1, 1957-

*** U.S. PRESIDENTS CONTINUE TO SERVE AS HONORARY CHAIRMEN*

From the President of the United States

In his Message to Congress December 6, 1898.

It is a pleasure for me to mention in terms of cordial appreciation the timely and useful work of the American National Red Cross, both in relief measures preparatory to the campaigns, in sanitary assistance at several of the camps of assemblage, and, later, under the able and experienced leadership of the president of the society, Miss Clara Barton, on the fields of battle and in the hospitals at the front in Cuba. Working in conjunction with the governmental authorities and under their sanction and approval, and with the enthusiastic co-operation of many patriotic women and societies in the various States, the Red Cross has fully maintained its already high reputation for intense earnestness and ability to exercise the noble purposes of its international organization, thus justifying the confidence and support which it has received at the hands of the American people. To the members and officers and all who aided them in their philanthropic work, the sincere and lasting gratitude of the soldiers and the public is due and freely accorded.

In tracing these events we are constantly reminded of our obligations to the Divine Master for His watchful care over us and His safe guidance, for which the nation makes reverent acknowledgment and offers humble prayers for the continuance of His favors.

William McKinley

1913 ANNUAL REPORT

REPORT OF THE AMERICAN NATIONAL RED CROSS.

DATE OF ANNUAL MEETING.

By the act of Congress approved December 10, 1912, the date of the annual meeting of the Red Cross was changed so as to authorize it in the future on the Wednesday preceding the second Thursday in the month of December.

MISUSE OF OUR INSIGNIA.

In a considerable number of cases organizations, corporations, and individuals, having the law applicable brought to their attention, have willingly desisted from the use of the symbol of the Red Cross, which they had adopted. In the first category are the American Medical Association, the National Association of Retail Druggists, the American Hospital Association, the American Society of Plumbing Inspectors, and the National Society of Funeral Directors.

There are a few commercial houses and individuals who registered the Red Cross as a trade-mark before the 5th of January, 1905. The statutes applicable permit the continued use of this symbol in their business, and owners of the trade-mark have expressed their refusal to give up the legal right they now enjoy, and the Red Cross is powerless to constrain them. It is the policy of the committee to appeal to those who have made an improper use of the cross to relinquish its use, such renunciation based upon our right to invoke legal prosecution. If they do not recognize the public sentiment which undoubtedly concedes the exclusive use of this emblem to the organization named by statute as the one which has no selfish or commercial purpose to serve, but devotes its efforts exclusively to the cause of suffering humanity, then the cases are referred to the Department of Justice with request that criminal prosecutions be instituted.

THE PRESIDENCY.

The first president of the Red Cross after its reorganization in 1905 was the Hon. William Howard Taft, who was then the Secretary of War in the Cabinet of President Roosevelt. Mr. Taft was elected and assumed the duties of the office on February 8, 1905. After he became President of the United States, March 4, 1909, he consented to continue in office, and he was annually reelected.

At the close of his presidential term President Taft tendered his resignation. The central committee considered that the precedent established of having the Chief Executive of the Nation president of the Red Cross ought to be followed, an opinion in which Mr. Taft concurred. His resignation was duly accepted by the committee, and the vacancy thus created was filled by the committee for the unexpired term by the designation to the presidential chair of Hon. Woodrow Wilson, President of the United States, his consent to hold this position having previously been kindly accorded.

The letter of resignation by President Taft follows:

AUGUSTA, GA., March 19, 1913.

MY DEAR MR. DE FOREST: I was elected president of the Red Cross in December to succeed myself. I had been president for four years during my incumbency as President of the United States. The cause which the Red Cross promotes is greatly

* 1-2

NATIONAL RED CROSS.

and sale of holiday seals bearing correspondence and on packages or 1 cent. Since this work was \$1,400,000 have been received local societies for the study and

IT FUND.

age in amount as at the close some of about \$35,000 yearly, al expenses of the organization. its increase, so that there may at the numerous calls upon the which the public do not usually hough the suffering, while not ie need of outside relief just as ters for which funds are always

COUNTRY NURSING.

through the generosity of Mr. been established by the dona- s that will yield to this branch 0 annually, a sum that will be bution of \$2,000 made by Mrs.

CROSS CONFERENCE.

s for this meeting accruing last ent-expenditure for the same

ET.

of the last fiscal year a state- ditures for all administrative 0,000,000 Red Cross seals with on of the purchase and sale of receipts were \$97,400 and the 's accounts for the 10 months hat our operations have been e of having a yearly budget for es.

OFFICE.

tain a branch Red Cross cell- inal one since the Russell Sug- purposes at our disposal.

aided, I think, by having the President of the United States at its head, and I do not think that it embarrasses the incumbent of the office of President of the Nation to accept the office of the head of the Red Cross. It gives it a standing abroad whose reputation is most useful in enabling it to carry out its high purposes. I accepted the last election with the understanding that when I ceased to be President of the United States I would resign the office, with the hope that President Wilson might be induced to accept it and use the union of the two offices in the same way that I have attempted to use it, for the benefit of the public of the United States and of the world at large.

Wherefore, I hereby resign my position as president of the Red Cross, to take effect upon the acceptance of the same by the executive committee of the Red Cross.

Sincerely, yours,

Mr. ROBERT W. DE FOREST,
Vice President The American Red Cross,
30 Broad Street, New York, N. Y.

WILLIAM H. TAFT.

17TH ST., N. W.
HEADQUARTERS

MEMORIAL TO THE WOMEN OF THE CIVIL WAR.

On the initiation of Mr. James A. Scrymser, of New York, the New York Commandery of the Loyal Legion last year proposed to contribute \$300,000 toward the construction in Washington of a memorial to the loyal women of the Civil War, conditioned on the appropriation by the United States Congress of \$400,000 for the same object, this memorial to take the character of a building which should be the perpetual headquarters of the Red Cross.

For the accomplishment of this purpose bills were introduced into both Houses of the United States Congress. The Senate bill was passed, and the same was favorably reported by committee to the House, but the measure was lost in conference.

These bills in a slightly modified form were introduced in the Senate and House during the first session of the Sixty-third Congress. One was passed without material opposition, and was approved by the President October 22, 1913. This measure assures to the American National Red Cross suitable office accommodations for all time in a splendid marble edifice.

Preliminary steps for carrying into effect the law of Congress have been taken, and the committee hopes that the memorial to the women of the Civil War may be dedicated on the sesquicentennial of the close of the civil conflict of 1861-1865.

NECROLOGY.

This year we have to note the death of one of the charter members of the board of incorporators, Mr. Robert C. Ogden, of New York. It is a source of further regret to have to announce the death of Mr. Adolph Busch, of St. Louis, who has been one of our most generous supporters.

MEDALS.

The central committee has felt that some of those who have rendered valuable Red Cross services should be noticed and recognized by the bestowal of medals, and acting in pursuance of section 37 of

by-laws we have selected the following and for the

Flood relief, 1913:

Gov. James M. Cox, C
Jacob G. Schmidlapp,
George W. Lattimer, C
Edward A. Deeds, Da
Homer H. Johnson, C
S. O. Richardson, jr.,
Mr. W. A. Compton, J
John H. Patterson, D

Balkan War relief:

Maj. Clyde S. Ford, M
Hoffman Philip, Cons
Mrs. W. W. Rockhill,
John Bickerhoff Jacks

Taal volcano relief: Hamr

General services:
Maj. Charles Lynch, M
Miss Jane A. Delano (C
Charles L. Magee, Wa
Francis J. Mulhall, W
Lewis E. Stein, Wash

REPORT OF THE

By ERNEST

For most of the recurrence to gradually establish a t possible to forecast with will occur in a given population in a certain territory, etc. Cross to form an approximation may be expected to demand that four or five square within the territory of the average. Mine disasters in the spring, cyclones in the the season in which the spring may be expected. All these enough exceptions to prevent disasters to the exclusion of

The year now closing has in March there ensued a storm and magnitude. Between called for Red Cross help, period. These disasters, it follows:

ALUM

On Friday, March 7, 1914 the tramp steamer *Alum* (Harbor. The number of lives in the hands of the Federal Baltimore chapter of the R

SCHEDULE PROPOSAL

January 9, 1990

TO: JOSEPH HAGIN
DEPUTY ASSISTANT TO THE PRESIDENT
FOR APPOINTMENTS AND SCHEDULING

FROM: DAVID DEMAREST ~~AA~~
ASSISTANT TO THE PRESIDENT FOR COMMUNICATONS

REQUEST: A Presidential visit to the American Red Cross
National Headquarters for its February Board
meeting

PURPOSE: To reaffirm the President's support of the Red
Cross and to encourage people to donate,
especially after the 1989 disasters.

BACKGROUND: As honorary chairman, the President could open the
board meeting and sign the proclamation making
March, Red Cross month.

Red Cross is in dire need of relief funds after
1989's natural disasters. Three months after San
Francisco's earthquake, there is a real need for
relief funds -- but fundraising is difficult
without media attention. The President's visit
would lure such attention.

Other possible themes could be substituted,
because the Red Cross is not only a relief
organization; it teaches people to help themselves
and others. Their services range from teaching
swimming skills, safety procedures, and first aid
to collecting blood. The Red Cross is not just a
point of light, it is a star.

PREVIOUS
PARTICIPATION: None

DATE AND TIME: February 23 - 25, 1990

LOCATION: Red Cross National Headquarters on 17th Street

PARTICIPANTS: The President and Red Cross Board

OUTLINE OF
EVENT: The President opens meeting and signs
proclamation.

REMARKS
REQUIRED: Yes.

MEDIA
COVERAGE: Open

Stephanie,

Signed copy for
your files. It is to
be discussed at Long Range
Scheduling mtg. today.

Sharon B.

File

THE WHITE HOUSE
WASHINGTON

JANUARY 30, 1990

Stephanie -
Here's the
stuff. Jim.
Mum

MEMORANDUM TO SIG ROGICH

FROM: C. GREGG PETERSMEYER
ROBERT G. MARBUT JR.
TRACEY TAYLOR

GP

SUBJECT: "DAILY POINT OF LIGHT" STATUS OF DALBEY MARSH AND HAROLD REYNOLDS

DALBEY MARSH:

We have obtained all the necessary information on Dalbey Marsh and will be sending it through the Political and Legal approval process this week.

Mr. Marsh's volunteer history was more extensive than first realized. He has been giving regularly to organizations such as the Red Cross and The Helen Keller Foundation for 17 years.

HAROLD REYNOLDS:

We have talked with the Seattle Mariners' Public Relations office about Harold Reynolds. As soon as we contact Mr. Reynolds to get his personal information, we will send him through the Political and Legal approval process.

Mr. Reynolds is very active with recruiting role models for inner-city youth in Seattle. He also visits elementary schools every week to speak about the dangers of drugs.

Thank you for the suggestions.

THE WHITE HOUSE

WASHINGTON

January 22, 1990

MEMORANDUM FOR GREGG PETERSMEYER

FROM: SIG ROGICH

SUBJECT: DALBEY MARSH AS A POINT OF LIGHT

Attached you will find a newspaper article regarding Mr. Dalbey Marsh and his weekly contributions to the American Red Cross. Mr. Marsh, 51, is a mentally handicapped man from Rossiter, Pennsylvania who has been taking out of his social security one dollar each week and sending it in to the Red Cross to assist victims of Hurricane Hugo. The American Red Cross plan to recognize Mr. Marsh for his contribution of \$17.00 as "...we appreciate that dollar we got from him each week - even more than the big donations - because we knew it really came from his heart...".

Due to his unselfish manner and deep concern for his fellow man, I would like to recommend that Mr. Marsh be consider as one of the President's "Point of Light".

Donations small, but heart big

Associated Press

ROSSITER, Pa. — For months, American Red Cross officials were mystified by weekly donations of \$1 or less from an anonymous contributor who has sent in \$17 thus far for victims of Hurricane Hugo.

Recently they discovered the benefactor is Dalbey Marsh, 51, a mentally handicapped man who lives in Rossiter and ekes out the contributions from his Social Security income. Now the Red Cross wants to give him special thanks.

"We are going to send him some stuff and a certificate thanking him for helping us out," said Glenn Ellis, executive director of the Charleston, S.C., Red Cross.

"What I told him is how much we appreciate that dollar we got from him each week — even more than the big donations — because we knew it really came from his heart. He may have his troubles, but he really cares about people," said Ellis.

"I'm glad to humbly do good to help the poor and help end suffering," Marsh said Saturday. "I just wanted to be generous and help out. It's just because I want to be nice. I have my troubles, too, and some of those used to be pretty bad. But I am a Christian, and I try to be kind."

Marsh moved to a personal care home 3½ years ago after spending 20 years at a state hospital in Torrance.

Red Cross officials had been baffled about the donations since they began arriving in September. The drawn-out scrawl on the envelopes led them to believe that the mystery donor was a child.

Marsh's identity was learned with the help of Dolores Comstock, Rossiter's postmaster.

Comstock said Marsh has made many trips over the past few years to her Main Street post office to mail money to various charities. When he was unable to donate a dollar bill, she taped his change to a piece of cardboard.

"I'd notice he would send a dollar, or change, to the Helen Keller Foundation," she said. "He had seen ads on TV that money helps buy vitamin A to eradicate blindness in children in Third World countries. He was concerned about children becoming blind."

After Hurricane Hugo ripped coastal South Carolina in September, claiming 29 lives and causing nearly \$6 billion in damage, Marsh asked Comstock where he could send contributions.

"I thought of a couple of agencies, and he chose the Red Cross," she said. "He's on a limited disability income, but he sends off little bits and pieces of what he has."

Marsh said he also sent money to help earthquake victims in San Francisco.

"I like to think what I send helps, but if I can't do it, I pray about it," Marsh said. "I hug the Bible and say, 'Lord, someone needs your comfort.' In some ways, the Lord has watched over me."

THE WHITE HOUSE
WASHINGTON

January 8, 1990

MEMORANDUM FOR DAVID DEMAREST

THROUGH: CHRISS WINSTON

FROM: STEPHANIE BLESSEY ^{JS}

SUBJECT: RED CROSS EVENT

Attached is a schedule proposal for a February Presidential appearance. Considering that the Red Cross is just across the street, this would be a simple but kind and gentle color event. It would also help the Red Cross raise funds they desperately need.

Please call me if you have any further questions.

Thank you.

cc: Sig Rogich

SCHEDULE PROPOSAL

January 9, 1990

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DEPUTY ASSISTANT TO THE PRESIDENT
FOR APPOINTMENTS AND SCHEDULING

FROM: DAVID DEMAREST
ASSISTANT TO THE PRESIDENT FOR COMMUNICATONS

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PREVIOUS PARTICIPATION: None

DATE AND TIME: February 23 - 25, 1990

LOCATION: Red Cross National Headquarters on 17th Street

PARTICIPANTS: The President and Red Cross Board

OUTLINE OF EVENT: The President opens meeting and signs proclamation.

REMARKS REQUIRED: Yes.

MEDIA COVERAGE: Open