

The Association Monthly

OCTOBER

1918



The United War Work Campaign

IN the coming United War Work Campaign, in which seven organizations unite, the Young Women's Christian Association faces the double problem of entering fully into the co-operative spirit and at the same time holding the unique place which it has made for itself.

These two phases of endeavor need not conflict.

'We started out to play a twosome—the Y. W. C. A. and the Y. M. C. A.,' explained one of the State chairmen. 'We went back to the beginning to make it a foursome, including the War Camp Community Service and the American Library Association. Now we have begun all over again with Community Golf.'

A community affair it is indeed, for not only are the three additional organizations named by the President—the National Catholic War Council, the Jewish Welfare Board and the Salvation Army—uniting with the others, but other societies whose names do not appear in the printed report are adding the strength of their membership. The Women's Trade Union League, the National Consumers' League and other organizations of women have expressed to the Y. W. C. A. their desire to work with them in this campaign. Past affiliations have been so satisfactory that this unselfish co-operation on their part is the logical outcome.

The seven organizations recognized by the War Department as accepted instrumentalities which assist, in essential matters of recreation and morale, the men in the ranks and women in war industries and replacing men in service start this wonderful community drive in company with unnumbered friends with cordiality and high hopes.

The National Joint Executive Committee has been expanded to the number of thirty-five with five representatives from each organization. Dr. John R. Mott is the chairman of a Committee of Eleven for shaping and deciding policies and also Director-General of the United War Work Campaign. Mr. Cleveland H. Dodge is National Treasurer. Mr. John D. Rockefeller, Jr., is Director for Greater New York.

Each organization, working in fullest harmony with the other six, still retains its individual personality, but contributes the wealth of its machinery to the good of the whole. The money raising features are wholly co-operative. No money is solicited for individual organizations. Any sums thus given will be credited to that particular organization, but considered a part of the total sum to which the organization is entitled, and not an addition to it. Expenses incurred in joint work will be paid by the participating organizations on a *pro rata* basis. The entire amount to be raised is now \$170,500,000. The sum for the Y. W. C. A. remains the same, \$15,000,000.

The other feature of the campaign is educational propaganda carried on by each of the seven organizations, defining and explaining the part each plays in maintaining the morale of our fighting forces. This arrangement makes the week of November 11-18 not an isolated event but a part of the continuous history of the long standing endeavors of each organization toward the strengthening of national welfare.

Since the Y. W. C. A. is the only one of the seven organizations which is distinctly a

woman's organization, other groups of women will use the campaign organization as set up by the Y. W. C. A., augmented by the appointment of such additional members as necessary to represent the various groups.

Women representatives from the organizations of the United War Work Council met informally with the Y. W. C. A. workers on the second day of the War Work Council meeting in Chicago, September 10th and 11th. Although they could not at this meeting take any formal action they expressed their readiness to assume the responsibility of rallying the entire womanhood of the nation to identify itself with the campaign

There were present at this meeting six women from the Jewish Welfare Board, three from the War Camp Community Service, eight from the National Catholic War Council, eight from the Salvation Army, and one from the American Library Association, as well as the two hundred and thirty-one Y. W. C. A. delegates already assembled. There were also representatives from the National Women's Trade Union League and the National Consumers' League

Jewish, Catholic and Protestant women are eagerly working together. This is, they feel, a campaign of all womankind.

MRS. HENRY P. DAVISON
Chairman, National Campaign Committee

Earn and Give

RESOLVED, That in the campaign for War Work Funds in which the War Work Council of the Y. W. C. A. is participating with other organizations, no girl under eighteen years of age be used by the War Work Council of the Y. W. C. A. to solicit money in any way, either on the streets, or in a house to house canvass, but that all money contributed by girls under eighteen shall be given by the girls themselves or earned in a way approved by the campaign managers of the Y. W. C. A.

When the War Work Council passed the above resolution it set a precedent for this and future campaigns, the importance of which can scarcely be overestimated. In no way does such a stand annul the tremendous service hundreds of thousands of American girls have performed in past campaigns for other organizations. Much money has been willingly given and intelligently asked for by girls who canvassed strange neighborhoods and approached many different kinds of people.

It does, however, put the emphasis on asking and giving in a different way. We want armies of girls to volunteer for service in this great drive that we are launching. We want them as individuals; we want them in pairs; we want them in their clubs, and in groups of every description. But when we get them we are going to challenge their ingenuity and interest to the utmost.

All over the country groups known as the 'Victory Girls' will parallel the forces of the Young Men's Christian Association called the 'Victory Boys' to work together in a great Earn and Give Campaign, as their part in the United War Work drive. And the earn and give part of this program is to be taken most literally. Consequently girls under eighteen will not be soliciting funds either on the street or in a house to house canvass. Instead, it is their privilege either to give as individuals or to earn their contributions singly or in groups in a way approved by the campaign managers of the Y. W. C. A. Such ways are legion.

From the point of view of the giver is there any comparison between the two methods? What we earn and give means something; what we give because we are often rather casually asked, seldom does. From the solicitor's point of view, does not the earn-and-give plan offer more opportunity for fun, friendship and service than the house to house and street work?

This new plan for enlisting the service of thousands of girls in the United War Work campaign can lead group work into larger usefulness than ever before, new clubs will form, old differences of opinion will vanish. Girls working with girls can even set the pace in this war-winning game which has \$170,500,000 as its visible goal.