

1934 MOBILIZATION FOR HUMAN NEEDS

1810 GRAYBAR BUILDING
420 LEXINGTON AVENUE
NEW YORK, N. Y. - MOHAWK 4-9805

OCTOBER 21 TO NOVEMBER 11

NEWTON D. BAKER, Chairman
MRS. FRANKLIN D. ROOSEVELT, Chairman
National Women's Committee
ALLEN T. BURNS, Executive Director

ALBERT D. LASKER, Vice-Chairman
ALFRED E. SMITH, Vice-Chairman
GEORGE E. VINCENT, Vice-Chairman
RAY LYMAN WILBUR, Vice-Chairman

NATIONAL WOMEN'S COMMITTEE

SUMMARY OF THE WOMEN'S CRUSADES, AUTUMN OF 1934

THE NATIONAL MOVEMENT

As a national movement by volunteers for educating themselves and their neighbors in civic and social responsibility, the Women's Crusades, sponsored for a second year by the National Women's Committee under the able leadership of Mrs. Franklin D. Roosevelt, directed and coordinated the activities of women in 389 communities.

Women of national and international standing formed the National Women's Committee, numbering 79. Many of its members were leaders in national women's organizations which were cooperative in furthering the purposes of the Women's Crusades:

to spread understanding of the functions and aims of social services depending upon private support for public good, and

to present the truths concerning the relationship of the jointly necessary work of public and private agencies.

Far from confining their interpretation to a few limited fields, the women who enlisted gave to the best of their ability a wide view of tax-supported and voluntarily supported agencies for human welfare.

In 105 cities with community chests and in 284 other communities, each with a local Crusade chairman, the panorama of moving human forces has been more clearly illuminated than heretofore.

Leaders met for inspiration and discussion at two national conferences. The first was the official opening of the 1934 Mobilization for Human Needs at Washington, D.C., September 28 and 29, and the other was the Women's Crusade Review at St. Louis, November 14.

SOURCE MATERIAL FROM HEADQUARTERS

Basic source material for the development of local Crusades was contained in the practical 40-page Guidebook issued to National Women's Committee members and local Crusade chairmen.

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After the Washington conference eight weekly bulletins on various phases of social service and the progress of the Crusades were issued. Their contents were designed to supplement the Guidebook and furnish suggestions for local study, speakers' bureaus, radio talks, and general information. The subjects included:

SERVICE AND RELIEF
JOTTINGS FROM WASHINGTON
A NEWS CALENDAR
FAMILY AFFAIRS

CHARACTER IN THE MAKING
FOR BETTER HEALTH
CRUSADE TRADE MART
WOMEN'S CRUSADE REVIEW (St. Louis)

Other material from Mobilization headquarters to which Crusade workers were referred included three pamphlets on character building, general statements of national leaders, and reprints of speeches and magazine articles available at the local community chests and other welfare administrative offices.

STATE ORGANIZATION

Following the plan made last year, the organization was developed through the appointment of 46 State Chairmen as members of the National Women's Committee. Linking the national and local movements, the State Chairmen helped to marshal forces of good publicity, acting as consultants and speakers, coordinating plans of the Crusades within their states, and giving state-wide significance to the movement through state rallies and general news.

HOW THE PLAN WAS USED LOCALLY

The Women's Crusade plan was intended to be flexible enough to be adjusted to the needs of any sized community. However, on the basis of detailed reports received thus far from 66 cities, an analysis of the plan as used by large, medium-sized, and small cities is possible.

In all the cities, speakers were the principal medium of information to the public, with visits to social agencies the next in importance. Methods of interpretation varied according to the size and opportunities of the city.

More than half of the cities reported that public opinion in general was much more sympathetic with the aims and problems of modern social service as a result of the Crusade, and in several instances where cities have successfully met their financial obligations to private welfare with over-subscriptions, much of the credit was given to the interpretive campaign of the Crusaders.

An average of about 60% of the interpreters were enthusiastic newcomers to the ranks of social service volunteers, and approximately 35% of them were the younger women.

TESTIMONY IN THE EVIDENCE

Some proof of the success of the Women's Crusade idea for the second year is contained in comments by (letters to and from State and local chairmen.) financial campaign leaders in all sections of the country (are strong in their praise of the job) on what the local Crusades have done in promoting a sympathetic response from the public. One campaign chairman writes to the Women's Crusade Chairman in his state:

"The work of the Women's Crusade during the campaign which we have just finished was so outstanding and so helpful that I wanted to take this opportunity of

telling you about it and thanking you for the part you have played in our local picture. My workers have told me that in going from door to door and from office to office they found in general a better understanding of the work and its needs. The Women's Crusade has accomplished an outstanding piece of interpretation."

From other sources come these comments:

"Captains of women's teams for the Chest drive report such a spirit of cooperation as they have never had before," "The number of subscribers vastly exceeded those of previous years," "Complaints on the handling of relief cases grow less each year," "There is no room for doubt as to the value of the Crusade. Crusaders have re-introduced the agencies of the Chest to the community and have enlisted their sympathy and support," "Better appreciation here of the underlying needs and conditions which make social services entirely necessary to the welfare of our city."

**WHAT WAS HARDEST
TO INTERPRET**

Replies to the questionnaire indicated that 72% of the cities found character-building and leisure time agencies the hardest social services to interpret. Some of the reasons given show a lack of previous educational promotion for these agencies:

"The subject is least understood. A changed attitude is very evident since the Crusade began,"
"The subject is intangible. It is easier to understand hunger and cold than the need of supervising spare time," "Heretofore we have sold our Community Chest to our subscribers through the appeal of charity. This is why we find character building hard to interpret,"

As proof that the picture can be changed, one city responds:

"Three or four years ago the character building and leisure time work were the fields most in need of explanation and interpretation. I am glad to state that at the present time the feeling is being fairly well overcome."

Personal individualized service (case work) was declared by 23% of the reports to be the hardest kind to interpret. In only 5% of the cities were health agencies so considered.

CONCLUSION

The wide variety of forms which the Women's Crusade assumed in 1934 indicates the value of so flexible and yet unified a means of interpreting human needs. The time factor has been long or short in different cities; the method chosen has been quiet and thorough-going or brief and spectacular as best suited to the particular situation; men have worked together with women in some communities; the titles under which the work was carried on were numerous and diverse; yet the Women's Crusades gave evidence that they were an effective means of stimulating public opinion toward a clearer understanding of neighborly responsibility, and that in some form or other they may well continue to contribute their share to social betterment.

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MRS. FRANKLIN D. ROOSEVELT, Chairman

Vice Chairmen

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Executive Vice Chairman

MRS. FREDERIC M. PAIST
Secretary
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Assistant Secretary
ELOISE WALTON

January 12, 1935.

To the Local Chairman:

In sending you a summary of the Women's Crusades held during the intensive Mobilization period, which has just come to a close, we are rounding out one phase of an activity to which you have devoted your energies for the common good.

Mrs. Roosevelt, our Chairman, who has inspired us all by her able leadership and by her ability to give voice to our aims, has expressed herself as greatly encouraged by the indications that people are giving generously and understandingly to the support of social agencies. She feels that the Women's Crusades may be credited largely for this fine attitude and she sends her greetings and her thanks to every local chairman.

The number of these has now reached 389 - 105 of them in cities which have community funds, and 284 of them in centers which have no federated support of social agencies. The willingness of every woman, no matter what the size of her territory or the handicaps in her way, to tackle the job and see it through has been most inspiring.

We are not laying away the idea of the Women's Crusade in mothballs. In some cities it is only now being organized, preparatory to a winter or spring financial campaign; in others a late appointment prefaces a determination to use the winter months for a thorough-going educational effort. Study classes, discussion groups, a speakers' training course, volunteer service of many kinds, are all possibilities which might be discussed with the community chest executive in your city. A memorandum outlining some of these projects, "How to Follow Up the Women's Crusade," was prepared in January 1934 and contains many valuable suggestions. It can still be secured from Community Chests and Councils, whose staff is always ready to answer your inquiries even though the special staff of the National Women's Committee has turned to other work.

It will always be a pleasure to receive your suggestions and your experience. We feel that we have all learned something valuable from this fall's work, something that should be conserved and put to work for the good of every community.

Sincerely yours,

Florence M. Seder
Secretary

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