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Last Updated: 02/11/2025

PROCLAMATION: "RED CROSS MONTH"

EVENT

month of March

DELIVERY DATE

DUE

DRAFT/KK 10:00 a.m. 2/3 (Tues)

FINAL

DATE: Feb. 3, Tues.

TIME: 3 p.m.

OFFICE: Darmen

RECEIVED

Date: _____

Office: _____

WRITER: DR

NOTES:

THE WHITE HOUSE
Office of the Press Secretary

For Immediate Release

February 27, 1981

MEMORANDUM FOR THE HEADS OF EXECUTIVE DEPARTMENTS
AND AGENCIES

The 100th Anniversary of the American National Red Cross is being celebrated this year and I have just affixed my signature to the document proclaiming the month of March as Red Cross Month.

The historic record of mercy and service of the Red Cross is known to us all. Its efforts this past year have alleviated suffering in this country and abroad, trained hundreds of thousands to deal effectively in matters of health and safety, and, through its blood services, saved the lives of untold numbers.

As President of the United States and Honorary Chairman of the American National Red Cross, I extend my personal support for the humanitarian efforts of this organization.

I know that you will join me in this support and encourage every Federal employee and member of our armed forces to assist the Red Cross by supporting their local chapters. It is essential to the Nation that the Red Cross continue to receive wide public voluntary support, both in funds and volunteer effort, to insure the organization's second century of service.

Let us all respond generously and help maintain the spirit of charity that has always been one of the hallmarks of the American character.

#

1981 MARKS THE 100TH BIRTHDAY OF THE AMERICAN RED CROSS -- AN IMPORTANT MILESTONE IN OUR COUNTRY'S HISTORY. THIS GREAT HUMANITARIAN ORGANIZATION, STARTED BY CLARA BARTON IN 1881, CONTINUES TO BE THE CONSCIENCE OF OUR NATION TODAY, RALLYING US TO WORKS OF MERCY AND LOVE. RED CROSS VOLUNTEERS ARE ON THE JOB IN TOWNS ACROSS THIS LAND AND STAND READY FOR A NEW CENTURY OF SERVICE. I AM PROUD TO BE HONORARY CHAIRMAN OF THE AMERICAN RED CROSS AND I URGE YOU TO BECOME PART OF THE RED CROSS FAMILY.

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March 3, 1981

AMERICAN RED CROSS CENTENNIAL - :60 Taping, March 5, 1981

1981 marks the 100th birthday of the American Red Cross -- an important milestone in our country's history. This great humanitarian organization, started by Clara Barton in 1881, continues to be the conscience of our Nation, rallying us to works of mercy and love. This is the work of giving emergency care to tens of thousands of our countrymen affected by natural disasters every year -- the work of collecting and distributing life saving blood needed every day -- the work of teaching the skills of first aid, water safety, and home nursing -- the work of helping our youth -- the work of assisting our veterans and servicemen and women. This is the job of the Red Cross. Red Cross volunteers are there in towns across this land, standing ready for a new century. I am proud to be honorary chairman of the American Red Cross and I urge you to become part of the Red Cross Family.

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THE WHITE HOUSE

WASHINGTON

March 3, 1981

MEMORANDUM FOR THE PRESIDENT

FROM: KEN KHACHIGIAN



SUBJECT: TV Tapings

Attached are scripts for television tapings you are scheduled to cut on Thursday at 2:00 p.m. I thought it would be a good idea for you to be able to take a look at them first so you could make any desired changes before we put them onto teleprompter.

As soon as you've had an opportunity to review and/or revise, we will move forward with getting the teleprompter version put together so everything will be in place on Thursday.

PROCLAMATION: RED CROSS MONTH, 1981

This year we celebrate the 100th Anniversary of the American 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 all avoidable 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 the disaster stricken.

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 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 _____ day of _____, in the year of the Lord nineteen hundred and eighty-one, and of the Independence of the United States of America the two hundred and fifth.

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VIDEO

Slow move from MCU to CU;
The President of the United
States.

End of tight close up:
The President

Centennial Logo

AUDIO

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(Rohrabacher)/KK

February 5, 1981

American Red Cross
Centennial
:30 Presidential Message

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Centennial Logo

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I know that you will join me in this support and encourage every Federal employee and member of our armed forces to assist the Red Cross by supporting their local chapters. It is essential to the Nation that the Red Cross continue to receive wide public voluntary support, both in funds and volunteer effort, to insure the organization's second century of service.

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(Rohrabacher)

February 5, 1981

American Red Cross
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FEBRUARY 5, 1981

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Rohrbach (K. K.)

RED CROSS MONTH, 1981

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

This year ^{we} ~~America~~ celebrated the 100th Anniversary of ^{the American} ~~the~~ 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 all avoidable 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 the disaster stricken.

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~~ ^{undiminished} vigor.

NOW, THEREFORE, I RONALD REAGAN, President of the United States of America and Honorary Chairman of the American 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.

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DRAFT - JANUARY 15, 1981

Memorandum for Heads of Executive Departments and Agencies

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RONALD W. REAGAN

American Red Cross
Centennial
:30 Presidential Message

VIDEO

Slow move from MCU to CU;
The President of the United
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End of tight close up:
The President

Centennial Logo

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American Red Cross
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THE WHITE HOUSE

WASHINGTON

February 4, 1981

MEMORANDUM FOR:

KEN KHACHIGIAN

FROM:

ALLEN LOCKE 

SUBJECT:

American Red Cross Month
Proclamation

You and your staff kindly worked over the proposed Proclamation for Red Cross Month.

Unfortunately, there is more to do -- a Presidential Memo to Heads of Departments and Agencies and a script for a video-taped Presidential message.

I enclose drafts of both, and I would appreciate your reviewing them and getting them back to me, if possible, by February 5. (I am also sending along your revision of the Proclamation for reference.)

THE WHITE HOUSE
WASHINGTON

MEMORANDUM

19 February 1981

TO: KEN KHACHIGIAN
VIA: GREGORY J. NEWELL
FROM: MICHAEL P. CASTINE *mpc*
SUBJ: PRESIDENTIAL SPEECH REQUIREMENT.

DATE: 25 FEB. 1981, Wednesday TIME: 11:00 a.m.

EVENT: FILM TV SPOT FOR RED CROSS MONTH

REQUEST: Suggested Remarks attached

LENGTH OF SPEECH: 10 minutes

DURATION OF EVENT: 10 minutes

PROJECT OFFICER: Bill Nichols, OMB

BACKGROUND:

THE WHITE HOUSE
WASHINGTON

MEMORANDUM

DATE 2/18/81

TO: LARRY SPEAKES (Background material attached)
FROM: GREGORY J. NEWELL
SUBJ: Approved Presidential Activity

Please take the necessary steps to implement the following and confirm with Helene von Damm, ext. 2699. The appropriate briefing paper should be submitted to Dick Darman by 3:00 p.m. of the preceding day.

Meeting: Film TV spot for Red Cross Month.

Mrs. Reagan Participation: No

Date: Wed. Feb. 25 Time: 11:00 am Duration: 10 mins

Location: To be determined

Press Coverage:

Purpose:

***** Coordinate with Bill Nichols, OMB

Note: Following the President's meeting, please submit a confirmed list of actual participants, including staff or Administration attendees to me. Include full names and business titles for non-White House participants.

CC: Michael Deaver
James Brady
David Gergen
Joseph Canzeri
David Fischer
Richard Darman
Richard Williamson
Ken Khachigian
Larry Speakes

Elizabeth Dole
Craig Fuller
Peter McCoy
Nina Wormser
Jennifer Fitzgerald
Helen Donaldson
Mabel Brandon
WHCA
Bill Nichols, OMB

THE WHITE HOUSE
WASHINGTON

DR

STAFFING MEMORANDUM

DATE: January 31, 1981 ACTION/CONCURRENCE/COMMENT DUE BY: February 3, 1981
SUBJECT: Proposed Proclamation "Red Cross Month"

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☐	JAMES	☐	☐
MEESE	☐	☐	MURPHY	☐	☐
BAKER	☐	☐	NOFZIGER	☐	☐
DEAVER	☐	☐	WEIDENBAUM	☐	☐
STOCKMAN	☐	☐	CANZERI	☐	☐
ALLEN	☐	☐	FULLER (<i>For Cabinet</i>)	☐	☐
ANDERSON	☐	☐	HICKEY	☐	☐
BRADY	☒	☒	HODSOLL	☐	☐
DOLE	☒	☐	MC COY	☐	☐
FIELDING	☒	☐	THOMAS	☐	☐
FRIEDERSDORF	☐	☐	WILLIAMSON	☐	☐
GERGEN	☐	☐	VON DAMM	☐	☐
HARPER	☐	☐	G. Newell	☒	☐
			Khachigian	☒	☐

Remarks:

Please provide any comments you might have on substance of proclamation to Staff Secretary by February 3. Greg Newell will then coordinate on scheduling.

Richard G. Darman
Deputy Assistant to the President
and Staff Secretary
(x-2702)



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20503

GENERAL COUNSEL

January 26, 1981

MEMORANDUM FOR: THE PRESIDENT
FROM: WILLIAM M. *Nichols* NICHOLS
SUBJECT: Red Cross Month, 1981

Enclosed is the annual proclamation, first issued by President Roosevelt in 1943, designating March as Red Cross Month.

The proposed proclamation was submitted by the American National Red Cross and is transmitted without change.

The proposed proclamation has the approval of the Director of the Office of Management and Budget.

Enclosure

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

* This voluntary support reflects admirably the
freedom and generosity of the American
people.

RED CROSS MONTH, 1981

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

This year America celebrates the 100th Anniversary of its 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 all avoidable 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 the disaster stricken.

The primary support of the American Red Cross always has been contributions, given voluntarily. 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 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
day of , in the year of our Lord
nineteen hundred and eighty-one, and of the Independence of
the United States of America the two hundred and fifth.



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20503

GENERAL COUNSEL

January 23, 1981

MEMORANDUM FOR: GREG NEWELL
FROM: *Nichols*
BILL NICHOLS
SUBJECT: American Red Cross Month

Attached is a letter to the President from Mr. George M. Elsey, President of the American Red Cross. It was referred to me by the White House mailroom, probably because it refers to a Presidential proclamation, a function for which this office is responsible.

You will note that Mr. Elsey also requests that the President, as Honorary Chairman of the Red Cross, send a memorandum to the heads of agencies and film a statement for use on radio and television. These requests would seem to fall within your purview.

We have extracted the proposed proclamation from Mr. Elsey's correspondence. We will, no later than Monday, January 26, make the necessary editorial and formatting changes and submit the proclamation to Mr. Richard Darman, White House Staff Secretary. I will see that you get a copy of that submission.

If you have any questions or suggestions, please call me on 4550.

Attachment

cc: Richard Darman ✓
Glenn Schleede



American Red Cross

Office of the President

National Headquarters
Washington, D.C. 20006

January 15, 1981

My dear Mr. President:

Traditionally, each March, the President of the United States proclaims Red Cross Month. It is a time when we seek the support of the American people for our vital services and programs.

This year of 1981 is of special significance in that it marks the 100th Anniversary of the American Red Cross. Your support as Honorary Chairman of the Red Cross is imperative to our celebration. I respectfully request the traditional Presidential Proclamation designating March 1981 as Red Cross Month, and a memorandum from you to heads of Executive departments and agencies asking for support from federal employees.

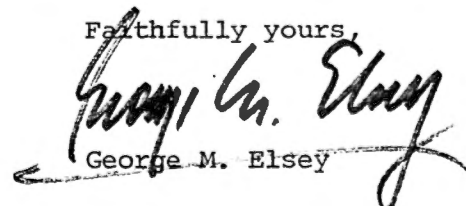
Additionally, the President has traditionally filmed a 60-second statement for television which is used by both television and radio networks during the month.

I am enclosing suggested drafts of the Proclamation, memorandum and the television statement. We can make available our television technicians at your convenience for the filming, or the production can be completed by the network pool as has been the case in recent years.

It will be of the greatest assistance if the documents can be issued and the filming accomplished during the first part of February. Our staff at national headquarters is at your disposal to provide any additional information or assistance that may be required.

I join with Red Cross volunteers across the country in expressing our appreciation for your assistance.

Faithfully yours,


George M. Elsey

The President
The White House
Washington, D.C.

DRAFT - JANUARY 15, 1981

Memorandum for Heads of Executive Departments and Agencies

The 100th Anniversary of the American Red Cross is being celebrated this year and I have just affixed my signature to the document proclaiming the month of March as Red Cross month.

The historic records of mercy and service of the Red Cross are known to us all. Its efforts this past year have alleviated suffering in this country and abroad, trained hundreds of thousands to deal effectively in matters of health and safety, and through its blood services, saving the lives of untold numbers.

As President of the United States and Honorary Chairman of the American Red Cross, I extend my personal support for the humanitarian efforts of this organization.

I know that you will join me in this support and encourage every federal employee and member of our armed forces to assist the Red Cross by supporting their local chapters. It is essential to the nation that the Red Cross continue to receive the wide public endorsement, both in funds and in volunteer effort, to insure the organization's second century of service.

Let us all respond generously.

RONALD W. REAGAN

American Red Cross
Centennial
:60 Presidential Message

VIDEO

Slow move from MCU to CU:
The President of the United
States.

End of tight close up:
The President

Centennial Logo

AUDIO

1981 marks the 100th birthday of the
American Red Cross --- an important
milestone in our country's history.
This great humanitarian organization,
started by Clara Barton in 1881,
continues to be the conscience of
our nation rallying us to works of
mercy and love. This is the work of
giving emergency care to tens of
thousands of our countrymen affected
by natural disasters every year ---
the work of collecting and distributing
life saving blood needed every day ---
the work of teaching life saving skills
in first aid, water safety and home
nursing --- the work of helping youth
grow in service --- assisting veterans,
servicemen and women. Red Cross
volunteers are on the job in towns
across this land, and stand ready for
a new century. I am proud to be honorary
chairmen of the American Red Cross and
I urge you to become part of the Red
Cross family.

American Red Cross
Centennial
:30 Presidential Message

VIDEO

Slow move from MCU to CU;
The President of the United
States

End of tight close up:
The President

Centennial Logo

AUDIO

1981 marks the 100th birthday of the
American Red Cross --- an important
milestone in our country's history.
This great humanitarian organization
started by Clara Barton in 1881,
continues to be the conscience of
our nation, today, rallying us to
works of mercy and love. Red Cross
volunteers are on the job in towns
across this land and stand ready
for a new century of service. I am
proud to be honorary chairman of the
American Red Cross and I urge you
to become part of the Red Cross
Family.