Victory Girls

Bulletin V
United War Work Campaign
for $170,500,000
November 11-18, 1918

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Issued by the
OFFICE OF THE DIRECTOR GENERAL
347 Madison Avenue, New York, N. Y.
“Every Girl Pulling for Victory,” is the slogan, “Victory Girls” is the name of the Girls’ Earn and Give Division of the United War Work Campaign, which takes place November 11-18, 1918. Every girl between twelve and twenty is challenged to share in this campaign to keep our fighters fit.

GENERAL PLAN AND NATIONAL ORGANIZATION

The Victory Girls’ “Earn and Give Division” is, like the Victory Boys, an integral part of the Campaign seeking to mobilize girls to earn and give, and is not an organization. The General Campaign Committee elected Dr. John R. Mott as Director General of the United War Work Campaign. Dr. Mott appointed a National Secretary for the Girls’ Division, and an Advisory Committee to serve with her. The Campaign Directors in each of the six Departments into which the United States has been divided for this campaign, have each appointed a Department Executive for Victory Girls. The same plan is being followed in state, district, county and town. In every case, the Girls’ Executive is associated with the Boys’ Executive.

National Director, Gertrude Gogin.
National Advisory Committee, Mrs. George A. Kohut, Mrs. Emma Murray, Mrs. Henry P. Davison.

Department Executives:
Northeastern Department, Miss Lois Kugler.
Eastern Department, Miss Helen Sanders.
Southern Department, Miss Sue Weddell.
Southeastern Department, Miss Gladys Roosevelt.
Central Department, Miss Ruth Anderson.
Western Department, Miss Alice G. Moore.

The National Bureau of Publicity and The National Speakers’ Bureau will cover the girls’ effort and cooperate in every possible way. The bureaus of the different sub-divisions will cooperate in the same way.

LOCAL ORGANIZATION PLANS

In every place, small or large, the nucleus of the girls’ workers’ organization should be secured as soon as possible. The local girls’ director should be the associate of the local boys’ director, and the Boys’ and Girls’ Division should be a sub-division of the
general local organization in every case. As fast as they are set up, these preliminary organizations should be reported to the State Executives, by them to the Department Executives and by them to the General Headquarters.

Special suggestive plans and programs are being prepared. No public meetings in connection with the Campaign should be held within the period of the Liberty Loan Drive—September 28th, to October 18th.

The local organization of the Girls' Division of the Campaign should cover the following matters:

1. The General Campaign Committee should appoint two Sub-Committees, one to be responsible for organizing and pushing to a successful conclusion the "Earn and Give" Campaign as represented by Victory Boys and the other to assume a like responsibility toward the Victory Girls' Campaign. These committees should be representative of all local agencies touching Boy and Girl Life in the community, including all creeds. By frequent meetings of these sub-committees and closest cooperation between leaders, all plans should be carefully coordinated and provision made for adequate and proper appeals to boys to enroll as Victory Boys and girls to enroll as Victory Girls. Local conditions will determine when the appeal had best be made jointly to boys and girls as in public and parochial schools, or separately to groups of boys and groups of girls. Enrollment will generally be sought through individual effort.

2. Organize these women and girl leaders into an effective working force with necessary sub-committees to plan fully the effort among girls between twelve and twenty.

3. Enroll the girls "to earn and give" by means of
   a. Special presentation of the need.
   b. Personal solicitation.

4. Plan to help suggest employment for those who pledge "to earn and give."

5. Make effective a plan for collecting and reporting the pledges, issuing certificate receipts, etc.

6. Adequate plans should be made before the Campaign starts to follow up each pledge with information and assistance, insuring payment in full of each girl's subscription.

THE GOAL AND THE PLEDGE UNIT

While a million girls have not been definitely stated as the absolute goal for the Victory Girls, it is hoped that this number may be enrolled.

Enrollment by a girl consists of her written statement of purpose
to "earn and give" a sum of money to make available to a fighter the privileges of the seven organizations in the Campaign. Each girl states on the subscription or enrollment card the amount of money she plans to "earn and give" toward the total amount needed in the Campaign. Thus the girl's purpose is to share in the raising of the entire $170,500,000.

While the majority of girls will probably decide to enroll to "earn and give" at least $5, some will pledge to cover the expenses for six months or a year. Others may find that even with real sacrifice $5 is not possible. These girls will receive full recognition since sacrifice and not the actual sum is what counts.

Window banners, pledge cards, buttons, posters, and pamphlets telling in a graphic way the purpose of the Victory Girls, have been prepared and will be distributed from publicity headquarters.

SOME INTERESTING POINTS ABOUT VICTORY GIRLS

To insure the highest possible standards in this Campaign which will involve so many girls the following resolution was adopted as the standard for the Victory Girls' Division:

RESOLVED:

That in the campaign for War Work funds no girl under eighteen years of age shall be used 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.

Leaders of boys and girls throughout the country see the value in such a campaign, offering as it does a chance for a better understanding of the great principles of democracy and a deepening of the spiritual values of life. Margaret Slattery says: "The Victory Girls' slogan to 'earn and give' seems to me to challenge every girl to express her patriotism by doing something hard and doing it with that enthusiasm which we like to call American."

The Right Reverend Bishop P. J. Muldoon, D.D., Chairman of The National Catholic War Council, says:

"A boy or girl by enrolling in the 'Earn and Give' Division can have a direct personal part in the Great World War; each of them can thus fight and help win.

What an inspiration it will be to each of our fighters to know that one boy or one girl has earned and given $5 for his comfort and cheer! We cannot furnish an enlisted man better proof of the solid backing of a closely united nation, nor can we find a better way of doubly reassuring him in his great trials, of the sincere personal interest we have in him than by enrolling one million or more of our young people to make personal sacrifices for him."
THE MAIN PURPOSE

The main purpose of the Victory Girls' "Earn and Give" Division is.

First, to develop a new interpretation of sacrificial giving. The men and women of the country are being called upon to sacrifice more than ever before. Every girl and boy should be made to realize what true sacrifice means, because from their number in the years to come will be demanded a more unselfish leadership than has ever been demanded from their fathers and mothers.

Second, to develop among girls a greater appreciation of the true meaning of democracy. This can be gained through a thorough knowledge of our nation's share in this world war.

Third, to develop a deeper and broader ideal of community service.

Fourth, to give added inspiration and stimulus to the men and women working in the United War Work Campaign, for men and women will work harder and give larger amounts when they know that girls and boys are making sacrifices.

HOW GIRLS CAN EARN MONEY

The following list is suggestive only and there are doubtless many other ways in which the Victory Girls will be able to secure the money for their pledges. All girls must be careful to obey the existing child labor laws in their states.

Caring for children; mending; washing dishes; running errands; cleaning silver; typewriting; knitting; blacking shoes; making simple garments for sale; Saturday work in offices, stores, etc.; sale of Christmas cards, wreathes, etc.; sale by groups of girls of Conservation foods; canning and preserving; picking fruit; gathering nuts; tutoring; planting bulbs; shoveling snow; self-denial fund from allowances; sale of butter, eggs, vegetables, poultry and jellies.