

A Guide To Fundraising With America's Most-Loved Non-Profit Brand

Point of Sale Customer Donation Program

**“The Red Cross means,
not national aid for the
needs of the people, but
the people’s aid for the
needs of the nation.”**

– Clara Barton



A turnkey program to unlock the power of the American Red Cross brand and network through cause marketing.

The American Red Cross is still leading the pack. Our program increases your brand's equity, drives sales and builds loyalty with customers and employees. An average of 90 cents of every dollar we spend is invested in delivering care and comfort to those in need, so you're giving back too.

Add Value With Our Simple Point of Sale Program

1) Brand lift and stakeholder loyalty

Consumers have spoken. A public partnership with the Red Cross and a convenient way to donate will deliver brand lift and stakeholder loyalty. The American Red Cross leads the pack, offering more brand lift than any other charity.

69%

Of consumers have **given at point of sale** in the last 12 months.³

89%

Of consumers **would buy a product** attached to a a cause.¹

72%

Of consumers **feel it is more important than ever** that the companies they buy from reflect their values.²

89%

Of consumers are **likely to switch brands** to one associated with a cause, given comparable price and quality.¹

¹Cone Communications CSR Study, 2017

²Porter Novelli/Cone Purpose Biometrics Study, 2019

³Catalist's 2018 Report: POS Giving: Progressing and Prospering



We are “America’s most loved nonprofit brand.”¹

- The nation’s **most recognized** nonprofit.²
- The **most reliable** charity.³
- Harris Social Service **Brand of the Year** for 2017.⁴

^{1,2}Morring Consult, 2019 ³Brand Asset® Valuator, 2017

⁴Harris Poll EquiTrend study, 2017

2) Flexible, low-lift integration

Choose from a variety of campaign themes to align with your company's goals. Following major disasters, we can implement point of sale fundraising within 24 hours of your request.

Annual Red Cross Promotional Themes (excludes major disasters, which can happen at anytime)

Disaster and Preparedness	Home Fire Campaign	Blood Services	Service to the Armed Forces	Seasonal
<p>APRIL/MAY</p> <ul style="list-style-type: none"> Spring storms <p>JUNE</p> <ul style="list-style-type: none"> Start of hurricane season <p>JULY/AUGUST</p> <ul style="list-style-type: none"> Summer safety <p>AUGUST</p> <ul style="list-style-type: none"> Hurricane preparedness <p>SEPTEMBER</p> <ul style="list-style-type: none"> National Preparedness Month 	<p>APRIL/MAY</p> <ul style="list-style-type: none"> <i>Sound the Alarm</i> home fire safety events <p>OCTOBER</p> <ul style="list-style-type: none"> Fire Prevention Week 	<p>JANUARY</p> <ul style="list-style-type: none"> National Blood Donor Month 	<p>MAY</p> <ul style="list-style-type: none"> Military Appreciation Month <p>JULY</p> <ul style="list-style-type: none"> Independence Day <p>NOVEMBER</p> <ul style="list-style-type: none"> Veterans Day 	<p>MARCH</p> <ul style="list-style-type: none"> Red Cross Month Giving Day <p>MAY/JUNE</p> <ul style="list-style-type: none"> World Red Cross and Red Crescent Day Summer Safety <p>JULY</p> <ul style="list-style-type: none"> NACS 24/7 Day, celebrate local heroes <p>NOVEMBER/DECEMBER</p> <ul style="list-style-type: none"> Giving Tuesday Year-end giving

3) Turnkey Implementation

The Red Cross can provide you with digital resources to print or distribute immediately. Your Red Cross contact can work with you to design your own collateral and graphics. Choose items that work best for your business. Other resources can be found on redcross.org.

Our easy-to-use resources include:

- posters & fliers
- pin-ups to sign & display in-store
- digital resources
- donation tear-pads
- wearable stickers
- online donation platform

Help customers understand how their donations help:

\$1 provides

One measles vaccination to protect a child living in a low-income country

\$5 provides

One blanket for a shelter resident or a home fire survivor

\$7.50 provides

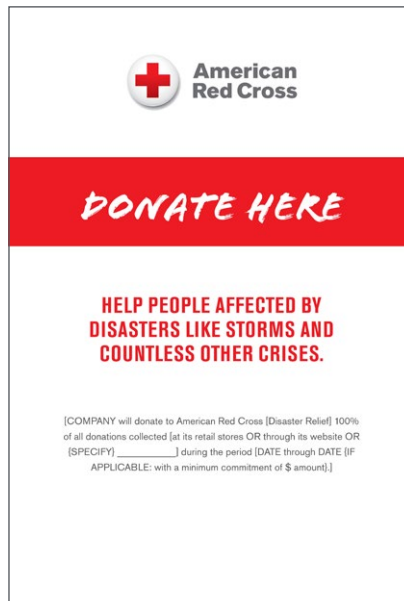
One Red Cross bag filled with comfort items for a wounded service member or veteran at a hospital. These bags typically contain items such as a washcloth, shampoo, soap, and a comb.

\$10 provides

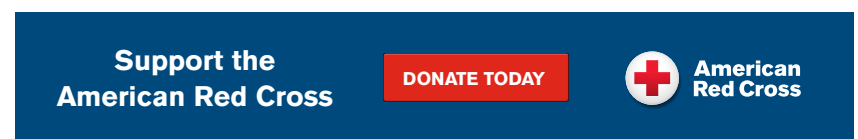
One nourishing meal and drink for a disaster survivor at a shelter or through a Red Cross emergency response vehicle

\$15 provides

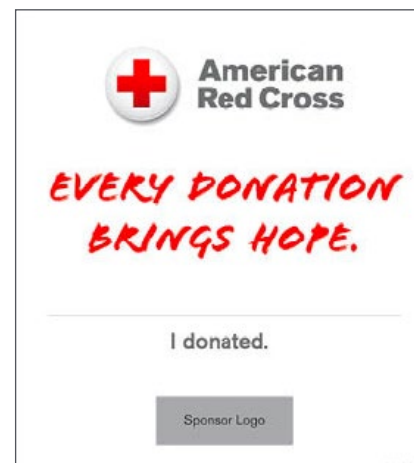
One smoke alarm installation and fire/disaster safety education in an at-risk community



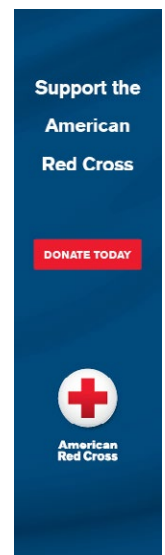
posters & fliers



web banners



hanging pin-ups



Get Started [Here](#)

or contact your American Red Cross representative for more information.

