



Partnership Opportunity

Elevate Your Online Employee Giving



Employee giving programs contribute to a more positive company culture and can increase employees' trust in their employers. The American Red Cross provides unique, co-branded online giving platforms and ensures partners are equipped with the tools they need to drive employee support.

Disasters affect your employees.



Even if they don't know people who are involved, your employees see displaced families and destroyed homes and want to help.

You can make it easy for employees to support disaster survivors by creating an online giving page with the American Red Cross. These free, customizable portals can be activated right away. They enable your employees to make an immediate difference.

Key features include:

- Quick setup and minimal maintenance.
- Branding with your company's logo.
- Easy and secure credit card processing, directly through the Red Cross.
- Detailed donation reports.

Offer workplace giving year round.

Online giving isn't just for disasters. Employees can support the Red Cross any time through your page. Your company can leverage themes or holidays throughout the year to show its support:



Military members and their families:
Memorial Day or Veterans Day



Red Cross Month: March



Holiday season: November and December



International response, such as Vaccinate a Village Against Measles: Anytime

These extensions demonstrate your ongoing support for the lifesaving mission of the Red Cross.

Additional Benefits and Features

- No cost to your company
- Unique URL can be posted on your website or emailed to employees
- Your site links to [redcross.org](https://www.redcross.org) for more information
- The Red Cross provides employee communications to support your campaign
- Site announcements
- Disaster updates
- Thank-you materials
- Modify your designation options at any time

Extend your Red Cross partnership.

Your employees turn to the Red Cross when they want to help others, and you can support their enthusiasm for our mission. Extend your Red Cross partnership by taking advantage of additional Red Cross tools and services:



Resources for your annual campaign



Red Cross speakers available to attend kickoff event



Employee volunteer opportunities



Hosting a blood drive



First Aid/CPR, preparedness training and other onsite safety courses



Quick Facts

- The Red Cross hosts donation sites for nearly 2,000 companies annually.
- Workplace giving increases satisfaction and helps recruit and retain talent.¹
- Online giving spikes during December.²
- Nine out of 10 companies offer a match on employee donations.³

Join Us

Thank you!



**American
Red Cross**

¹America's Charities Snapshot, 2022; ²Blackbaud, 2021; ³2022 CECP Giving in Numbers