



ADGP \$500K Member Benefits and Resources Calendar

FY24 (July 1, 2023 – June 30, 2024)

Benefits and resources will be provided to ADGP \$500K members at specific times. Please use this list as a resource as you build your communications calendar throughout the year.

Timeframes and placements are subject to change.

Communications Resources

Customizable content including ready-to-go social posts and employee communication pieces.

August: September National Preparedness Month Communications Resources

October: Home Fire Prevention Week & Daylight Saving “Turn and Test” Smoke Alarms Communications Resources

November: Holiday Safety & Giving Communications Resources

January: National Blood Donor Month Communications Resources

February: Spring Daylight Saving “Turn and Test” Communications Resources

March is Red Cross Month/Giving Day & National Volunteer Week Communications Resources

April: Hurricane & Wildfire Preparedness Communications Resources

June: Summer Blood Donations & Summer Safety Communications Resources

Note: all communications toolkits are available on your [ADGP Membership Hub](#)

Recognition

National recognition to demonstrate the impact of your generosity.

September: Recognition in Annual Press Release acknowledging program members

October: Recognition in digital ads on LinkedIn and Meta for ADGP members

Recognition in Red Cross FY23 Annual Disaster Update*

November: Recognition in National Print Ad (*Businessweek*)

December: Recognition in Year-End Disaster Recap News Story on Redcross.org

January: Recognition in Red Cross FY23 Annual Report*

June: Recognition in digital ads on LinkedIn for ADGP members

Leadership Updates and Impact Reporting

Regular updates to help you and your stakeholders understand the impact of your investment.

July: Quarterly Disaster Service Delivery Update (Apr. – Jun. 2023)

September: Bi-Annual Disaster Leadership Virtual Roundtable

October: Quarterly Disaster Service Delivery Update (Jul. – Sept. 2023)

December: Annual Video Highlighting Disaster Work

January: Quarterly Disaster Service Delivery Update (Oct. – Dec. 2023)

March: Bi-Annual Disaster Leadership Virtual Roundtable

April: Quarterly Disaster Service Delivery Update (Jan. – Mar. 2024)

Membership Resources



**American
Red Cross**

Annual Disaster
Giving Program

Below is a calendar detailing the benefits and resources listed above.
Timeframes and placements are subject to change.

| July 2023 | August 2023 | September 2023 |
|---|--|--|
| <p>Quarterly Disaster Service Delivery Update (Apr. – Jun. 2023)</p> | <p>Sept. <i>National Preparedness Month</i> Communications Resources</p> | <p>Recognition in Annual Press Release Acknowledging Program Members</p> <p>Bi-Annual Disaster Leadership Virtual Roundtable</p> |
| October 2023 | November 2023 | December 2023 |
| <p>Quarterly Disaster Service Delivery Update (Jul. – Sept. 2023)</p> <p>Home Fire Prevention Month & Fall Daylight Saving “Turn and Test” Smoke Alarms Communications Resources</p> <p>Recognition in digital ads on LinkedIn and Meta for ADGP members</p> <p>Recognition in Red Cross FY23 Annual Disaster Update*</p> | <p>Recognition in National Print Ad (<i>Businessweek</i>)</p> <p>Holiday Safety & Giving Communications Resources</p> | <p>Recognition in Year-End Disaster Recap News Story on Redcross.org</p> <p>Annual Video Highlighting Disaster Work</p> |
| January 2024 | February 2024 | March 2024 |
| <p>Quarterly Disaster Service Delivery Update (Oct. – Dec. 2023)</p> <p>Recognition in Red Cross FY23 Annual Report*</p> <p>National Blood Donor Month Communications Resources</p> | <p>Spring Daylight Saving “Turn and Test” Communications Resources</p> <p>March is Red Cross Month & Giving Day & National Volunteer Week Communications Resources</p> | <p>Bi-Annual Disaster Leadership Virtual Roundtable</p> |
| April 2024 | May 2024 | June 2024 |
| <p>Quarterly Disaster Service Delivery Update (Jan. – Mar. 2024)</p> <p>Hurricane and Wildfire Preparedness Communications Resources</p> | <p>Annual Member Satisfaction Survey</p> | <p>Recognition in National Digital Ads</p> <p>Summer Blood Donations & Summer Safety Communications Resources</p> |



ADGP \$500K Member Benefits and Resources List

Below are the benefits available to ADGP \$500K members during your partnership term. Contact your Red Cross relationship manager to discuss activation of any non-scheduled benefits.

Communications and Marketing

- Your logo in three national ads acknowledging members, two digital and one print.
- Partnership press release distributed by Red Cross in your headquarters market and linked from redcross.org.
- Quote from Red Cross national senior leadership for your use.
- Your name in annual Red Cross press release acknowledging members.
- Red Cross subject-matter expert available once annually to author a piece on your communications channels.
- Your logo on redcross.org with a dedicated page describing partnership.
- Your name in national Red Cross Annual Report and Disaster Update publications.*
- Red Cross Facebook and Twitter accounts comment on and like your posts about our partnership.
- An annual video highlighting disaster work made possible by ADGP members.
- Subject-matter expertise for your company-produced partnership video, hosted on Red Cross YouTube channel.
- Access to dedicated online ADGP Membership Hub with tools to promote partnership.
- Timely Red Cross-prepared communication resources to amplify partnership at key times of year.
- Your logo on regional Red Cross website where your headquarters is located.
- Custom regional communications activation to be mutually agreed upon between regional Red Cross where your headquarters is located and your communications team.
- Alignment with Red Cross logos and use of select photos/videos.

Disaster Response Engagement and Resources

- First invitee for coordinated employee deployment opportunities following major disaster operations, when offered.
- Your name in select national Red Cross disaster press releases or stories.
- Your name in Information Updates distributed to Red Cross supporters during times of disaster.
- Timely information following major disasters through exclusive leadership update calls, followed by written call summary.
- Updates on key Red Cross disaster response activities to share internally.

Employee Engagement

- One coordinated employee engagement opportunity delivered up to 10 times.
- Visit by Red Cross-branded vehicle to one mutually agreed upon location.
- Red Cross speaker available for annual donor function or employee education session.
- Red Cross "lunch and learn" at company event on CPR, safety or other topics.
- 10% employee discount on Red Cross Store products.
- Custom donation microsite to make employee or customer giving easy to launch and track.

Impact Reporting and Information Access

- Custom annual ADGP partnership impact report detailing outcomes.
- Quarterly disaster service delivery updates.
- Invitations to annual disaster update calls with Red Cross leadership.
- Invitations to general donor update calls, as scheduled.
- Access to the Disaster Partner Hub, a multi-agency collaboration platform that shares data and resources between response/recovery organizations.
- Access to information and support throughout the year from your dedicated Red Cross relationship manager.