



Partnership Opportunity

Empower Your Employees and Make a Lifesaving Impact



Workplace Giving is an opportunity to inspire and empower your employees to make a positive difference. Support the American Red Cross with a campaign and together we can turn heartbreak into hope.

Partnering with the Red Cross

You can support your employees' enthusiasm for our mission. With a range of workplace giving and volunteer opportunities, it's easy to help them put their compassion into action while they're on the clock.

They can help following a disaster, during your annual campaign, during the holiday season or at other special times of the year.

For you, partnering with the Red Cross means:

- User-friendly tools for your annual and disaster campaigns.
- Stronger teams united by a shared commitment.
- Employees who are confident that your company cares as much as they do.
- Increased employee retention.

Campaign Support

With broad reach and easy-to-use activation tools, the Red Cross makes it simple to engage employees:



Local and national engagement opportunities



Co-branded, turnkey campaign materials



Co-branded online giving portal (for companies that have 2,000+ employees)



Updates on our disaster relief efforts to share with employees

For your employees, partnering with the Red Cross means going to work knowing that there's no need to leave their hearts at home. It means that, as a company, you work to save lives together.

Ways to Partner with the Red Cross

Annual Campaign

Drive participation rates by featuring the Red Cross, a top charity with extraordinary goodwill and unique employee engagement opportunities. Our trusted and respected brand can help galvanize employees around your shared values and generate enthusiasm for workplace giving.

Disaster Campaign

When a major disaster strikes, your employees will be eager to help. The Red Cross provides you with the tools to support disaster victims quickly and efficiently.

Specialized Campaigns

We will work with you to create a special campaign that matches your larger philanthropic strategy or that channels employee enthusiasm during important times of the year, such as the holiday season or March, which is Red Cross Month.

Matching Gifts

Knowing that donations will be matched dollar-for-dollar is a powerful incentive for any donor. It can boost giving levels, and it demonstrates that your company is ready to invest in causes that matter to employees.

Employee Volunteerism

Few things deepen the sense that we've helped more than volunteerism. With the Red Cross, you have a range of options, including hosting blood drives, conducting First Aid/CPR or other safety trainings or making greeting cards that the Red Cross will deliver to veterans, service members and their families.



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!



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