American Red Cross Brief Description
Short descriptions of the Red Cross to include in campaign communications

25 Word Description
The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

50 Word Description
The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors. Survivors of disaster, patients needing lifesaving blood, members of the military and many more turn to the Red Cross every second of every day.

150 Word Description
The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors. As the nation’s premier emergency preparedness and response organization, the Red Cross is there to help and comfort people through devastating crises—from house fires to earthquakes. Survivors of disaster, patients needing lifesaving blood, members of the military and many more turn to the Red Cross every second of every day. With nearly 600 chapters across the U.S., we have a presence in every community; alongside our global Red Cross partners, we are part of the largest humanitarian network in the world. For more than 130 years, the American Red Cross has been helping neighbors down the street, across the country and around the world. Join us today by making a donation, volunteering, giving blood or taking a class.