



ADGP \$500K Member Benefits Calendar

FY17 (July 2016 –June 2017)

This calendar provides an overview of benefits or resources provided to ADGP \$500K members at specific times throughout the Red Cross fiscal year. ***Timeframes and placements are subject to change.***

July 2016	August 2016	September 2016
FY16 Quarter 4 (Apr. – Jun.) Disaster Service Delivery Update	ADGP & Disaster Responder program acknowledgement in Red Cross Crossnotes e-newsletter	Annual Red Cross press release announcing members Recognition in national print ad (<i>Businessweek</i>)
October 2016	November 2016	December 2016
FY17 Quarter 1 (Jul. – Sept.) Disaster Service Delivery Update		Recognition of member's support in Red Cross FY16 Disaster Update
January 2017	February 2017	March 2017
FY17 Quarter 2 (Oct. – Dec.) Disaster Service Delivery Update	Recognition in national print ad (<i>Businessweek</i>)	Recognition of member's support in Red Cross FY16 Annual Report
April 2017	May 2017	June 2017
FY17 Quarter 3 (Jan. – Mar.) Disaster Service Delivery Update	Annual Member Satisfaction Survey	Recognition in national print ad (<i>Fortune 500</i>)

During major disasters

- First invitee to front-line disaster operations trips
- Timely information following major disasters through members-only leadership update calls, followed by written call summary and resources
- Recognition in select Information Updates distributed to Red Cross supporters during times of disaster
- Member's name listed in select national Red Cross disaster press releases or stories
- Template news releases for member to publicize partnership during times of disaster
- Invitation to donor update calls (as scheduled)



ADGP \$500K Member Benefits List

FY17 (June 2016 –June 2017)

Below are the benefits available to ADGP \$500K members during the membership term. Members should contact their Red Cross relationship manager to discuss activation of these benefits.

Public Relations and Acknowledgement

- Alignment with Red Cross name and symbol supporting the partnership
- Signature program graphic and web banner provided for use in member's marketing and communications materials
- Annual member recognition in three full-page ads in national print media
- Annual Red Cross press release recognizing members
- Recognition in Red Cross annual report
- Recognition in chapter annual report in member's headquarters market, if available
- Listing on redcross.org with a unique landing page describing partnership
- One thank you post on member Facebook page from national Red Cross Facebook account
- Red Cross subject-matter expert available once annually as a guest blogger/author for a piece on member's communications channels
- Template press release announcing partnership for distribution by local Red Cross chapter in member's headquarters market annually
- Quote from Red Cross senior leadership for member's use
- Posting of member's press release about partnership on redcross.org
- Five template disaster-specific Facebook posts and tweets for use on member's social platforms
- Sample language provided for member's website about Red Cross partnership
- Posting of member-produced partnership video on Red Cross YouTube channel
- Program recognition and hyperlink to ADGP page on redcross.org from Crossnotes national e-newsletter
- Program recognition and hyperlink to ADGP page on redcross.org from Prevent Home Fires page on redcross.org
- Access to Home Fire Campaign Corporate Engagement Toolkit
- Recognition at one chapter event (chosen at discretion of chapter)
- ADGP crystal display item for member's headquarters
- Custom framed thank-you certificate

Employee Engagement

- One coordinated employee engagement opportunity in up to 10 markets
- Employee communication toolkit supporting membership
- Red Cross representative available for annual company function or employee education session to discuss disaster relief
- Following major disasters, employee email with notes from members-only leadership call
- Ten percent employee discount on Red Cross Store products

Disaster Response

- First invitee to front-line disaster operations trips
- Timely information following major disasters through members-only leadership update calls, followed by written call summary and resources
- Recognition in select Information Updates distributed to Red Cross supporters during times of disaster
- Member's name listed in select national Red Cross disaster press releases or stories
- Template news releases for member to publicize partnership during times of disaster
- Invitation to donor update calls (as scheduled)
- Annual stewardship resources highlighting partners details and review of disaster relief services delivered
- Quarterly Disaster Service Delivery Updates