



**American
Red Cross**

Partnership Opportunity

Online Employee Giving

Disasters Affect Your Employees

Disasters across the country and around the world affect your employees. Even if they don't know people who are directly involved, your employees see images of displaced families and destroyed homes, and they want to help.

You can make it easy for employees to support disaster victims by creating an online giving page with the American Red Cross. These free, customizable and interactive portals can be set up anytime and activated right away. They enable you to respond to your employees' generosity and they **enable your employees to make an immediate difference in the lives of disaster victims.**

Key features include:

- Quick set-up and minimal maintenance
- Branded with your company's logo and custom welcome message
- Easy and secure credit card processing, directly through the Red Cross
- Detailed donation reports

Use Your Page 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 Veteran's Day
- Red Cross Month: March
- The 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 American Red Cross.



“When a disaster strikes, one of the first responses Cigna employees have is ‘How can I help?’ Our Red Cross microsite provides a fast, convenient, and effective answer.”

Gianna Jackson,
Executive Director,
CIGNA Foundation

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 for more information
- Red Cross provides **employee communications to support your campaign**
 - Site announcements
 - Disaster updates
 - Thank you materials
- **Customizable content** aligns with your campaign strategy and messages
- Modify your welcome message and donation 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
- Host a blood drive
- First Aid/CPR, preparedness training and other onsite safety courses

Please contact your American Red Cross relationship manager for more information.

American Red Cross Mission

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.



Quick Facts

The Red Cross hosts donation sites for over 400 companies annually.

Online giving spikes during the month of December and following large-scale disasters.¹

73 percent of companies identified employee fundraising as the #1 way they support charities.²

Workplace giving increases satisfaction and help recruit and retain talent.³

¹ Charity Navigator, Network for Good Online Giving Index, 2011

² Harris Interactive, 2010

³ LBG Research, Workplace Giving Works!, 2010



Thank you for supporting the American Red Cross. Your donation changes lives down the street, across the country and around the world.

American Red Cross

YOUR COMPANY
LOGO HERE

Thank you poster for employees