



## ADGP \$1 Million Member Benefits and Resources Calendar

Below is a calendar detailing those benefits and resources that will be provided to ADGP \$1M level members at specific times throughout our fiscal year 2023. ***Timeframes and placements are subject to change.***

July 2022	August 2022	September 2022
<p>Social Media Recognition Advertising Pilot Acknowledging ADGP Members</p> <p>Quarterly Disaster Service Delivery Update (Apr. – Jun. 2022)</p>	<p>Sept. National Preparedness Month Communications Resources</p>	<p>Recognition in Annual Press Release Acknowledging Program Members</p> <p>Bi-Annual Disaster Leadership Virtual Roundtable</p> <p>Oct. Home Fire Prevention Month Communications Resources</p>
October 2022	November 2022	December 2022
<p>Quarterly Disaster Service Delivery Update (Jul. – Sept. 2022)</p> <p>Fall Daylight Saving “Turn and Test” Smoke Alarms Communications Resources</p> <p>Recognition in Red Cross FY22 Annual Disaster Update*</p>	<p>Recognition in National Print Ad (<i>Businessweek</i>)</p> <p>Holiday Safety Communications Resources</p>	<p>Recognition in Year-End Disaster Recap News Story on Redcross.org</p> <p>Annual Video, with Co-Branded End Slate, Highlighting Disaster Work</p>
January 2023	February 2023	March 2023
<p>Quarterly Disaster Service Delivery Update (Oct. – Dec. 2022)</p> <p>Recognition in Red Cross FY22 Annual Report*</p> <p>Jan. National Blood Donor Month Communications Resources</p>	<p>Spring Daylight Saving “Turn and Test” Smoke Alarms Communications Resources</p> <p>March is Red Cross Month &amp; Giving Day Communications Resources</p>	<p>Bi-Annual Disaster Leadership Virtual Roundtable</p> <p>National Volunteer Week Communications Resources</p>
April 2023	May 2023	June 2023
<p>Quarterly Disaster Service Delivery Update (Jan. – Mar. 2023)</p> <p><i>Sound the Alarm</i> Home Fire Safety Communications Resources</p> <p>Hurricane Preparedness Communications Resources</p>	<p>Annual Member Satisfaction Survey</p> <p>Wildfire Preparedness Communications Resources</p>	<p>Recognition in National Print or Digital Ad (<i>TBD</i>)</p> <p>Summer Blood Donations Communications Resources</p> <p>Summer Safety Communications Resources</p>

### During major disasters

- First invitee to frontline disaster operations trips, when offered.
- 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.



## ADGP \$1 Million Member Benefits and Resources List

Below are the benefits available to ADGP \$1 million members during your partnership term. Contact your Red Cross relationship manager to discuss activation of any non-scheduled benefits.

### Communications and Marketing

- Kickoff meeting between Red Cross team and your team to develop year-round partnership activation plan.
- Custom national communications activation — social, earned media, etc. — created with your communications team.
- Your logo in three national ads acknowledging members.
- Subject of “Why We Give to the Red Cross” profile on redcross.org.
- Co-created partnership press release distributed by Red Cross (nationally during your first year of ADGP \$1 million membership, and regionally in subsequent years) and linked from redcross.org.
- Quote from Red Cross President and CEO 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, with co-branded end-slate, 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 to frontline disaster operations trips, when offered.
- 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 25 times.
- Red Cross President and CEO available for company-funded thank-you video for your employees.
- Complimentary membership for one female executive in Red Cross Tiffany Circle for duration of your ADGP \$1 million partnership.
- 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 bi-annual update calls with Red Cross disaster 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.