



ADGP \$1 Million Member Benefits and Resources Calendar

FY25 (July 1, 2024 – June 30, 2025)

Benefits and resources will be provided to ADGP \$1M members at specific times. Please use this list as a resource as you build your communications calendar throughout the year.

Timeframes and placements are subject to change.

Communications Resources

Customizable content including ready-to-go social posts and employee communication pieces.

August: September National Preparedness Month Communications Resources

October: Home Fire Prevention Week & Daylight Saving “Turn and Test” Smoke Alarms Communications Resources

November: Holiday Safety & Giving Communications Resources

January: National Blood Donor Month Communications Resources

February: Spring Daylight Saving “Turn and Test” Communications Resources

March is Red Cross Month/Giving Day & National Volunteer Week Communications Resources

April: Hurricane & Wildfire Preparedness Communications Resources

June: Summer Blood Donations & Summer Safety Communications Resources

Note: all communications toolkits are available on your [ADGP Membership Hub](#)

Recognition

National recognition to demonstrate the impact of your generosity.

September: Recognition in Annual Press Release acknowledging program members

October: Recognition in digital ads on LinkedIn and Meta for ADGP members

Recognition in Red Cross FY24 Annual Disaster Update*

November: Recognition in National Print Ad (*Businessweek*)

December: Recognition in Year-End Disaster Recap News Story on Redcross.org

January: Recognition in Red Cross FY24 Annual Report*

June: Recognition in digital ads on LinkedIn for ADGP members

Leadership Updates and Impact Reporting

Regular updates to help you and your stakeholders understand the impact of your investment.

July: Quarterly Disaster Service Delivery Update (Apr. – Jun. 2024)

September: Bi-Annual Disaster Leadership Virtual Roundtable

October: Quarterly Disaster Service Delivery Update (Jul. – Sept. 2024)

December: Annual Video, with Co-Branded End Slate, Highlighting Disaster Work

January: Quarterly Disaster Service Delivery Update (Oct. – Dec. 2024)

March: Bi-Annual Disaster Leadership Virtual Roundtable

April: Quarterly Disaster Service Delivery Update (Jan. – Mar. 2025)

Membership Resources



**American
Red Cross**

Annual Disaster
Giving Program

Below is a calendar detailing the benefits and resources listed above.
Timeframes and placements are subject to change.

July 2024	August 2024	September 2024
Quarterly Disaster Service Delivery Update (Apr. – Jun. 2024)	Sept. <i>National Preparedness Month</i> Communications Resources	Recognition in Annual Press Release Acknowledging Program Members Bi-Annual Disaster Leadership Virtual Roundtable
October 2024	November 2024	December 2024
Quarterly Disaster Service Delivery Update (Jul. – Sept. 2024) Home Fire Prevention Month & Fall Daylight Saving “Turn and Test” Smoke Alarms Communications Resources Recognition in digital ads on LinkedIn and Meta for ADGP members Recognition in Red Cross FY24 Annual Disaster Update*	Recognition in National Print Ad (<i>Businessweek</i>) Holiday Safety & Giving Communications Resources	Recognition in Year-End Disaster Recap News Story on Redcross.org Annual Video, with Co-Branded End Slate, Highlighting Disaster Work
January 2025	February 2025	March 2025
Quarterly Disaster Service Delivery Update (Oct. – Dec. 2024) Recognition in Red Cross FY24 Annual Report* National Blood Donor Month Communications Resources	Spring Daylight Saving “Turn and Test” Communications Resources March is Red Cross Month & Giving Day; National Volunteer Week Communications Resources	Bi-Annual Disaster Leadership Virtual Roundtable
April 2025	May 2025	June 2025
Quarterly Disaster Service Delivery Update (Jan. – Mar. 2025) Hurricane and Wildfire Preparedness Communications Resources	Annual Member Satisfaction Survey	Recognition in National Digital Ads Summer Blood Donations & Summer Safety Communications Resources



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.
- 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.