



Disaster Responder Program Member Benefits and Resources Calendar

FY25 (July 1, 2024 – June 30, 2025)

Benefits and resources will be provided to Disaster Responder 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 [DR Membership Hub](#)

Recognition

National recognition to demonstrate the impact of your generosity.

September: Recognition in Annual Press Release acknowledging program members

October: 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*

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**

Disaster
Responder 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 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 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	Summer Blood Donations & Summer Safety Communications Resources



Disaster Responder Program Member Benefits and Resources List

Below are the benefits available to Disaster Responder members during your partnership term. Contact your Red Cross relationship manager to discuss activation of any non-scheduled benefits.

Communications and Marketing

- Your name in one annual full-page ad in national print media acknowledging members.
- Partnership press release distributed regionally by Red Cross in your headquarters market and linked from redcross.org.
- Quote from Red Cross senior leadership 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 name 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 like your posts about our partnership.
- An annual video highlighting disaster work made possible by DR members.
- Subject-matter expertise for your company-produced partnership video, hosted on Red Cross YouTube channel.
- Access to Disaster Responder Communications and Marketing Toolkit.
- 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 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 5 times.
- 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 DR partnership impact report detailing outcomes.
- Quarterly disaster service delivery updates.
- Invitations to annual disaster update calls with Red Cross 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.