



## ADGP Member Communication Resources Toolkit

Thank you for your support as a Member of the American Red Cross Annual Disaster Giving Program! We have created a suite of communication resources designed for members to highlight our partnership with your employees, on social media and with other stakeholders.

We're deeply grateful for your steadfast commitment to the Red Cross mission and appreciate generous ADGP Members like you standing with us to provide help and hope whenever and wherever we're needed in the wake of disasters big and small.

### Resources included:

Page Resource

- |   |   |
|---|---|
| 2 | <a href="#">A thank you message from Anne McKeough, Chief Development Officer, for your use internally</a>    |
| 3 | <a href="#">Program recognition badges to showcase your support on your website, intranet or social media</a> |
| 4 | <a href="#">Social media post templates to use throughout the year and during times of disaster</a>           |
| 7 | <a href="#">Customizable employee and/or promotional content</a>  |
| 9 | <a href="#">Support resources for employees affected by disaster and those looking to help</a>                |

*Please note, you must have a current partnership agreement in place to utilize Red Cross assets and marks. Additionally, you must include our non-endorsement statement\* on materials where our assets are displayed (websites, print materials, videos, etc.). For more information, please consult your relationship manager.*

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## Leadership Thank You Message

*Share the following message from Anne McKeough, Chief Development Officer, with your internal audience. This message is for **internal use only**. For a quote to share on your external channels, please contact your relationship manager.*

Thank you for helping people affected by disasters big and small across the country as a member of the American Red Cross Annual Disaster Giving Program (ADGP).

ADGP Members like [Company], along with your employees, are truly extraordinary because you understand the importance of having vital resources in place before a crisis strikes — and that's now even more critical as disasters like hurricanes, wildfires and storms are increasingly frequent and intense. In the face of the climate crisis, we continue to see more severe disasters, more often, and are extremely grateful for these forward-thinking donors who ensure we can grow our capacity to help people across the country in their darkest hours.

[Company]'s advance commitment to disaster relief powers our work to deploy teams at a moment's notice, wherever and whenever we're needed, and help families and communities recover, become better prepared, and more resilient to future disasters. Your support allows us to deliver our lifesaving mission every day.

Thank you for helping make our disaster relief work possible. Your generosity means the world for those facing their darkest moments.

Anne McKeough, Chief Development Officer  
American Red Cross

## Program Recognition & Social Media Badges

*Show your partnership with the Red Cross by displaying the ADGP Leader badge on your social media accounts.*

### **Recommended use for badges:**

- Use official Red Cross badges on your website, intranet or social channels.
- Badges may link to your giving microsite, [redcross.org](https://redcross.org) or [redcross.org/donate](https://redcross.org/donate)
- You can download the badges on the membership hub by clicking [here](#)







## Social Media Post Templates

**Share these messages on your company’s social media platforms to promote your Red Cross support.**

The posts tag the American Red Cross on X, but we encourage you to personalize these messages and tag: [American Red Cross](#) on Facebook; [@RedCross](#) on X, [@AmericanRedCross](#) on Instagram; [American Red Cross](#) on LinkedIn or [@americanredcross](#) on [Threads](#). You may also share any relevant posts from our [national accounts](#).

### Disaster Relief and Preparedness




<p>Did you know our partner, the @RedCross, responds to a disaster every 10 minutes? Emergencies can happen anytime and anywhere. Make sure you’re prepared by building your emergency kit today. ➡ <a href="http://redcross.org/prepare">redcross.org/prepare</a> #BeReady</p>	 <p><b>Emergency Kit</b> Keep <b>this</b> in your <b>survival kit:</b></p> <p>Illustration of various emergency supplies including a first aid kit, water, food, and a flashlight.</p>
<p>🌀💧 People across the country are experiencing more frequent and intense disasters as deadly storms, devastating floods, raging fires and extreme heat impact communities from coast to coast. That’s why it’s more important than ever to prepare for emergencies. Our partner, the @RedCross, has free apps to help your family be ready. Tap here to download: <a href="http://rdcrss.org/apps">http://rdcrss.org/apps</a></p>	 <p><b>Emergency App</b> <b>Download this!</b></p> <p>Search "Red Cross Emergency App"</p> <ul style="list-style-type: none"> <li>➡ Weather Alerts</li> <li>➡ Safety Tips</li> <li>➡ Shelter Locations</li> </ul> <p>Illustration of a smartphone displaying the Red Cross Emergency App interface.</p>
<p>Our disaster relief partner, the @RedCross, responds to more than 60,000 disasters each year – the majority of which are home fires. Working smoke alarms help save lives, and if your smoke alarms are more than 10 years old, it’s time to replace them. Learn more about these lifesaving devices: <a href="http://redcross.org/fire">redcross.org/fire</a></p>	 <p><b>Working Smoke Alarms</b></p> <p>Illustration of a red smoke alarm device.</p>
<p>Our partner, the @RedCross, encourages everyone to be prepared for emergencies. Learn first aid and CPR so you know what to do in an emergency, and always carry a first aid kit.</p> <p>Download the FREE Red Cross Emergency app, First Aid app and First Aid for Pets app for help at your fingertips.</p>	 <p><b>Emergency Plan</b> <i>How to make your family’s emergency plan</i></p> <ol style="list-style-type: none"> <li>1 Plan for how you’ll respond to emergencies most likely to happen to you.</li> <li>2 Task each person with a responsibility.</li> <li>3 Practice your plan.</li> </ol> <p>Illustration of a hand holding a smartphone displaying a 911 call interface.</p>

## Episodic Disaster



**\*Only use when there is an open designation** for a current disaster on redcross.org. Please reach out to your relationship manager for more information or if you would like specific disaster photos to share with the below posts.

<p>♥ We are devastated by the destruction caused by [current disaster]. We stand with our disaster relief partner, the @RedCross, as they provide help, comfort and hope to those impacted. Join us by making a gift today: <a href="https://www.redcross.org/donate">https://www.redcross.org/donate</a> or [company microsite]</p>
<p>As a proud Annual Disaster Giving Program Leader, we're honored to support our disaster relief partner, the @RedCross, as volunteers deploy to help in the aftermath of [current disaster]. Join us to support their efforts: <a href="https://www.redcross.org/donate">https://www.redcross.org/donate</a> or [company microsite]</p>
<p>As impacted communities begin the road to recovery in the wake of [current disaster], we're proud to support @RedCross relief efforts as an American Red Cross Annual Disaster Giving Program member. We encourage you to help! Make a gift today: <a href="https://www.redcross.org/donate">https://www.redcross.org/donate</a> or [company microsite]</p>

## Blood Donations

<p>Every 2 seconds, someone in the U.S. needs blood. 🩸 It's the blood already on the shelves that helps save lives in an emergency. Make an appointment <b>to donate blood or platelets</b> with our partner, the @RedCross: <a href="http://rcblood.org/appt">rcblood.org/appt</a></p>	<p><b>Blood Donations</b></p>  <p>American Red Cross Every <b>2 seconds</b> someone in the U.S. needs blood.</p>
<p>Our partner the @RedCross must collect more than 13,000 blood donations and about 3,000 platelet donations every day for hospital patients, all from volunteer donors! If you're feeling healthy, make your appointment to give and help save lives: <a href="http://rcblood.org/donate">rcblood.org/donate</a></p>	<p><b>Constant Need</b></p>  <p>The need for blood is <i>constant</i></p> <p>American Red Cross</p>
<p>Help our partner the @RedCross keep the shelves stocked with lifesaving blood and platelets by sparing an hour this month to give! Your donation can help ensure essential medical care for patients. Schedule your appointment today: <a href="http://rcblood.org/donate">rcblood.org/donate</a></p>	<p><b>Blood Supply</b></p>  <p>Help maintain the blood supply.</p> <p>American Red Cross</p>

## Volunteering

<p>👤 Join our disaster relief partner, the @RedCross, to celebrate the volunteers who power its lifesaving mission. Thank you to [company] employees who volunteer and give their time to help those in times of need.</p> <p>[insert employee volunteer story, if desired]</p>	<p><b>Powered by Volunteers</b></p> 
<p>Did you know volunteers are the backbone of our disaster relief partner, the @RedCross? 90% of its workforce is volunteer. If you're interested in making a difference with the Red Cross, visit <a href="https://redcross.org/VolunteerToday">redcross.org/VolunteerToday</a>.</p>	<p><b>Volunteers Are Heroes</b></p> 

## Customizable Employee and/or Promotional Content

*Share the message below with employees via email or post on your intranet.*

### Preparedness

Disasters can happen at any time — that's why it's essential that you and your family are prepared. Our partner, the American Red Cross, encourages you to prepare for disasters by **making a plan to stay safe, gathering important supplies and knowing how you'll stay connected.**

- Depending on the emergency, you may need to stay where you are or go somewhere else to stay safe. If you must evacuate, think about where you will go, how you will get there, where you will stay and what you'll take with you.
- Next, gather and organize critical supplies — like food, water and medicine — into a go-kit and a stay-at-home kit.
- Your go-kit should include three days of supplies that you can take with you. Your stay-at-home kit should have two weeks of food and water, and a one-month supply of medications, if possible. Customize your kit based on your family's needs.
- Finally, make a plan to reconnect with loved ones if you are separated or if the phone or internet is down.
- Don't forget to download the [Red Cross Emergency App](#) for preparedness tips, weather alerts and open shelter locations.

Based on where you live, it's essential to be prepared for disasters that occur most frequently in your area. To learn more about how to get ready for different types of disasters, please visit the following links.

[Hurricane Safety Tips](#)

[Wildfire Safety Tips](#)

[Home Fire Safety Tips](#)

[Flood Safety Tips](#)

[Heat Wave Safety Tips](#)

[Tornado Safety Tips](#)

### Blood Donations

At **COMPANY**, we are strongly committed to protecting the communities in which we live and work. As a proud American Red Cross Annual Disaster Giving Program (ADGP) Leader since **DATE**, **COMPANY** makes an annual contribution to the Red Cross to support disaster relief and emergency preparedness year-round.

Today, we are asking you to help address a different kind of emergency — the constant need for blood. Every 2 seconds, someone in the U.S. needs blood, and the Red Cross counts on volunteer donors to fulfill this need.

Maintaining the blood supply means better care for patients, and we're supporting the Red Cross by asking eligible blood donors to [make an appointment](#) to give today.

People across the country, including accident victims, cancer patients and new moms, depend on the generosity of donors for lifesaving blood,

Thank you for sharing your good health, and for your commitment to ensuring blood is available for patients in need.

## **Volunteering**

Every hour of the day, the American Red Cross helps more than 1,200 people. From a family experiencing a home fire to a patient in need of lifesaving blood to support for the military community, the Red Cross is there — providing comfort and hope in times of crisis.

As a Red Cross Annual Disaster Giving Program (ADGP) Leader, **COMPANY**'s support helps ensure that the organization is ready to respond immediately, anytime and anywhere.

Nationally, the Red Cross has more than 300,000 volunteers, over 90 percent of the organization's workforce — and these generous volunteers power its lifesaving mission day in and day out. If you're interested in learning more about volunteering with the Red Cross, visit [redcross.org/VolunteerToday](https://www.redcross.org/VolunteerToday) to review most-needed positions and both local and virtual opportunities.

Thank you for being an important part of our commitment to be there for families and communities in times of dire need.

## Supporting Employees During Disasters

Share with employees during disasters to provide resources for those who need assistance or encourage those in unaffected areas to help.

### Resources for impacted employees

Our hearts are with all our employees who have been impacted by [Current Disaster]. If you have been impacted, our partner, the American Red Cross, can help:

- If you are in immediate need of help, you can [contact your local Red Cross](#), [find an open shelter](#) or call 1-800-RED CROSS.
- Download the [Red Cross Emergency App](#) for real time access to shelter locations, weather alerts, preparedness information and safety tips.
- Take the first steps after an emergency with Red Cross [recovery resources](#).

### Ways employees can help

We know that many of you have asked how you, too, can help. Below are some ways that you can channel your generosity at this time.

- **Make a Financial Donation:** After a disaster, financial donations are the quickest way to help people in need. If you're able, please make a gift to support disaster relief here [\[Company microsite or redcross.org/donate\]](#).
- **Give Blood:** The Red Cross depends on volunteer blood donors for lifesaving blood each and every day. You can help keep the blood supply strong by scheduling a donation appointment at [RedCrossBlood.org](#).
- **Volunteer:** The Red Cross is powered by a workforce that 90% volunteer. We are always looking for more trained volunteers to help with sheltering, health services and other urgent needs. Learn more about their most needed positions and sign up by visiting [redcross.org/volunteertoday](#).

As a proud American Red Cross Annual Disaster Giving Program (ADGP) Leader, since [DATE], [COMPANY] has made a yearly contribution to the Red Cross in advance of disasters, powering the organization with strong infrastructure, innovative technology and critical resources necessary to provide relief and support to those in crisis. This pre-investment ensures the Red Cross is prepared to meet the urgent needs of people affected by disasters big and small, anytime and anywhere across the U.S.

### Thanking your Employees

As a [COMPANY] employee, you are part of these efforts, too, and we want to thank you for helping all of us be there for individuals and families in their times of greatest need.