



ADGP Leader Benefits and Resources Calendar

FY26 (July 1, 2025 – June 30, 2026)

Benefits and resources will be provided to ADGP Leaders 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 are available on the [Membership Hub](#)

September: Highlight the importance of disaster preparedness during National Preparedness Month

October / November: Share a reminder about the importance of testing smoke alarms during Home Fire Prevention Week and Daylight Saving Time

December: Encourage support of the Red Cross mission during the holidays

January: Remind your stakeholders about the need for blood during National Blood Donor Month

March: Share a reminder about the importance of testing smoke alarms during Daylight Saving Time and encourage your employees and customers to support the Red Cross mission during Red Cross Month and Giving Day

April: Call for volunteers during National Volunteer Month

May: Remind your stakeholders to prepare for summer disasters

June / July: Call for blood donors as donations can dip in the summer months

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 Leaders, Recognition in Red Cross Fiscal Year Annual Disaster Update*

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

January: Recognition in Red Cross Annual Report*

June: Recognition in digital ads on LinkedIn and Meta for ADGP Leaders

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.)

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

November: Bi-Annual Disaster Leadership Virtual Roundtable

December: Annual Video Highlighting Disaster Work

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

March: Bi-Annual Disaster Leadership Virtual Roundtable

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

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 2025 | August 2025 | September 2025 |
|--|--|--|
| Quarterly Disaster Service Delivery Update (Apr. – Jun.) | Communications Resources in advance of National Preparedness Month | Recognition in Annual Press Release Acknowledging Program Leaders |
| October 2025 | November 2025 | December 2025 |
| Quarterly Disaster Service Delivery Update (Jul. – Sept.) Recognition in digital ads on LinkedIn and Meta for ADGP Leaders Recognition in Red Cross Annual Disaster Update* | Bi-Annual Disaster Leadership Virtual Roundtable End of Year Giving Communication Resources | Recognition in Year-End Disaster Recap News Story on Redcross.org Annual Video Highlighting Disaster Work Preparedness Communications Resources |
| January 2026 | February 2026 | March 2026 |
| Quarterly Disaster Service Delivery Update (Oct. – Dec.) Recognition in Red Cross Annual Report* Blood Donation Communication Resources | Blood Donation Communication Resources | Bi-Annual Disaster Leadership Virtual Roundtable |
| April 2026 | May 2026 | June 2026 |
| Quarterly Disaster Service Delivery Update (Jan. – Mar.) Preparedness Communications Resources | Annual Member Satisfaction Survey | Recognition in digital ads on LinkedIn and Meta for ADGP Leaders Blood Donation Communication Resources |

*Members as of June 30, 2025 only



ADGP Leader Benefits and Resources List

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

Communications and Marketing

- Kick-off meeting between Red Cross team and your team to discuss partnership storyline and customized activation plan
- One custom national communications activation - such as a social media highlight, LinkedIn Live or similar option - offered annually to promote donor's support of the Red Cross
- Your logo in national print or digital advertisement acknowledging support
- Partnership press release distributed by Red Cross nationally in your first year of membership (regionally in subsequent years) and linked from redcross.org.
- Recognized in a variety of Red Cross channels, including our Annual Report, Annual Partnership Press Release and Annual Disaster Update.
- Option to receive prominent recognition as an exclusive match partner during select Red Cross fundraising campaigns
- Red Cross senior leader available for company-funded thank you video for your employees
- Red Cross Subject-matter expertise for donor-produced partnership video, podcast, or similar with possible video placement on Red Cross YouTube channel (subject to Red Cross pre-approval of script & final product)
- Receive unparalleled access to Red Cross leadership and subject matter experts for things like a partner-hosted call, speaker panel, employee information session, or partner-produced content.
- Logo recognition on redcross.org and dedicated landing page with logo about partnership.
- Red Cross social media accounts will engage with posts about partnership
- Alignment with national Red Cross logos and use of select photos and videos
- Quote from President and CEO for your use
- Your logo on regional Red Cross website where your headquarters is located
- Regional custom communication – Crossnotes, volunteer newsletter, blog post, social media post or another mutually agreed upon tool
- Access to dedicated online ADGP Membership Hub with tools to promote partnership
- Annual video highlighting disaster work made possible by ADGP members with co-branded end slate

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
- Receive prominent recognition and comprehensive disaster-related communications, including your name featured in select national Red Cross disaster press releases and supporter Information Updates, along with timely leadership briefings and written summaries following major disasters, supplemented by periodic messaging and FAQs to help guide internal stakeholders.

Employee Engagement

- Customized employee engagement conversation to strategically plan up to five volunteer and educational engagement opportunities in agreed-upon markets, executed either virtually or in-person
- Complimentary membership for one female executive in Red Cross Tiffany Circle for duration of your ADGP leader partnership
- Co-Branded customized landing page to promote partner volunteer and engagement opportunities with Red Cross
- Custom microsite to make customer or employee giving easy to launch and track

Impact Reporting and Information Access

- Personalized annual ADGP impact report detailing outcomes supported
- Invitation to annual ADGP update call with Red Cross leadership
- Invitations to general donor update calls as scheduled
- Quarterly Service Delivery Updates
- Access to information and support throughout the year from your dedicated Red Cross relationship manager