



## 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 members, Recognition in Red Cross Fiscal Year Annual Disaster Update\*

**December:** Recognition in Year-End Disaster Recap News Story on Redcross.org, Recognition in National Print Ad (*Businessweek*)

**January:** Recognition in Red Cross 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.)

**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  Recognition in National Print Ad ( <i>Businessweek</i> )  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 members  Blood Donation Communication Resources



## 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
- Custom national communications activation – social, LinkedIn live, etc. – created with your communications team
- Subject of "Why We Give to the Red Cross" profile on redcross.org
- Your logo in national print and digital media 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.
- Your name in annual national Red Cross press release acknowledging members
- 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)
- Red Cross subject-matter expert available once annually to author a piece on donor's communications channels
- Logo recognition on redcross.org and dedicated landing page with logo about partnership.
- Your name in national Red Cross Annual Report
- Your name in national Red Cross Annual Disaster Update
- 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
- Red Cross-prepared communication resources to amplify partnership at key times of year
- 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
- 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 and resources
- Periodic messaging and FAQs about Red Cross disaster response to provide guidance and information to 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
- Red Cross speaker available for annual donor function or employee education session
- Annual leadership call or in-person meet and greet
- Complimentary membership for one female executive in Red Cross Tiffany Circle for duration of your ADGP leader partnership
- 10% employee discount on Red Cross Store products
- 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



**American  
Red Cross**

Annual Disaster  
Giving Program

- 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