



ADGP Member Benefits and Resources Calendar

FY26 (July 1, 2025 – June 30, 2026)

Benefits and resources will be provided to ADGP 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 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 Members
October 2025	November 2025	December 2025
Quarterly Disaster Service Delivery Update (Jul. – Sept.) Recognition in digital ads on LinkedIn and Meta for ADGP Members 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 Recognition in National Print Ad (Businessweek)
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 Member Benefits and Resources List

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

Communications and Marketing

- Your logo in national print or digital media acknowledging support
- Partnership press release distributed by Red Cross in your headquarters market in your first year of membership and linked from redcross.org
- Your name in annual national Red Cross press release acknowledging members
- 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 national senior leadership 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

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 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 three volunteer and educational engagement opportunities in agreed-upon markets, executed either virtually or in-person
- 10% employee discount on Red Cross Store products
- Custom microsite to make customer or employee giving easy to launch and track
- Red Cross speaker available for annual donor function or employee education session
- Annual leadership call or in-person meet and greet

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