



Disaster Responder Program Member Benefits and Resources Calendar

FY26 (July 1, 2025 – June 30, 2026)

Benefits and resources will be provided to Disaster Responder Program 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 Red Cross Fiscal Year Annual Disaster Update*

December: Recognition in Year-End Disaster Recap News Story on Redcross.org, Recognition in national print or digital ads

January: Recognition in Red Cross 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.)

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**

Disaster
Responder 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 (Q4, January-March)	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 (Q1, July-September)	Bi-Annual Disaster Leadership Virtual Roundtable End of Year Giving Communication Resources	Preparedness Communications Resources Recognition in Year-End Disaster Recap News Story on Redcross.org Annual Thank You Video Highlighting Disaster Work Recognition in National Print or Digital ads
January 2026	February 2026	March 2026
Quarterly Disaster Service Delivery Update (Oct. – Dec.) Recognition in Red Cross Annual Report*	Blood Donation Communication Resources	Bi-Annual Disaster Leadership Virtual Roundtable
April 2026	May 2026	June 2026
Quarterly Disaster Service Delivery Update (Q3, January-March) Preparedness Communication Resources	Annual Member Satisfaction Survey	Blood Donation Communication Resources



Disaster Responder Program Member Benefits and Resources List

Below are the benefits available to Disaster Responder Program 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 national print or digital advertisement acknowledging support
- Partnership press release distributed by Red Cross in your headquarters market in your first year of membership 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
- 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
- Name 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 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
- Access to dedicated online Membership Hub with tools to promote partnership
- Annual video highlighting disaster work made possible by Disaster Responder members

Disaster Response Engagement and Resources

- 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

- One volunteer or educational engagement opportunity executed at agreed-upon markets
- Custom vanity URL to make customer or employee giving easy to launch and track

Impact Reporting and Information Access

- Personalized annual Disaster Responder impact report
- Invitation to annual Disaster Responder 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