



## Disaster Responder \$250K Member Communication Resources Toolkit

Thank you for being a member of the American Red Cross Disaster Responder 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:**

<b>Page</b>	<b>Resource</b>
2	<a href="#"><u>A thank you message from Brad Kieserman, Vice President of Disaster Operations and Logistics for your use internally</u></a>
3	<a href="#"><u>Program recognition badges to showcase your support on your website, intranet or social media</u></a>
4	<a href="#"><u>Social media post templates to use throughout the year and during times of disaster</u></a>
7	<a href="#"><u>Customizable employee and/or promotional content</u></a>
9	<a href="#"><u>Support resources for employees affected by disaster and those looking to help</u></a>

*Please note, you must have a current partnership agreement in place to utilize Red Cross photos and/or logo. 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.*

\*The American Red Cross name, logo and copyrighted materials are used with its permission, which in no way constitutes an endorsement, express or implied, of any product, service, company, opinion or political position. The American Red Cross name and logo are registered trademarks owned by the American National Red Cross. For more information about the American Red Cross, please visit [redcross.org](http://redcross.org).

## Leadership Thank You Message

*Share the following message from Brad Kieserman, Vice President of Disaster Operations and Logistics, with your internal audience, via email or on your intranet. This message is for **internal use only**. For a quote to share on your external channels, please contact your relationship manager.*

Thank you for your commitment to help people affected by disasters big and small across the country. As a member of the American Red Cross Disaster Responder program, [Company]'s support — along with your employees — helps ensure the Red Cross can prepare for, respond to and help people recover in times of crisis.

The relentlessly increasing pace of severe disasters is creating unimaginable suffering for families, especially those who face other hardships. From my experience on the ground in the aftermath of these devastating disasters, I cannot emphasize enough how critical your advance support is to our disaster response operations. With [Company]'s help, we can help prepare individuals and communities for the unexpected and provide critical disaster relief on a near-constant basis. We are truly grateful for your annual partnership that helps ensure we can deliver our lifesaving mission to those in need across the country.

Your generosity means everything to families in times of great need. Thank you for powering our work each and every day.

Brad Kieserman, Vice President of Disaster Operations and Logistics  
American Red Cross

## Social Media Badges

*Show your partnership with the Red Cross by displaying the Disaster Responder member badge on your social media accounts.*

### **Recommended locations for badge:**

- Red Cross microsite (work with your relationship manager to post)
- Social media accounts
- Company intranet
- Company website
- Badges can link to your giving microsite, [redcross.org](https://redcross.org), or [redcross.org/donate](https://redcross.org/donate)



Click [here](#) to download



Click [here](#) to download

## Social Media Post Templates

*Share these messages on your company's social media 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

Did you know our partner, the @RedCross, responds to a disaster every 8 minutes? Emergencies can happen anytime and anywhere. Make sure you're prepared by building your emergency kit today. ➡ [redcross.org/prepare](https://redcross.org/prepare) #BeReady



*Emergency Kit*

🔊💧 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: <http://rdcrss.org/apps>



*Emergency App*

Our disaster relief partner, the @RedCross, responds to more than 65,000 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: [redcross.org/fire](https://redcross.org/fire)



*Working Smoke Alarms*

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.

Download the FREE Red Cross Emergency app, First Aid app and First Aid for Pets app for help at your fingertips.



*Emergency Plan*

## Episodic Disaster

*Only for use when there is an open designation for a current disaster on [redcross.org](https://www.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.*

- ❤️ 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: <https://www.redcross.org/donate> or [company microsite]
- As a proud member of the Disaster Responder Program, 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: <https://www.redcross.org/donate> or [company microsite]
- 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 Disaster Responder Program member. We encourage you to help! Make a gift today: <https://www.redcross.org/donate> or [company microsite]

## Blood Donations

Every 2 seconds, someone in the U.S. needs blood. 🩸 It's the blood already on the shelves that helps to save lives in an emergency. To help your community be prepared, make an appointment **to donate blood or platelets** with our partner, the @RedCross: [rcblood.org/appt](https://rcblood.org/appt)



Blood Donations

Our partner the @RedCross must collect about 12,500 blood donations and nearly 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: [rcblood.org/donate](https://rcblood.org/donate)



Constant Need

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: [rcblood.org/donate](https://rcblood.org/donate)



Blood Supply

## Volunteering

👤 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.

[insert employee volunteer story, if desired]

Did you know volunteers are the backbone of our disaster relief partner, the @RedCross? 90% of their workforce is volunteer. If you're interested in making a difference with the Red Cross, visit [redcross.org/VolunteerToday](https://redcross.org/VolunteerToday).



*Powered by Volunteers*



*Volunteers Are Heroes*

## 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 location.

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 member of the American Red Cross **Annual Disaster Giving Program (ADGP)/Disaster Responder Program** 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 depend on the generosity of donors for lifesaving blood, including accident victims, cancer patients, and new moms.

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 1,000 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 member of the Red Cross **Annual Disaster Giving Program (ADGP)/Disaster Responder Program**, **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://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.



## Getting Help for Your Employees

*Share with employees during times of disaster to provide resources for those who need assistance or encourage those in unaffected areas to help.*

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](#).

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 member of the American Red Cross Disaster Responder Program, 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.

**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.**