



ADGP \$1 Million Member Benefits and Resources Calendar

FY26 (July 1, 2025 – June 30, 2026)

Benefits and resources will be provided to ADGP \$1M 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 [ADGP Membership Hub](#). These resources can be utilized to align with the key messaging timeframes listed here, or any time they feel relevant!

August: September National Preparedness Month

October: Home Fire Prevention Week & Daylight Saving “Turn and Test” Smoke Alarms

November: Holiday Safety & Giving

January: National Blood Donor Month

February: Spring Daylight Saving “Turn and Test”, *March is Red Cross Month*/Giving Day & National Volunteer Week

April: Hurricane & Wildfire Preparedness Communications Resources

June: Summer Blood Donations & Summer Safety Communications Resources

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 member

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 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 \$1 Million Member Benefits and Resources List

Below are the benefits available to ADGP \$1 million members 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 activations – social, earned media, etc. - created with your communications team
- Subject of “Why we give to the Red Cross” profile on redcross.org or redcrossblood.org
- Your logo in national print or digital media acknowledging support
- Partnership press release distributed by Red Cross nationally and linked from redcross.org
- Your name in annual Red Cross press release acknowledging members
- Red Cross President and CEO or other national Senior Leaders available for company-funded thank you video for your employees
- 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
- Red Cross speaker available for annual donor function or employee education session
- Annual leadership call or in-person meet and greet
- Your name in national Red Cross Annual Report
- Your logo in a national redcross.org webpage
- Engagement with donor’s social posts about Red Cross partnership by Red Cross accounts
- Alignment with Red Cross national logos and use of select photos & videos
- Quote from President and CEO for your use
- Your logo on regional Red Cross website where your headquarters is located
- Custom Communication – regionally customized Crossnotes, volunteer newsletter, blog post, social media post or another mutually agreed upon tool
- Red Cross President & CEO available to record Thank You video message for internal use
- Co-branded annual video highlighting disaster work made possible by ADGP members
- Your name in national Red Cross Annual Disaster Update
- Access to dedicated online ADGP Membership Hub with tools to promote partnership
- Timely Red Cross-prepared communication resources to amplify partnership at key times of year

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
- Access to the Disaster Partner Hub, a multi-agency collaboration platform that shares data and resources between response/recovery organizations

Employee Engagement

- Customized employee engagement conversation to strategically plan up to 5 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 \$1 million partnership
- 10% employee discount on Red Cross Store products
- Custom microsite to make customer or employee giving easy to launch and track



**American
Red Cross**

Annual Disaster
Giving Program

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 the Disaster Partner Hub, a multi-agency collaboration platform that shares data and resources between response/recovery organizations
- Access to information and support throughout the year from your dedicated Red Cross relationship manager