



## ADGP \$500K Member Benefits and Resources Calendar

*FY26 (July 1, 2025 – June 30, 2026)*

Benefits and resources will be provided to ADGP \$500K 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 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 \$500K Member Benefits and Resources List

Below are the benefits available to ADGP \$500K 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 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
- 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 on 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 national senior leadership 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
- Timely Red Cross-prepared communication resources to amplify partnership at key times of year
- Red Cross speaker available for one annual donor function or employee education session
- 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

### 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 3 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

### 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