



Disaster Responder Program Member Benefits and Resources Calendar

FY26 (July 1, 2025 – June 30, 2026)

Benefits and resources will be provided to Disaster Responder 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 [Disaster Responder 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 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*

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 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	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 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 ad acknowledging support
- Partnership press release distributed by Red Cross in your headquarters and linked from redcross.org
- Your name in annual 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 subject-matter expert 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 name in national Red Cross Annual Disaster Update
- Your name 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 of Company or an Approved Subsidiary, at Company's option
- Co-branded annual video highlighting disaster work made possible by Disaster Responder members
- Access to dedicated online Disaster Responder 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

- 1 volunteer or educational engagement opportunity executed at agreed-upon markets virtually or in-person
- 10% employee discount on Red Cross Store products
- 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 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