



ADGP Leader Benefits and Resources Calendar

FY27 (July 1, 2026 – June 30, 2027)

Benefits and resources will be provided to ADGP Leaders at specific times. Please use this list as a resource as you build your communications calendar throughout the year.

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 fall in the summer months, leading to shortages

Recognition

National recognition to demonstrate the impact of your generosity

September: Recognition in Annual Press Release acknowledging program members

October: Recognition in digital ads; recognition in Red Cross Fiscal Year Annual Disaster Update*

November: Recognition in digital ads

December: Recognition in Year-End Disaster Recap News Story on Redcross.org

February/March Recognition in Red Cross Annual Report*

June: Recognition in digital ads

Leadership Updates and Impact Reporting

Regular updates to help you and your stakeholders understand the impact of your investment

July: Quarterly Stewardship Impact Deck (Q4, Apr. – Jun.)

October: Quarterly Stewardship Impact Deck (Q1, Jul. – Sept.); recognition in Red Cross Annual Disaster Update

November: Biannual Disaster Leadership Virtual Roundtable

December: Annual Video Highlighting Disaster Work

January: Quarterly Stewardship Impact Deck (Q2, Oct. – Dec.)

March: Biannual Disaster Leadership Virtual Roundtable

April: Quarterly Stewardship Impact Deck (Q3, Jan. – Mar.)

Membership Resources



**American
Red Cross**

Annual Disaster
Giving Program

Below is a calendar detailing the benefits and resources listed above.

Time frames and placements are subject to change.

July 2026	August 2026	September 2026
Quarterly Stewardship Impact Deck (Q4, Apr. – Jun.)	Preparedness Communications Resources in advance of National Preparedness Month	Recognition in Annual Press Release Acknowledging Program Leaders
October 2026	November 2026	December 2026
Quarterly Stewardship Impact Deck (Q1, Jul. – Sept.) Recognition in digital ads Recognition in Red Cross Annual Disaster Update*	Recognition in digital ads Biannual 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
January 2027	February 2027	March 2027
Quarterly Stewardship Impact Deck (Q2, Oct. – Dec) Blood Donation Communication Resources	Red Cross Month Communication Resources Recognition in Red Cross Annual Report*	Biannual Disaster Leadership Virtual Roundtable
April 2027	May 2027	June 2027
Quarterly Stewardship Impact Deck (Q3, Jan. – Mar.) Volunteer Month Communications Resources	Annual Member Satisfaction Survey Preparedness Communication Resources	Recognition in digital ads Blood Donation Communication Resources



ADGP Leader Benefits and Resources List

Below are the benefits available to ADGP Leaders during your partnership term. Contact your Red Cross relationship manager to discuss activation of any nonscheduled benefits.

Customized Communication Activation

- Kick-off meeting between Red Cross team and your team to discuss partnership storyline and customized activation plan.
- Custom video to share publicly with your employees and customers highlighting disaster work made possible by ADGP Leaders with a co-branded end slate
- National customized communications activation — such as a social media highlight, LinkedIn Live or similar option — offered annually to promote your support of the Red Cross.
- Regional customized custom communication — Crossnotes, volunteer newsletter, blog post, social media post or another mutually agreed-upon tool.
- Option to receive prominent recognition as an exclusive match partner during select Red Cross fundraising campaigns.

Shining a Spotlight on Our Partnership

- Your logo in three (3) national digital advertisements acknowledging support.
- Partnership press release distributed by Red Cross nationally in your first year of membership (regionally in subsequent years) and linked from [redcross.org](https://www.redcross.org).
- Annual ADGP partnership press release highlighting the disaster work made possible by ADGP Leaders.
- Disaster-related communications, including your name featured in select national Red Cross disaster press releases and supporter Information Updates, leadership briefings, and written summaries following major disasters, supplemented by periodic FAQs.

Recognition in Red Cross Channels

- Recognition in our Annual Report and Annual Disaster Update Report.
- Logo recognition on national [redcross.org](https://www.redcross.org) and dedicated landing page about partnership.
- Your logo on the regional Red Cross website where your headquarters is located.

Providing Communication Assets for Your Amplification

- Red Cross logos and select photos and videos for your use and access to dedicated online ADGP Membership Hub with tools to promote partnership.
- Red Cross subject-matter expertise for donor-produced partnership video, podcast or similar item with video placement on Red Cross YouTube channel (subject to Red Cross pre-approval of script and final product).
- Quote from President and CEO for your use, available in corresponding program-level materials and upon request.
- Engagement with social posts about Red Cross support by Red Cross accounts.
- Unparalleled access to Red Cross leadership and subject-matter experts for opportunities like a partner-hosted call, speaker panel, employee information session or partner-produced content.

Employee Engagement Activation

- Five (5) volunteer or educational engagement opportunity executed in agreed-upon markets virtually or in-person.
- Custom donation microsite or vanity URLs for annual or episodic Red Cross employee workplace giving campaigns.
- Complimentary membership for two female executives in Red Cross Tiffany Circle for duration of your ADGP Leader partnership.
- Co-branded customized landing page to promote partner volunteer and engagement opportunities with your employees.
- First invite to frontline disaster operations trips and coordinated employee deployment opportunities following major disaster, when offered.

Impact Reporting and Information Access

- Personalized impact reporting delivered quarterly and annually detailing the disaster work made possible by ADGP Leaders.
- Biannual update calls with Red Cross Disaster Leadership and general donor calls, when available.
- Access to information and support throughout the year from your dedicated Red Cross Relationship Manager.