A Guide To Fundraising
With America’s Most-Loved
Non-Profit Brand

Point of Sale
Customer Donation Program

“The Red Cross means, not national aid for the needs of the people, but the people’s aid for the needs of the nation.”

– Clara Barton

A turnkey program to unlock the power of the American Red Cross brand and network through cause marketing.

The American Red Cross is still leading the pack. Our program increases your brand’s equity, drives sales and builds loyalty with customers and employees. An average of 90 cents of every dollar we spend is invested in delivering care and comfort to those in need, so you’re giving back too.

Source: BrandAsset® Valuator—the “largest and leading empirical study of brands.”
Five year average on a 100 point scale, 2012-2017.
Add Value With Our Simple Point of Sale Program

1) Brand lift and stakeholder loyalty

Consumers have spoken. A public partnership with the Red Cross and a convenient way to donate will deliver brand lift and stakeholder loyalty. The American Red Cross leads the pack, offering more brand lift than any other charity.

- **69%** Of consumers have given at point of sale in the last 12 months.³
- **89%** Of consumers would buy a product attached to a cause.¹
- **72%** Of consumers feel it is more important than ever that the companies they buy from reflect their values.²
- **89%** Of consumers are likely to switch brands to one associated with a cause, given comparable price and quality.¹

¹Cone Communications CSR Study, 2017
²Porter Novelli/Cone Purpose Biometrics Study, 2019
³Catalist’s 2018 Report: POS Giving: Progressing and Prospering

We are “America’s most loved nonprofit brand.”¹

- The nation’s most recognized nonprofit.²
- The most reliable charity.³
- Harris Social Service Brand of the Year for 2017.⁴

¹Morring Consult, 2019 ²Brand Asset® Valuator, 2017 ³Harris Poll EquiTrend study, 2017

2) Flexible, low-lift integration

Choose from a variety of campaign themes to align with your company’s goals. Following major disasters, we can implement point of sale fundraising within 24 hours of your request.

Annual Red Cross Promotional Themes (excludes major disasters, which can happen at anytime)

<table>
<thead>
<tr>
<th>Disaster and Preparedness</th>
<th>Home Fire Campaign</th>
<th>Blood Services</th>
<th>Service to the Armed Forces</th>
<th>Seasonal</th>
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<tbody>
<tr>
<td>APRIL/MAY</td>
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<td>JANUARY</td>
<td>MAY</td>
<td>MARCH</td>
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<tr>
<td>• Spring storms</td>
<td>• Sound the Alarm home fire safety events</td>
<td>• National Blood Donor Month</td>
<td>• Military Appreciation Month</td>
<td>• Red Cross Month</td>
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<tr>
<td>JUNE</td>
<td>OCTOBER</td>
<td></td>
<td>JULY</td>
<td>• Giving Day</td>
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<td>• Start of hurricane season</td>
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<td>JULY/AUGUST</td>
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<td>NOVEMBER</td>
<td>• World Red Cross and Red Crescent Day</td>
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<td>• Summer safety</td>
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<td></td>
<td>• Veterans Day</td>
<td>• Summer Safety</td>
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<tr>
<td>AUGUST</td>
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<td>JULY</td>
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<tr>
<td>• Hurricane preparedness</td>
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<td>NACS 24/7 Day, celebrate local heroes</td>
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<td>SEPTEMBER</td>
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<tr>
<td>• National Preparedness Month</td>
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<td>• Giving Tuesday</td>
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<td>• Year-end giving</td>
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3) Turnkey Implementation

The Red Cross can provide you with digital resources to print or distribute immediately. Your Red Cross contact can work with you to design your own collateral and graphics. Choose items that work best for your business. Other resources can be found on redcross.org.

Our easy-to-use resources include:

- posters & fliers
- pin-ups to sign & display in-store
- digital resources
- donation tear-pads
- wearable stickers
- online donation platform

Help customers understand how their donations help:

$1 provides
One measles vaccination to protect a child living in a low-income country

$5 provides
One blanket for a shelter resident or a home fire survivor

$7.50 provides
One Red Cross bag filled with comfort items for a wounded service member or veteran at a hospital. These bags typically contain items such as a washcloth, shampoo, soap, and a comb.

$10 provides
One nourishing meal and drink for a disaster survivor at a shelter or through a Red Cross emergency response vehicle

$15 provides
One smoke alarm installation and fire/disaster safety education in an at-risk community
Get Started Here

or contact your American Red Cross representative for more information.