



Align with a Red Cross Promotional Period, or create a custom opportunity

Disaster and Preparedness	Home Fire Campaign	Biomedical Services	Service to the Armed Forces	Seasonal
<p>APRIL/MAY</p> <ul style="list-style-type: none"> Spring storms <p>JUNE</p> <ul style="list-style-type: none"> Start of hurricane season <p>JULY/AUGUST</p> <ul style="list-style-type: none"> Summer safety <p>AUGUST</p> <ul style="list-style-type: none"> Hurricane preparedness <p>SEPTEMBER</p> <ul style="list-style-type: none"> National Preparedness Month 	<p>APRIL/MAY</p> <ul style="list-style-type: none"> <i>Sound the Alarm</i> home fire safety events <p>OCTOBER</p> <ul style="list-style-type: none"> Fire Prevention Week 	<p>JANUARY</p> <ul style="list-style-type: none"> National Blood Donor Month <p>JUNE</p> <ul style="list-style-type: none"> <i>Missing Types</i> campaign 	<p>MAY</p> <ul style="list-style-type: none"> Memorial Day <p>JULY</p> <ul style="list-style-type: none"> Independence Day <p>NOVEMBER</p> <ul style="list-style-type: none"> Veterans Day 	<p>MARCH</p> <ul style="list-style-type: none"> Red Cross Month Giving Day <p>MAY</p> <ul style="list-style-type: none"> World Red Cross and Red Crescent Day <p>NOVEMBER/DECEMBER</p> <ul style="list-style-type: none"> Giving Tuesday Year-end giving



American Red Cross

Partner with Us Year Round

Timeframe	Themes/Alignment	Activation Idea
January	National Blood Donor Month	One donation can help save more than one life—recruit and reward blood donors, encourage donations with matching gift.
March & November	Turn & Test Smoke Alarms for Daylight Saving	Show your support for the mission by providing customers co-branded reminders to test their smoke alarms at checkout.
March	March is Red Cross Month & Red Cross Giving Day*	Highlight your Red Cross commitment and rally customers /employees during a key time when all eyes will be focused on supporting our mission.
April – May*	<i>Sound the Alarm</i> National Home Fire Installation Events	Host a special promotion tied to fire safety products. Highlight these products in an end-cap display featuring a fire safety message. Provide customers with the option to add a donation to their in-store or online checkout.
Summer	Summer Safety/Learn to Swim	Sell summer-related items that benefit the Red Cross with a donation for each item sold.
Summer	Traditional Blood Shortage Months	One donation can help save more than one life—recruit and reward blood donors, encourage donations with matching gift.
September	National Preparedness Month	Encourage purchase of preparedness products like water and flashlights that trigger a donation to Red Cross.
October*	Home Fire Prevention Week	Provide shoppers with meaningful way to help prevent home fires in local at-risk communities (\$15 donation = fire safety training + installation of one smoke alarm).
November - December	Holiday Campaign	Holiday Messaging: Give Something That Means Something. Drive sales by giving back via custom promotion or collect customer donations at registers during the most giving time of year.
Anytime (or Patriotic Holidays)	Military Services	Offer a coupon for military members to redeem in your retail location and trigger a donation to Red Cross.
Anytime	Disaster Relief	Inspire giving by collecting in-store and online customer donations for disaster relief.

*Exact dates each year will vary