

ADGP \$500K Member Benefits and Resources Calendar

Below is a calendar detailing those benefits and resources that will be provided to ADGP \$500K level members at specific times throughout our fiscal year 2022. **Timeframes and placements are subject to change.**

July 2021	August 2021	September 2021
Quarterly Disaster Service Delivery Update (Apr. – Jun. 2021) Summer Safety Communications Resources Membership Survey Results Update Call	Sept. National Preparedness Month Communications Resources Recognition in Red Cross FY21 Annual Disaster Update*	Recognition in Annual Press Release Acknowledging Program Members Bi-Annual Disaster Leadership Update Call Oct. Home Prevention Month Communications Resources
October 2021	November 2021	December 2021
Quarterly Disaster Service Delivery Update (Jul. – Sept. 2021) Fall Daylight Saving “Turn and Test” Smoke Alarms Communications Resources	Recognition in National Print Ad (<i>Businessweek</i>) Holiday Safety Communications Resources	Recognition in Year-End Disaster Recap News Story Annual Video Highlighting Disaster Work Jan. National Blood Donor Month Communications Resources
January 2022	February 2022	March 2022
Quarterly Disaster Service Delivery Update (Oct. – Dec. 2021) Recognition in Red Cross FY21 Annual Report*	Bi-Annual Disaster Leadership Update Call Spring Daylight Saving “Turn and Test” Smoke Alarms Communications Resources March is Red Cross Month & Giving Day Communications Resources	Recognition in National Print Ad (<i>Businessweek</i>) <i>Sound the Alarm</i> Home Fire Safety Communications Resources
April 2022	May 2022	June 2022
Quarterly Disaster Service Delivery Update (Jan. – Mar. 2022) Hurricane Preparedness Communications Resources	Annual Member Satisfaction Survey Issued Recognition in National Print Ad (<i>Time Magazine</i>)	Summer Blood Donations Communications Resources Wildfire Preparedness Communications Resources

During major disasters

- First invitee to frontline disaster operations trips when offered
- 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
- Updates on key Red Cross disaster response activities to share internally

*Members as of June 30, 2021 only



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 three annual full-page ads in national print media acknowledging members
- Partnership press release distributed regionally by Red Cross in your headquarters market and linked from redcross.org
- Quote from Red Cross senior leadership for your use
- Your name in annual Red Cross press release acknowledging members
- Red Cross subject-matter expert available once annually to author a piece on your communications channels
- Your logo on redcross.org with a dedicated page describing partnership
- Your name in national Red Cross Annual Report and Disaster Update publications
- Red Cross Facebook and Twitter accounts comment on and like your posts about our partnership
- Annual video highlighting disaster work made possible by ADGP members
- Subject-matter expertise for your company-produced partnership video, hosted on the Red Cross YouTube channel
- Access to ADGP Communications and Marketing Toolkit
- Timely Red Cross-prepared communication resources to amplify partnership at key times of year
- Your logo on regional Red Cross website where your headquarters is located
- Custom regional communications activation to be mutually agreed upon between regional Red Cross where your headquarters is located and your communications team
- Alignment with Red Cross logos and use of select photos/videos

Disaster Response Engagement and Resources

- First invitee to frontline disaster operations trips when offered
- 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
- Updates on key Red Cross disaster response activities to share internally

Employee Engagement

- One coordinated employee engagement opportunity delivered up to ten times for your employees
- Visit by Red Cross branded vehicle to one mutually agreed upon location
- Red Cross speaker available for annual donor function or employee education session
- Red Cross "lunch and learn" at company event on CPR, safety or other topics
- 10% employee discount on Red Cross Store products
- Custom donation microsite to make employee or customer giving easy to launch and track

Impact Reporting and Information Access

- Custom annual ADGP partnership report detailing impact and outcomes
- Quarterly Disaster Service Delivery Updates
- Invitation to annual disaster update call with Red Cross leadership
- Invitations to general donor update calls, as scheduled
- 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