



ADGP \$500K Member Benefits and Resources Calendar

This calendar provides an overview of benefits and resources that will be provided to Annual Disaster Giving Program (ADGP) \$500K members at specific times throughout the Red Cross fiscal year 2019 (July 1, 2018 through June 30, 2019). **Timeframes and placements are subject to change.**

July 2018	August 2018	September 2018
FY18 Quarterly Disaster Update (Apr. – Jun. 2018)	Hurricane Preparedness Communications Resources	Recognition in national print ad (<i>Businessweek</i>) Annual Red Cross press release acknowledging program members
October 2018	November 2018	December 2018
FY19 Quarterly Disaster Update (Jul. – Sept. 2018) Fall Daylight Savings “Turn and Test” Smoke Alarms Communications Resources	Recognition in national print ad (<i>Businessweek</i>) Holiday Safety Communications Resources	Recognition in Red Cross FY18 Annual Disaster Update* Calendar Year-End Members-Only Disaster Leadership Update Call and Video
January 2019	February 2019	March 2019
FY19 Quarterly Disaster Update (Oct. – Dec. 2018) Recognition in Red Cross FY18 Annual Report*	Spring Daylight Savings “Turn and Test” Smoke Alarms Communications Resources	*Bonus* Recognition in national print ad (<i>Businessweek</i>) <i>Sound the Alarm</i> Communications Resources
April 2019	May 2019	June 2019
FY19 Quarterly Disaster Update (Jan. – Mar. 2019) *Bonus* Recognition in national print ad (<i>Time Magazine</i>)	Annual Member Satisfaction Survey Missing Types Blood Campaign Communications Resources	Recognition in national print ad (<i>Fortune 500</i>) Fiscal Year-End Members-Only Disaster Leadership Update Call

During major disasters

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



ADGP \$500K Member Benefits and Resources List

Below are the benefits available to ADGP \$500K members during their partnership term. Members should contact their 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
- One thank-you post on your Facebook page from national Red Cross Facebook account
- 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 logo on regional Red Cross website where your headquarters is located
- Your name in national Red Cross Annual Report and Disaster Update publications
- Red Cross Facebook and Twitter accounts like your posts about our partnership
- Annual video highlighting disaster work made possible by ADGP members
- 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
- Alignment with Red Cross logos and use of select photos/videos

Disaster Response Engagement and Resources

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

Employee Engagement

- One coordinated employee engagement opportunity in up to ten markets
- 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
- Ten-percent 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 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 information and support throughout the year from your dedicated Red Cross relationship manager