



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 the year. ***Timeframes and placements are subject to change.***

July 2019	August 2019	September 2019
Quarterly Disaster Update (Apr. – Jun. 2019)	Hurricane Preparedness Communications Resources	Recognition in national print ad (<i>Businessweek</i>) Annual Red Cross press release acknowledging program members Bi-Annual Members-Only Disaster Leadership Update Call
October 2019	November 2019	December 2019
Quarterly Disaster Update (Jul. – Sept. 2019) Fall Daylight Savings “Turn and Test” Smoke Alarms Communications Resources	*Bonus* Recognition in national print ad (<i>Businessweek</i>) Holiday Safety Communications Resources	Annual video highlighting disaster work Recognition in Red Cross FY19 Annual Disaster Update*
January 2020	February 2020	March 2020
Quarterly Disaster Update (Oct. – Dec. 2019) Recognition in Red Cross FY19 Annual Report*	Bi-Annual Members-Only Disaster Leadership Update Call Spring Daylight Savings “Turn and Test” Smoke Alarms Communications Resources	*Bonus* Recognition in national print ad (<i>Businessweek</i>) <i>Sound the Alarm</i> Home Fire Communications Resources
April 2020	May 2020	June 2020
Quarterly Disaster Update (Jan. – Mar. 2020) Recognition in national print ad (<i>Time Magazine</i>)	Annual Member Satisfaction Survey Issued <i>Missing Types</i> Blood Campaign Communications Resources	Recognition in national print ad (<i>Fortune Magazine</i>) Summer Safety 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 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 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 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 comment on and 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 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 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 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 information and support throughout the year from your dedicated Red Cross relationship manager