



ADGP \$1 Million Member Benefits and Resources Calendar

Below is a calendar detailing those benefits and resources that will be provided to ADGP \$1M level members at specific times throughout our fiscal year 2021. ***Timeframes and placements are subject to change.***

July 2020	August 2020	September 2020
Quarterly Disaster Update (Apr. – Jun. 2020) Summer Safety Communications Resources Membership Survey Results Update Call	Recognition in Annual Sept. National Preparedness Month Press Release Sept. National Preparedness Month Communications Resources	Recognition in Annual Press Release Acknowledging Program Members Bi-Annual Members-Only Disaster Leadership Update Call
October 2020	November 2020	December 2020
Quarterly Disaster Update (Jul. – Sept. 2020) Fall Daylight Savings “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 Press Release Annual Video, with Co-Branded End- Slate, Highlighting disaster work
January 2021	February 2021	March 2021
Quarterly Disaster Update (Oct. – Dec. 2020) Recognition in Red Cross FY20 Annual Disaster Update and FY20 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 2021	May 2021	June 2021
Quarterly Disaster Update (Jan. – Mar. 2021) Recognition in National Print Ad (<i>Time Magazine</i>)	Annual Member Satisfaction Survey Issued Hurricane Preparedness Communications Resources	Recognition in National Print Ad (<i>Fortune Magazine</i>) Summer Blood Donations 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 \$1 Million Member Benefits and Resources List

Below are the benefits available to ADGP \$1 million members during your partnership term. Contact your Red Cross relationship manager to discuss activation of any non-scheduled benefits.

Communications and Marketing

- Kickoff meeting between Red Cross team and your team to develop year-round partnership activation plan
- Custom national communications activation—social, earned media, etc.—created with your communications team
- Your logo in three annual full-page ads in national print media acknowledging members
- Subject of “Why We Give to the Red Cross” feature story on redcross.org
- Partnership press release distributed by Red Cross (nationally during your first year of ADGP \$1 million membership, and regionally in subsequent years) and linked from redcross.org
- Quote from Red Cross President and CEO 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, with co-branded end-slate, 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 and resources
- Updates on key Red Cross disaster response activities to share internally

Employee Engagement

- One coordinated employee engagement opportunity in up to 25 markets
- Red Cross President and CEO available for company-funded thank-you video for your employees
- Complimentary membership for one female executive in Red Cross Tiffany Circle for duration of your ADGP \$1 million partnership
- 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