



Disaster Responder Program Member Benefits and Resources Calendar

Below is a calendar detailing those benefits and resources that will be provided to Disaster Responder 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	*Bonus* Recognition in National Print Ad (<i>Businessweek</i>) Holiday Safety Communications Resources	Recognition in Year-End Disaster Recap press release Annual Video, with Disaster Responder 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	<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	Summer Blood Donations Communications Resources

During major disasters

- 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

**Members as of June 30, 2020 only*



Disaster Responder Program Member Benefits and Resources List

Below are the benefits available to Disaster Responder members during your partnership term. Contact your Red Cross relationship manager to discuss activation of any non-scheduled benefits.

Communications and Marketing

- Your name in one annual full-page ad 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 name 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 like your posts about our partnership
- Annual video highlighting disaster work made possible by Disaster Responder members
- Subject-matter expertise for your company-produced partnership video, hosted on the Red Cross YouTube channel
- Access to Disaster Responder 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 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 five markets
- 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 Disaster Responder 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