



1. Plan Ahead – Setup Your Microsite Before a Disaster Strikes!

- People are more inclined to donate to disaster relief when the issue is top of mind, in the news, and in their hearts. Plan ahead to be prepared to launch your Red Cross microsite immediately after a disaster.
- Identify staff that will help you promote the microsite and encourage employees to give.

2. Demonstrate the Company's Commitment

- Organize and leverage the support of your CEO and senior leadership to promote the campaign to their direct reports and across the company.
- Create a plan to solicit senior leadership and managers to make gifts as you roll out your campaign.
- Commit to matching your employees donations, this is a huge incentive to give.

3. Promote the Campaign and Educate Employees

- Maximize employee support and participation by promoting your campaign. For best results, start promotion as soon as possible and consider how to utilize email, voicemail, the company's blog and the company intranet to communicate to employees.
- Demonstrate how employee gifts will impact those affected and provide employees with disaster updates that encourage their participation.
- Create a company landing page that features a Red Cross on your intranet for employees or on a public site for your consumers.
- Use additional online resources, including Red Cross logos, photos and donate buttons that link directly to your microsite. You can download web banners [here](#) and logos [here](#).

4. Launch the Campaign

- Use Creative Ideas to Engage Employees
 - The most successful disaster relief campaigns have a plan to engage their employees both online and in person. Establish an employee committee to think creatively about how to involve employees in the campaign and engage them in response to a disaster.
- Energize Support and Maximize Giving
 - Use incentives or a competition to encourage employee participation. For example, an interdepartmental competition or raffle (e.g. an opportunity to win a day of leave for those employees or teams that raise the most) can be effective incentives to energize employees. Short, energized campaigns tend to work better than one with no end.
- Identify Community Engagement Opportunities Related to the Disaster Efforts
 - Often during a time of disaster, employees are motivated to want to donate money **and** time. The Red Cross can offer a wealth of flexible and effective options for highly engaged employees and their interests. However, we highly encourage opening a direct line of communication with your Red Cross relationship manager or your local Red Cross Chapter to inquire about timely and effective opportunities for employee engagement. During times of disaster, needs and solutions are so specific, let us help you customize the best way to become successfully engaged as volunteers and contributors.

5. Wrap Up Your Campaign

- Send Notification to Employees Shortly Before the End of the Campaign.
- Report Campaign Results & Demonstrate Impact
- Thank Your Supporters
- Post-Campaign Assessment