



March is Red Cross Month

Help can't wait during emergencies.

“I request that during that month (March) our people rededicate themselves to the splendid aims and activities of the Red Cross.”

—President Franklin D. Roosevelt, first Presidential Proclamation of March as Red Cross Month, 1943

Each year, the president of the United States proclaims March is "Red Cross Month." During this time, we recognize the people who make our mission possible—volunteers, blood donors, people trained in lifesaving skills and our supporters—who step up to aid others when #HelpCantWait.

Coastal Virginia Red Cross Month Mission

A month-long LOCAL marketing campaign to raise awareness and funds for the Red Cross of Coastal Virginia by leveraging partnerships with local sponsors

Promote Red Cross Giving Day—March 23, 2022

Video Testimonials ▪ Hands-Only CPR Education Outreach ▪ Student Activities
Volunteer Engagement ▪ Radio Mentions ▪ Community Involvement

Red Cross Month Sponsorship Opportunities

Local Disaster Sponsor \$10,000— provides financial assistance for four (4) families of four (4) impacted by a local disaster, like a home fire.

- Prominent logo placement on all Coastal Virginia Red Cross Month marketing materials— T-shirts, print and social media advertisements distributed throughout the month of March and at all local blood drives
- Video testimonial with company representative created by Red Cross and distributed through social media throughout the month of March
- Logo placement and mention in video created for Coastal Virginia Red Cross Month
- PSA and radio mentions
- Prominent logo placement on website

Service to Armed Forces Sponsor \$5,000— provides emergency communications and critical community services to over 150 military families

- Logo placement on all Coastal Virginia Red Cross Month marketing materials— T-shirts, print and social media advertisements distributed throughout the month of March and at all local blood drives

- Logo placement and mention in video created for Coastal Virginia Red Cross Month
- PSA and radio mentions
- Logo placement on website

Blood Drive Sponsor \$3,900— the average cost associated with hosting a blood drive

- Logo placement on all Coastal Virginia Red Cross Month marketing materials— T-shirts, print and social media advertisements distributed throughout the month of March and at all local blood drives
- Logo placement on local blood drive flyer and social media
- Logo placement on website

Volunteer Sponsor \$1,750— deploys a Red Cross volunteer to a disaster relief operation

- Listing on all Coastal Virginia Red Cross Month marketing materials— T-shirts, print and social media advertisements distributed throughout the month of March and at all local blood drives
- Logo placement on website

For more information, please contact Jenny Lester, Regional Philanthropy Officer
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American Red Cross
Coastal Virginia