

<http://www.redcross.org/sponsors/howtohelp/partnering.html>

American Red Cross

Consumers say that a company's commitment to social issues is important when they decide:

- **85%** which companies they want to see doing business in their community.
- **81%** where to work.
- **74%** which products and services to recommend to other people.
- **70%** which stocks/mutual funds to invest in.

Cone Corporate Citizenship Study, December 2004.

Therefore, partnering with the Red Cross gives your company the opportunity to increase its visibility and helps give your brand the edge it needs in today's crowded marketplace.

Sponsorship

The American Red Cross has various sponsorship opportunities for companies who want to provide their name and a financial donation to a specific Red Cross program or event. Sponsoring a Red Cross program is an excellent way for a company to enhance its image. Event sponsorships include the American Red Cross National Convention and celebrity galas.



Co-Branding

There are many corporations that have benefited from co-branding with the American Red Cross. Co-branding is a great way to market and align your brand along with that of the Red Cross to help show support for our organization, its mission and those we serve. Co-branded promotions let your customers know that you are a good corporate citizen while increasing the reach and awareness of Red Cross programs and services.



Licensing

Consumers care...84 percent say they are likely to switch brands to one associated with a good cause.* One way to show that association is to license the Red Cross emblem for appropriate products and/or services. Tap into the affinity Americans feel for the Red Cross and be a good corporate citizen.

**Cone Roper Citizenship Study, July 2002*



Product Promotions

Product promotions that are linked to a specific Red Cross program are a successful ways for a company to enhance its own marketing objectives and help the Red Cross deliver its programs, services and vital messages.



Philanthropic Investments

The mission of the American Red Cross is to help people prevent, prepare for and respond to emergencies. Though there are various ways for companies to form partnerships with the Red Cross, we also look to philanthropic investments from companies to provide us with the funding necessary to sustain and support all of our services that accomplish our mission. The following are campaigns or initiatives that your corporation could support through a philanthropic investment.

- **Biomedical Services Campaign**
- **America's Readiness Campaign**
- **Disaster Relief Fund**
- **International Response Fund**
- **Military Members and their Families**
- **Measles Initiative**

For more information about making a philanthropic investment, please contact the American Red Cross at 1-800-797-8022.

Donations of products or services

If your company is interested in donating goods to the Red Cross, please contact the American Red Cross In-Kind Donations at 1-800-797-8022.

Employee Involvement

Companies that encourage and support their employees' efforts to become involved in the community accomplish two goals:

1) they motivate employees who appreciate the company's efforts; and 2) they strengthen the company's good reputation.

In response to disasters, the American Red Cross can work with you to develop an employee giving campaign for your employees throughout the company. We can provide a focused and turnkey solution for your employees to support the American Red Cross Disaster Relief Fund, providing information about the work of the Red Cross, an online form for contributions, and tracking to report back to your headquarters.

Employee giving with the American Red Cross for disaster relief is easy to administer and provides an excellent way for your company and employees to make contributions to help communities impacted by disasters.

If your company is interested in developing an employee giving campaign, please contact workplacegiving@usa.redcross.org for more information.

Customer Donation Programs

Allow your customers to donate to the Red Cross by adding money to their purchase or making a cash donation at the register. It builds good will for your business and allows your customers to help provide disaster victims with food, shelter, counseling and other assistance. The Your Help Counts customer donation program is a turn-key solution to provide aid to disaster victims as soon as possible. You can sign up to participate by visiting our [special site](#).