



National Day of Giving for the American Red Cross

Saturday, December 13, 2008

Fundraising Tactics

Below are fundraising tactics chapters can use on and before the National Day of Giving for the American Red Cross.

CAPITALIZE ON COMMUNITY EVENTS:

- **Utilize Text2Help.** Have the National Day of Giving for the American Red Cross announced over the loudspeaker at a sporting event, for example during intermissions, half time, commercial breaks, etc. Whenever the Red Cross is mentioned, give the event patrons a call to action by providing redcross.org to make a secure donation online or the 1-800-RED-CROSS phone number (1-800-733-2767) to donate by phone. Spanish speakers can call 1-800-257-7575. You can also promote [Text2Help](#) by asking them to text keyword "GIVE" (4483) to "2HELP" (24357).
- **Announcements at Events.** Ask if a [Red Cross PSA](#) can be aired at a musical performance, athletic game or other large event. Provide the announcers with a broadcast script encouraging attendees to donate through Text 2HELP, 1-800-RED CROSS or www.redcross.org.
- Have a Red Cross volunteer (or better yet, youth volunteer) say the pledge of allegiance or sing the national anthem. The announcer can describe the National Day of Giving for the American Red Cross and give information on how to donate.
- **Collect Funds at Events.** Place Red Cross volunteers at the exits of the event. Patrons who are informed by announcements and jumbotron displays throughout the event can leave cash donations in buckets/canisters that Red Cross volunteers will be holding.

REMEMBER: The Red Cross can have great success wherever people gather in large numbers. Maintain a presence at all types of community events: concerts, professional sporting events, local sporting events, school events, fairs, farmers' markets, etc.

MOBILIZE VOLUNTEERS:

- **Phone-a-thon.** Conduct a phone-a-thon at the chapter building. Contact previous donors or have volunteers contact individuals in their personal networks. Ask people to donate on behalf of a family/friend as a holiday gift.
- **Hold a Bake Sale.** Conduct a bake sale or have a lemonade stand at a busy park. Clearly advertise that proceeds will benefit the Red Cross.

- **Faith-Based Collections.** Ask volunteers to tell the Red Cross story at their place of worship and include a pledge card in the bulletin – collect on site or have instructions for mailing in a donation.
- **Involve Club Red Members.** Get [Club Red](#) members involved with the National Day of Giving and solicit their input leading up to December 13.
- **Involve Board Members.** Work with current and former local Board members as well as leadership volunteers to reach out to key groups: Certified Financial Planners, CPA's/accountants and attorneys. These groups are often the ones who influence giving.

NOTE: When using Red Cross volunteers as part of an official Red Cross fundraiser, ensure that each person is appropriately identified. (e.g. name badges, Red Cross clothing, disaster vests)

WORK WITH BUSINESSES:

- **Host a gift-wrapping event** at a bookstore, department store, etc. Offer to wrap gifts purchased by customers, and solicit cash donations.
- **Dining Day.** Ask restaurants to designate Saturday, December 13 as Red Cross Dining Day. A percentage of the proceeds of each purchase at participating restaurants citywide can go to benefit the National Day of Giving.
- **Round-up purchases.** Work with businesses to allow customers the option of rounding up their purchase to the nearest dollar or ten dollars with the additional proceeds benefiting the Red Cross. Afterwards, display the amount raised, thanking customers for their support.
- **Donate change.** Solicit funds outside supermarkets, or set up a table in a shopping mall by the escalators, elevators, entrances, and exits. Ask shoppers for their spare change or donations of any size.
- **Place donation canisters in stores and supermarkets.** Pick up donation canisters on the Day of Giving. In the days following, publicize in the store or supermarket how much was raised, thanking shoppers for their support.
- **Third Party Fundraisers.** Continue relationships that already exist in your community. Make a list of all organizations, retailers and schools that have done third party fundraising with your chapter in the past and ask them for their participation now.
- **Matching Gifts or Challenge Grants.** If working with a bookstore, department store, supermarket or mall, ask the business to consider a matching gift or a challenge gift.
- **Canister drop-offs.** Ask a local cab company for their support. Cabs can do canister drop-offs and collections.
- **Shopping Mall Event.** Make a giant canister (using a 55 gal drum of some sort) and place it in front of an ERV at your local mall. Have volunteers stand like a statue at the ERV until someone drops money in the drum. When money is dropped in the drum, the volunteers start moving, loading the ERV, folding a cot, etc. Then they stop again until someone else puts money in.

MAINTAIN A RED CROSS PRESENCE THE ENTIRE DAY:

- **Community Events.** Schedule events for the entire day throughout the chapter jurisdiction. Publicize a schedule of “where the Red Cross will be” on the day of giving, listing locations and giving opportunities for each of the 24 hours. Ask local media to publicize “where the Red Cross will be.”
- **Raise funds at a Bowl-a-thon.** Hold a late-night bowl-a-thon at a neighborhood bowling alley. Solicit funds for the Disaster Relief Fund from the crowd.
- **Host a Party.** Host a movie-watching party at the chapter. Provide popcorn and snacks; ask movie-watchers to donate to the Disaster Relief Fund. Show a classic movie, a new release, a movie visibly or verbally featuring the Red Cross (e.g. Bruce Almighty, Beyond Borders, Hotel Rwanda, Déjà vu, In Love and War, Thank You For Smoking, War of The Worlds, World Trade Center, Road To Guantanamo Bay, Dragonfly, Hart's War, Harvard Man) or a movie describing disaster events (e.g. Volcano, Dante's Peak, Twister, etc.).

INFORM BLOOD DONORS:

- Place a collection receptacle at each blood collection site with simple and clear explanation of why money is needed in addition to life-saving blood.
- Invite blood donors to challenge others at their work or civic organizations to help.
- Give blood donors printed material with instructions for making a donation.

UTILIZE THE CHAPTER BUILDING:

- **Host an Event.** Host events at the chapter building throughout the day.
- **Host an Open House.** Make the Day of Giving an open house day at the chapter. Ask volunteers to showcase the chapter building for groups all day long. Volunteers can describe their role with the Red Cross, showing what they do to prepare and respond to disasters. Don't forget to highlight Health and Safety, Service to Armed Forces, or any other local Red Cross services. Have volunteers invite their friends and ask community leaders to invite groups at staggered times.
- **Hold a Thank-a-Thon.** Ask chapter visitors to take five minutes each to write a personalized note of thanks to donors.

INVOLVE SCHOOLS AND YOUTH:

- **Collect Donations.** In the weeks before the Day of Giving, classes, grade levels, and neighboring schools can compete to raise the most funds. Collect donations leading up to the Day of Giving. The funds can be counted, pennies can be weighed, and winners can be determined and announced at local TV stations or at community events.
- **Challenge Grants.** Determine which local schools have Saturday, December 13 as part of their homecoming weekend. Ask school alumni to make a challenge gift

which has to be matched on the day of giving by the senior class. During the homecoming dance, game, or fair, allow students and recent alumni to speak on how the Red Cross has helped them – through disaster response efforts, CPR class, swimming lessons, etc.

- **Collect at Events or Schools.** Recruit school cheerleaders and sports teams to be “Star Red Cross Volunteers for the Day” – wearing their uniforms and soliciting funds at local businesses. Ask cheerleaders to solicit funds in canisters and buckets before and during school sports games.
- **Work with Local Community Groups.** Gain the support of the local Boy Scouts and Girls Scouts. Ask them to help raise funds on the day of giving in front of local businesses.
- **Use Social Media.** Ask youth and other volunteers on social media sites like Twitter, Facebook, and MySpace, to advertise that Saturday, December 13 is the Day of Giving. Direct online friends to www.redcross.org to make their donation.

REMEMBER: November is the American Red Cross National Youth Involvement Month. Actively involve [Red Cross Clubs](#) at area schools to participate in the day of giving.

Questions?

If you have questions about the National Day of Giving for the American Red Cross please contact your [State Lead Chapter](#) or the [Disaster Fundraising Unit](#).