



First Aid Zip Kits for Red Cross Clubs

What it is Zip Kits are a way to raise funds for your Red Cross Club by selling first aid kits. The kits can be purchased from First Aid Only for \$3.75 and sold by your Red Cross Club for \$10. Please view the order form resource for more information about ordering. There are four types of Zip Kits available: Auto, Home, Sports, and Ow-Wee, which is a children's kit.

How it helps Zip Kits are a fun and easy way to raise money for your Red Cross Club, while equipping members of your community with essential first aid items. By providing the opportunity for the community to purchase the kits, you are playing an important part in the Red Cross mission to ensure that people of all ages are prepared in case of an emergency.

Get started Before beginning, contact your local Red Cross chapter or Service to Armed Forces (SAF) station for assistance. You can search for your local chapter by zip code on redcross.org. When you call the chapter, ask to speak to someone who works in Volunteer Management. They will be able to guide you to available resources that can make this an impactful and successful event. Once you have established contact with your chapter, there are three steps you should complete to begin:

- 1. Make a sales plan** – You can sell the kits two ways. You can pre-sell kits by using an order form to take orders, or if your Club has the money, order kits in advance and sell. If pre-selling, make sure to collect money when taking orders. Use the order form and make sure to save the phone numbers and email addresses of people who order, so you can contact them when the orders are ready. Make checks payable to your local chapter, make sure you have the correct local chapter name to fill in on the order form. Discuss with Club members the best option for your group.
- 2. Selling kits** – Determine who will sell the kits and how sales will be tracked. Keep track of sales in a spreadsheet and on a poster board in a visible area where all Club members can see. Seeing the sales numbers will encourage people to sell more. Also, develop a simple script that your Club members can use when selling kits. Add your own language to make it personal:
Hi, I'm _____. I am selling first aid kits on behalf of (your Red Cross Club name). The kit contains bandages, gauze, hand sanitizer and other items needed to treat minor injuries. We think it's important to

Want more information?
Email us!

Youthinvolvement@
redcross.org

DID YOU KNOW?
Only 28% of
American
households have
preparedness kits.

be prepared because _____. Each kit is only \$10 and you can order through me. The proceeds support the Red Cross mission where the need is greatest, the local chapter will be able to _____. Would you like to place an order?

3.

Delivery of Kits – If using an order form and taking orders, develop a plan to deliver the Zip Kits to people who ordered. Select a day for delivery and confirm reliable forms of transportation to deliver the kits. For safety purposes, do not enter someone's home when selling or distributing the kits, and remember to stay in groups of at least three people. You can also set up a place at school for people to pick up kits—make sure to get permission from the school first!

What's Next?

Once you've decided which option you are going to choose to sell your Zip Kits, it's time to start selling! Consider the following suggestions:

- Ask your Red Cross unit for materials or flyers about the importance of being prepared and the need for first aid kits. Share the materials with people interested in buying a kit.
- If you are ordering kits in advance, decide on a place where club members can pick up the kits and a method to keep track of how many kits people take and bring back each day.
 - Take the Ow-Wee® kits to places where children and parents frequent, such as youth sporting events and parks.
 - Visit local car dealerships and suggest salespeople purchase auto kits and offer to customers who buy cars. Explain that the kit is an inexpensive way to show customer appreciation.
 - If you are on a college campus, consider selling kits during move-in weekend or to Resident Advisors (RAs) in various dormitories.
 - Live in an apartment or condo complex? Visit the building management office and recommend they order the Home kits and give them to new renters or buyers.
- When pre-selling kits, go to places where people are consistent. Try daycare centers, schools, places of worship, gyms, and offices. Remember to get permission before selling in places like this. List some other places in your community where you can sell kits: _____.

By selling Zip Kits, you are helping people in your community obtain essential first aid items. Make sure to email or call all the people who placed an order, so you can deliver their packages to them. Ask if you can contact them during your next Red Cross Club fundraiser. To finish up, tally everyone's sales and share tips on what worked the best when selling—remember to share this information with your local chapter.

Before beginning, contact your local Red Cross chapter or station for assistance. You can find contact information at **redcross.org**.

Shake it up!

- » Have a friendly competition and track who sells the most Zip Kits. Give small prizes to the top three sellers.
- » When delivering kits, provide information on how to prepare for disasters and volunteer and training opportunities offered by your local Red Cross unit.

Show and tell

- » Share pictures and videos of your group selling Zip Kits by sending them to **youthinvolvement@redcross.org**.

Resources

- » First Aid Only Zip Kit Order Form
- » What's in a Zip Kit? – Content information sheet
- » Zip Kit Sale flyer