



Fundraising Planning Guide for Red Cross Clubs

American Red Cross

What We Do

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.



Why Do We Fundraise?



An average of 91 cents out of every dollar goes to fulfilling the American Red Cross mission.

- Respond to over 70,000 disasters a year.
- Recover from home disasters.
- Provide shelters during natural disasters.

Our Work Impacts Lives Every Day

Every

60 seconds

63

people are assisted
by the American
Red Cross.



390,000

times a day a child
receives a measles
vaccination from the
Red Cross and
our partners.



190

times a day Red Cross
volunteers help a family
affected by a house fire
or disaster.



30,000

times a day a person
receives lifesaving Red
Cross health, safety and
preparedness training.



380

times a day we
provide
emergency
assistance to
military members
and their families.



American
Red Cross

Getting Started

Steps to take:

- Decide type of fundraiser.
- Contact your local Red Cross Unit.
- Determine the best time to fundraise.
- Find the best location.
- Spread the word! Promote the fundraiser.



Top Fundraising Ideas

- Activity guide contains several fundraising ideas
- Involve the community in a food truck or “Taste of Red Cross” fundraiser and more
- Download from redcrossyouth.org

Top Fundraising Ideas

What it is There are so many ways that you can raise money for the American Red Cross. Below are some fundraising ideas you can use to help get you started.

The money you raise will help the Red Cross respond to the most urgent needs when they happen. From helping people recover after a devastating home fire to providing shelter to thousands of people following a natural disaster, the funds you raise will be used to help those in need.

Get started Determine the type of fundraiser you want to organize and reach out to your Red Cross chapter to see if it can support you. Below are 10 ideas to help you get started!

- 1 Food Trucks Partnership:** Pair up with local food truck companies to receive a portion of sales dollars or ask customers for a donation with purchase. This can be a fun weekend family event and can be held around youth sporting activities, such as football, soccer or baseball games.
- 2 Taste of the Red Cross:** Ask members of your club to make dishes from around the world. Bring the food to a central location and charge attendees an admission fee to enter and taste the dishes that your club prepared. Donate the proceeds from the event to the Red Cross.
- 3 Dining-In Challenge:** Challenge friends and family to eat at home for 80 days and use the money normally budgeted on dining out as a donation to the Red Cross.
- 4 Thon:** Participate in a challenge and collect pledges from family and friends. Popular thons include bowling, dancing and skating. You can also collect additional funds selling refreshments and asking local businesses for sponsorships. Companies may also sponsor the event—especially if the thon relates to their business.

Want more information?
Email us!

youthinvolvement@redcross.org

DID YOU KNOW?

An average of 91 cents of every dollar the Red Cross spends is invested in humanitarian services and programs.

Online Fundraising



The screenshot shows the American Red Cross website's 'Create an Online Fundraiser' page. The page features a navigation bar with the American Red Cross logo and the text 'American Red Cross'. Below the navigation bar, there are several tabs: 'DONATE FUNDS', 'GIVE BLOOD', 'TAKE A CLASS', 'WAYS TO HELP', 'GET ASSISTANCE', and a search bar. The main content area is titled 'Create an Online Fundraiser' and includes a grid of 18 small images of diverse people. To the right of the grid, there is a section titled 'Ready to Make a Difference?' with the text 'Fundraise for the Red Cross! Create a personal Red Cross fundraising page using Crowdfire.' and a red 'START NOW' button. Below this, there is a section titled 'Online Fundraising for the American Red Cross - Powered by Crowdfire' and a section titled 'What is Crowdfire?' with the text 'Whether you're running in a marathon, donating your birthday for charity, doing a triathlon or anything else, Crowdfire enables you to create a personal fundraising page to track donations, update content and ask your friends and family to support your favorite charity.'

Create an online fundraising page and have your friends and family support your cause through a safe and private site on the Internet!

Customizing the Fundraiser



- When it comes to fundraising in your community, think about what will attract community members to donate.

Sample Fundraising Ideas:

- Pie a teacher
- Dance-a-thons
- Bake sales

Tips and Things to Remember

- Utilize resources
- Other agreements
- Fundraiser impact
- Thank you!



The FUN in Fundraising



Make the event as fun and interactive as you can!

- Contest
- Prizes
- Giveaways

Stay Connected with Your Chapter



It's important and necessary to let your Red Cross chapter know before you start fundraising.

Be sure to contact the Volunteer Manager or the Youth Coordinator.

Thank you and happy fundraising!

