

US EPA ARCHIVE DOCUMENT

AMERICAN RED CROSS

Cause Marketing

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ABOUT THE AMERICAN RED CROSS

The American Red Cross helps people prevent, prepare for and respond to emergencies.

Our services are delivered for free and are part of our long-standing promise to be there for the American people whenever and wherever an emergency strikes.

We fulfill our lifesaving mission only with the help from individuals, foundations and corporations.

AMERICAN RED CROSS CAUSE MARKETING PROMOTIONS

One way that the Red Cross raises funds and awareness of our programs and services is through cause marketing.

Traditional cause marketing involves the percentage of a product's purchase price benefiting a charity or cause.

The value of cause marketing to the Red Cross:

- Awareness
- Revenue
- Consumer Engagement

AMERICAN RED CROSS CAUSE MARKETING PROMOTIONS

The American Red Cross takes great care in protecting its brand and consumers when participating in a cause marketing promotion.

Our evaluation process ensures:

- Genuine and sincere partnership
- Mutually beneficial
- Transparency

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