



BE A *Hero* FOR THE AMERICAN RED CROSS
Here's How You Can Do It!

- If you are able, make a personal or business contribution \$1,000.
- Ask professional associates to make a contribution to support your effort.
- Ask your employer to make the corporate contribution.
- Mail a letter to 40 of your closest contacts and ask for \$25 - \$50 per person.
- If you are an educator, ask the students and faculty of your school to raise money through a coin drive or selling "Red Cross Squares" to display in the school.
- High school clubs and organizations can do a number of things to raise \$1,000.
- If you are a minister or church member, ask members of the congregation to contribute to your efforts.
- If you are in retail, banking, or the restaurant business, ask customers to donate or to buy "Red Cross Squares" which are displayed in the business.
- If you manage a business, ask your vendors to support your efforts.
- If you are a member of a civic club, ask other members to contribute.
- If you are retired, ask neighbors or friends to support your efforts.
- Recruit local service organizations to help you.
- Fire fighters, police, or EMS personnel can conduct can drives.
- Any company can help an employee become a hero by conducting a raffle, holding a "dress down day", or selling lunches.
- Individuals may work alone or may choose to involve their company, civic club, church or school in their fund raising efforts.

The *Hero* for the American Red Cross campaign will bring forth a tremendous surge of creativity and visibility in our community. Some interesting examples from Red Cross campaigns in other communities:

- A retired farmer sat in his local gas station and convenience store for three days asking customers to give to the ARC. He raised \$2,900.
- Two post office clerks asked customers they knew to donate their change, raising \$1,800.
- Firemen held a boot drive for one day at a local Wal-Mart and raised \$3,900 and Wal-Mart matched their drive with a \$1,000 donation.
- A restaurant asked customers to donate change after paying their tab and raised \$1,600.
- A pizza restaurant sold "Red Cross Squares" to customers raising \$1,200.
- The employee council of a manufacturer cooked and sold hot dogs and hamburgers one day for three weeks and raised \$1,100.
- A physician in a large medical practice asked the other doctors for at least \$100 and raised \$2,600.
- A popular radio disc jockey asked listeners to make him a hero and raised \$3,300.
- A grocery store raffled off a \$250 gift certificate raising \$1,120.

- A running club conducted a small run for the ARC and raised \$1,600.
- A parking meter monitor in a small town asked folks she saw on her day-to-day rounds and raised \$2,100.
- A county sheriff's department held a traffic stop for four hours on a Sunday afternoon and raised \$3,500.
- A high school service club held a car wash-a-thon and raised \$1,150
- A hospital cafeteria asked employees and visitors to donate change at the end of the line and raised \$1,587.
- Four branches of a bank sold "Red Cross Squares" to customers and raised \$2,400.
- An administrator of a technical school asked employees and students to contribute and raised \$1,089.
- A member of a civic club asked the club and its members for support and raised \$1,150. The club donated \$500 and members contributed \$650.