



Getting to Know Your Red Cross

The American Red Cross is the only humanitarian organization with a Congressional charter to provide relief to victims of disaster and to help people prevent, prepare for and respond to emergencies.

The Southwestern Indiana Chapter abides by the seven founding principles of the Red Cross movement: Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality.

The Southwestern Indiana Chapter of the American Red Cross was chartered in 1917. Last year we trained 21,373 people in disaster preparedness and nearly 15,000 people received lifesaving skills training.

Find us!

Follow @evvredcross on #SM



**SHOW THE
COMMUNITY
YOU HAVE THE
MOJO TO HELP
BE A HERO FOR
THE AMERICAN
RED CROSS**

HOW TO GET STARTED:

1. Fill out a Heroes Campaign Commitment Form & return to the Red Cross.
2. Submit your headshot to be featured part of Heroes Campaign marketing materials.
3. Recruit your team members, brainstorm fundraisers and get started raising funds for the Red Cross.
4. Be a Pacesetter and have \$ to report on February 28th at the Heroes Kick-off Breakfast
5. Sponsor a table at the Heroes Awards Banquet and invite others to be inspired by the everyday heroes that will be honored in our community.



American Red Cross of Southwestern Indiana
29 S. Stockwell Road
Evansville, IN 47714
Office: (812) 471-7200 Fax: (812) 471-7210
www.evansvilleredcross.org



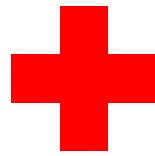
HEROES
FOR THE AMERICAN RED CROSS



**THE PREMIERE
CAMPAIGN THAT
PUTS THE "FUN"
BACK IN
FUNDRAISING**

CAMPAIGN OVERVIEW

WHY SHOULD YOU BE A HERO



American Red Cross

SAVE THESE DATES & BE A HERO

Everyday, the American Red Cross is changing lives in Southwestern Indiana and Southern Illinois. When an emergency strikes, when a disaster hits, be it an earthquake or ice storm, a call for blood or a call for help, that's when the triumphant human spirit rises to the occasion. When people right here in our community put their need to give into action to help fulfill the needs of people in crisis.

REAL HEROES



WANTED

3 WAYS TO BE A HERO:

- DONATE OR RAISE \$1,000 OR MORE
- FORM A TEAM OF HEROES TO EACH DONATE OR RAISE \$1,000 EACH
- ORGANIZE A HEROES FUNDRAISER

It's during that time, the money you can help raise—part of the **2011 Heroes Campaign**—can become the blankets wrapped around a family, the blood that goes into the body of a person who needed it most, or the training one receives to save another's life. **Every dollar raised during the 2011 Heroes Campaign helps to change lives—won't you consider helping the Red Cross?**



Your \$1,000 Gift can make a difference

- **\$1,000 provides 476 comfort kits** containing toiletries for disaster victims displaced after a fire.
- **\$1,000 provides 28 sleeping cots** for disaster victims staying in a Red Cross emergency shelter
- **\$1,000 provides 8,800 "Be Red Cross Ready"** brochures to educate & prepare local residents
- **\$1,000 provides** critical Infant formula and supplies for **20 babies & mothers** after a disaster.
- **\$1,000 provides** food and groceries for **10 families** for one week to ensure no one goes hungry.
- **\$1,000 provides** food, clothing and shelter for a **family of four** for the first 72 hours after a disaster.

How can you be a Hero and raise \$1,000

- Make a personal or business contribution of \$1,000.
- Ask professional associates to support your efforts.
- Organize a fundraiser to benefit the Red Cross
- Engage local businesses (retail, banks, restaurants) to accept donations or sell "Red Cross Squares".
- Ask your clients, vendors, colleagues, family, friends, neighbors, church members to support your efforts by making a personal contribution.
- Solicit a gift from a local civic club or business
- Engage local Firefighters, police or EMS personnel can conduct coin drives, car washes, or bake sale.
- Host a dinner party of friends and ask for a contribution from each attending to support your efforts
- Brainstorm a fun, creative way to be a Hero
- Ask the Red Cross staff for other ideas to raise \$

MOJO CAMPAIGN PLANNING PARTY

Thursday, January 27th 4:30p.m. - 6:30 p.m.
Evansville Red Cross, 29 S. Stockwell Road
INVITE CAMPAIGNERS TO ATTEND WITH YOU

CAMPAIGN KICK-OFF BREAKFAST

Monday, February 28th 7:30 a.m.- 9:30 a.m.
Old National Bank, Executive Boardroom
ANNOUNCE YOUR FUNDRAISING TOTAL TO DATE

"THE HEROES" AWARDS BANQUET

Thursday, April 14th 6:30 p.m.– 9:00 p.m.
Casino Aztar Conference Center, Walnut Room
PURCHASE A TABLE & INVITE OTHERS

I WANT YOU TO JOIN MY TEAM



Kevin J. Martin

2011 Heroes Chair

Contact me:

Heroes@arcswin.org

*Together we can help raise \$120,000 to ensure the Red Cross will always be there when our community needs their help most. Won't you consider donating money, forming a team of fundraisers or even putting together your own fundraiser. Now more than ever your help is needed by a great organization. **Please join me by being a HERO!***