



What is “HEROES for the American Red Cross?”

The HEROES for the American Red Cross is an exciting fundraising campaign that has successfully helped local Red Cross offices raise significant revenue to support the life saving services of the American Red Cross.

Here’s How the HEROES Campaign works:

The concept is very simple. “Heroes for the American Red Cross” is an 8 week grassroots campaign in which local business people, school groups, church groups, civic clubs and individuals pledge to raise \$1,000, through any legal means they choose, for the American Red Cross of the Mohawk Valley. The funds will be used to support Red Cross services, such as disaster relief, assistance for fire victims, emergency military communications, first aid and CPR training and disaster preparedness information for our community. All money raised will support your neighbors in the Mohawk Valley.

\$1,000 Fundraising Ideas:

If you are in retail, banking, or the restaurant business, ask customers to donate or to buy “Red Cross Squares”. If you manage a business, ask your vendors to support your efforts

Any company can become a HERO, or help an employee become a HERO, by conducting a raffle, holding a “dress down day (where employees pay \$5 or \$10 dollars to wear jeans on a certain day.)”, selling lunches, etc...

What Are My Responsibilities As a HERO?

Individuals that agree to become “HEROES” for the American Red Cross commit to raise and/or donate a minimum of \$1,000 towards the campaign. The “HEROES” will receive support from the Chair(s), Captains, and Red Cross staff to ensure a successful campaign.

For more information on the HEROES for the American Red Cross or to find your \$1,000 fundraising idea visit www.redcrossmv.org or contact Victoria Cataldo at cataldov@redcrossmv.org or 733-4666 .