

## American Red Cross

### Using the Web for Disaster Response Fundraising

#### Summary:

Long before Hurricane Katrina, CMS and the American Red Cross had developed an online fundraising strategy in case of a large-scale disaster.


When it was clear that Katrina was going to make landfall, this plan went into action.

Since the American Red Cross is a first-responder, an emergency email appeal was prepared that could launch to online donors within 24 hours of the hurricane's landfall.

As you might expect for a disaster of the scope of Katrina, the response was tremendous and proved the value of a pre-planned strategy to reach out to donors in real time.


The next challenge was to assimilate all the new donors who stepped forward to help the American Red Cross during this time of national tragedy and convert these new friends to long term allies.

CMS's solution was cultivate these new partners with special language versions of subsequent online communications — including disaster updates, appeals, and the monthly newsletter. The result was a vast expansion of active online donors and increased annual revenue.



## Breaking News

Tuesday afternoon, August 30



Dear Notlad,

Thousands of desperate families are taking refuge from Hurricane Katrina in more than 230 Red Cross shelters in the affected areas.

- American Red Cross is launching the largest mobilization of resources for a single natural disaster in our history.
- We're preparing 500,000 hot meals a day to serve to survivors who have no where else to turn.
- Several hundred emergency vehicles and thousands of ARC staff and volunteers have been deployed from around the country for immediate emergency assistance.

[Donate Now](#)

Red Cross disaster response teams are deploying to the hardest hit communities to distribute drinking water and other supplies to victims who were unable to flee from Katrina.

[Contributions are urgently needed to support the Red Cross Disaster Relief Fund.](#)

We must act fast. Lives depend on it.

Communities from the Gulf Coast to New England are also bracing for massive inland flooding and widespread tornado activity.

And we urgently need your help today.

By making a [secure online contribution to the Red Cross Disaster Relief Fund](#) right now, your support can be put into action immediately.

**American Red Cross**  
*Together, we can save a life.*

P.S. The American Red Cross relies completely on the generosity of the American public to provide these life-saving services. Every gift you make truly matters.

[HELP NOW by emailing this to family/friends.](#) [Would you like to subscribe?](#) [Comments? Please let us know.](#)



# 1 Minute Update

## Hurricanes 2005

How Red Cross is Helping



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Proud sponsors Target and Ty create great products to aid Red Cross mission.

WAYS TO HELP

[Make a Financial Gift](#)  
[Donate Blood](#)  
[Volunteer](#)  
[Learn more about us](#)

QUIZ CROSS! QUESTION



November 2005

Dear Notlad,

Thanksgiving may be just around the corner, but we still have nearly a month to go in this record-setting hurricane season.

And since there are still so many victims of Hurricane Katrina — and Rita and Wilma too — with ongoing essential needs, the Red Cross relief effort will continue, for as long as it takes, to recover and rebuild.

- [Hurricane News](#)
- [Get Help](#)
- [Get Involved](#)

American Red Cross

Help your family prepare for a disaster by printing out a free copy of the [Be Ready 1-2-3 Workbook](#) for children



OUR DISASTER RESPONSE

### Evansville Begins Cleanup After Tornado

Immediately after a devastating tornado tore a 20 mile path through Southern Indiana and Northern Kentucky on Sunday, local American Red Cross chapters sprang into action to support their shocked neighbors.

[more...](#)

### Red Cross Races to Deliver Aid in Pakistan as Winter Approaches

Red Cross relief workers race against the weather and terrain to reach the injured, ill and those who are most vulnerable in the remote mountainous communities of this southern Asia region.

[more...](#)

### American Red Cross Provides Disaster Relief Support in Mexico, Central America

Hurricanes Stan and Beta were among this season's most catastrophic hurricanes to make landfall - destroying homes, communities and taking lives.

[Find out how the Red Cross is helping...](#)

## Results:

Within just 24 hours of launch — and 48 hours of landfall — the initial email appeal:

- ✓ Received over 17,000 donations;
- ✓ Raised nearly \$2.5 million; and,
- ✓ Provided an immediate source of substantial funding for real-time disaster relief efforts.