



American Red Cross



Media Kit

Gabriella Ginsburg

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EXECUTIVE SUMMARY



Founded in 1881, the American Red Cross continues to help the world when disaster hits. They are known for being one of the first groups to respond to areas of the world when disaster hits. As well as for supplying 40% of the United States donated blood. They will be working alongside Starbucks, to increase awareness and donations. The joint corporate responsibility plan will focus on action and awareness. Both organizations want to bring awareness to younger generations about all that the American Red Cross has to offer and everything they are able to accomplish. Throughout the entirety of the CSR campaign anyone person who brings a donation to Starbucks will receive a free small coffee. The hope of this incentive is to encourage customers to support the new partnership.

The American Red Cross is committed to their mission statement and at their core, focuses on making a positive impact in the lives of others. Through donations, courses offered, reconnecting families and working with our military, everything they do comes down helping the population and alleviating human suffering. While collecting donations is great, the American Red Cross will also use the power of social media to reach younger generations and promote the initiative. By posting content on a variety of social media platform, they hope to increase audience engagement and reach new target populations.

MEDIA PITCH EMAIL



To: bizday@nytimes.com

From: Gabriella Ginsburg

Subject: The Unexpected Partnership: American Red Cross & Starbucks

To whom it may concern,

Humanitarian efforts are something that we as a world need to work together to increase. With this being said and known, the American Red Cross and Starbucks have developed a new partnership that will support the American Red Cross in their mission to helping those in times of crisis.

Both the American Red Cross and Starbucks have a mission that works to better the lives of those who are associated with the company's values. These two companies will work together to help increase awareness and donations for people during times of crisis. Over an eight-week period starting on Oct. 26, Starbucks locations around the world will serve as drop-off locations to collect supplies to be sent to the American Red Cross. These items will then be sent to areas of disaster when needed. In addition to collecting donations, Starbucks has also vowed to send a monetary donation to the American Red Cross each year for the next five years. Currently, Starbucks are collecting donations to be sent to victims of California wildfires.

I will follow up with you later this week to see if this is something that the New York Times is interested in covering. Please see the attached media kit for additional information about the CSR campaign.

Thank you for your time and I am looking forward to hearing back.

Gabriella Ginsburg
CSR Representation
561.961.9203

CSR STORY

The American Red Cross was founded in 1881 in Washington D.C. as a way to help the world when disaster hits. From providing supplies, money, blood and more, the American Red Cross works effortlessly to make sure that those who need help, can get it. While it might not seem like it, this is a 24/7 job. They are constantly watching storms, creating plans, brainstorming ideas and working tirelessly to get ahead of the game. Without their constant work, they would not be able to be the first organization on the ground when a disaster hits.

One known fact about the American Red Cross is that they supply close to 40% of blood donations yearly in the U.S. It has been proven that one blood donation can help potentially save up to three lives. However, blood needs 3-5 days to process so when there is a natural disaster, the blood being collected will typically help those in the future. This is why it is so important to donate blood when possible.

Lastly, the American Red Cross does more than just respond to disaster and collect blood. They work to train people worldwide with life-saving skills. At any of their centers you can find babysitting classes, CPR courses, PALS certification, AED training and more. They work with our military and help to reconnect families. Above everything else is their mission statement “the American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors”. This encompasses who they are as an organization and everything they do, goes back to this.



FAST FACTS



This joint CSR campaign will help to increase the number of donations that the American Red Cross receives to be sent to areas effected by a disaster.



Starbucks stores worldwide will serve as drop off locations for anyone to bring in donations.



Both the American Red Cross and Starbucks are committed to increasing CSR efforts to help those who need it most.



This campaign will last for an eight-week time period from Oct. 26 through Dec. 21. If it is successful there is potential for another opportunity following a crisis.

EVENT DETAILS

What: The American Red Cross will be hosting events in Starbucks locations worldwide along with a virtual speaker panel. They are asking customers to bring in an item from their suggested donation list. All customers who bring in an item will receive a free small drink.

- Celebrity cabinet member Raven Symoné will be speaking at 10:30 a.m. via Zoom on Facebook Live.

When: Nov. 18, 2020 at 9 a.m.

Where: Starbucks stores worldwide and virtually on the American Red Cross and Starbucks Facebook pages.

Hashtags: #DoGoodFeelGood #DonateWithAPurpose
#AmericanRedCrossXStarbucks

BRAND IMAGING



Before a disaster even strikes we have volunteers tracking and preparing how we can help. As soon as it is safe volunteers head to the area to help with cleanup, first-aid, housing and anything else they can do. #DoGoodFeelGood

At our core, we stick to our mission statement in everything we do. Without the power of volunteers and the generosity of donors, what we do would not be possible. We owe all of what we have done and will continue to do, to our biggest supporters.

#DonateWithAPurpose

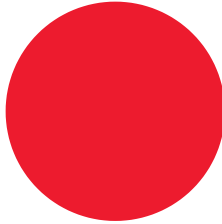
#DoGoodFeelGood



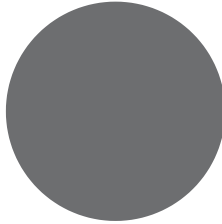
Through monetary donations from supporters world-wide the American Red Cross is able to provide supplies to send when disaster hits. Some of these donations include food, toiletries, clothing and other basic living needs. #DonateWithAPurpose

MOOD BOARD

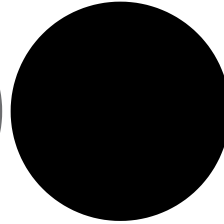
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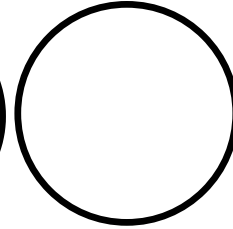
#ED1B2E



#6D6E70



#000000



#FFFFFF

Brand Fonts:

Akzidenz-Grotesk Bold

Akzidenz-Grotesk Black

Akzidenz-Grotesk Regular

Akzidenz-Grotesk Light

Georgia Regular

Georgia Bold

Georgia Italic



WHO'S WHO



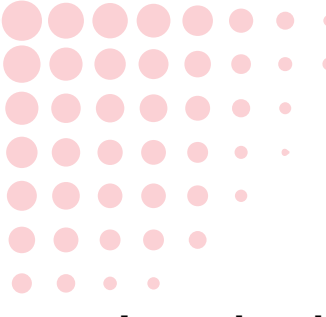
Gail J. McGovern
President and Chief Executive Officer



Melissa B. Hurst
Chief Human Resources Officer



Raven Symoné
American Actress and Singer
Red Cross Celebrity Cabinet Member



CLIENT RESEARCH



Introduction

The American Red Cross was founded in 1881 as a way to help the world when disaster hits. From providing supplies, money, blood and other supplies, the American Red Cross works effortlessly to make sure that those who need help, can get it. Their mission statement “the American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors” (American Red Cross) encompasses who they are as an organization.

Background Research

There are six fundamental principles of our organization that are critical to who we are and what we do for those around the world. These are: humanity, impartiality, neutrality, independence, voluntary service, unity and universality. By bringing these six principles together, we are able to do what we do when the time comes. The American Red Cross is one of this first groups to arrive in times of disaster, whether natural or not. We have sent teams to areas impacted by hurricanes, wildfires and earthquakes. The American Red Cross is also known for collecting blood to donate in times of emergencies. While food and supplied are extremely important during these hardships, so is blood to help those who are injured. Through support of donors and volunteers, the American Red Cross has supplied millions of meals to those who need them as well as educate those on what to do when disaster strikes.

Information about our organization and ways to get involved can be found in multiple places. The first and most important would be our website. Here we share information about how our organization started and what we have done over the years. Also, on our website we post documents dating back to 2006. These documents show updates on areas of disaster as well as reports showcasing what our organization does each year; including how money is spent. Those interested in learning more can also check out social media platforms for more information about what we do.

Organization and CSR Implications

The organization as a whole works as a community organization while serving a greater social responsibility. Everything that the American Red Cross supports and does is to better the community and world around us. All the elements of the American Red Cross are part of what make it a social responsibility. They collect millions of units of bloods, responds to thousands of disasters, education millions of people in survival skills as well as providing meals and vaccines to those who need them the most. In

CLIENT RESEARCH

Strengths

- The American Red Cross is a well-known organization that does a lot of good in the world when disaster hits.
- One of the largest collectors and suppliers of blood donations.

Threats

- Other non-profit organizations who supply help in times of disaster.
- There can sometimes be negative press during a disaster.

Weaknesses

- Due to the wide-spread impact they have, there are a lot of people in a position of power, which can create conflicts when working on initiatives.
- They are not always able to be the first to get to a disaster; 9/11 is an example of this.

SWOT ANALYSIS

- Become more appealing to younger generations who are looking to make an impact in the world.
- Create a more welcoming space for people of all backgrounds, which would in turn make the American Red Cross a more diverse organization.

Opportunities

CLIENT RESEARCH



Internal Environment

Inside the American Red Cross their work ethic is centered around the “Five Cs”. As stated on their website, these are the key values that guide their actions every day. The five C’s include compassionate, collaborative, creative, credible and committed. Having key values such as these creates an internal work environment where employees and volunteers work hard to establish and accomplish set goals to benefit those a part of the organization.

Public Perception

When it comes to a public perception of the American Red Cross, people tend to think of only in times of crisis. However, there is more to the American Red Cross than just how they react and respond to crises. The American Red Cross started during World War I to help war victims. Since then, their support for those in need has only increased. By having the first nationwide blood donation program that supplies 40% (American Red Cross) of blood in the United States, the American Red Cross is seen in a positive light. They are there to help communities around the world when they need the support the most.

External Environment

The external environment of the American Red Cross is larger than just those it helps. The external environment here includes those who help the American Red Cross meet their mission. This includes people who donate – money, supplies or blood, – participate in Red Cross events, those who follow their work and those who go to the sites of crisis and help firsthand. The external environment also includes anyone who receives the support of the American Red Cross, no matter in what capacity.

Another important part of the external environment to keep in mind are those who don’t support the American Red Cross as well as its competitors. These groups of people can be those groups who have a similar mission or people who don’t feel the need to support those in times of crisis.

Public Analysis

Key publics involved with the American Red Cross are very similar to those involved in the external environment. The main group of key publics are the donors to the American Red Cross. These people are the biggest supporters and help the American Red Cross the most. Without the help of these donors, there would not be resources and blood to use in times of need. The same way that these people support the American Red Cross, the American Red Cross also serves as a support to them. These people thrive on helping those around them and the American Red Cross is grateful for their support.

CLIENT PROPOSAL



Dear Starbucks,

It is no secret that major organizations like yourself, have a desire to make a difference in society by being a part of programs to better the world and its citizens. We are hoping that we can partner with you to continue making an impact one step at a time.

Through every unfortunate disaster thrown at the United States and around the world, the American Red Cross is there to deliver vital services. We provide relief, support to those in crisis and offer resources to help citizens be better prepared to respond to emergency situations. Since our founding in 1881, we are proud to have helped those who needed our support, in the United States and around the world.

By having the opportunity to partner with Starbucks, the American Red Cross is hoping to continue gather support from major organizations like yourself. We are hoping that Starbucks locations around the world can serve as donation drop off locations where community members can drop off tangible donations for our organization. We are also hoping to get your support through monetary and food donations to be used in areas of disaster. We hope to hear from you soon.

Sincerely,
The American Red Cross

CSR PLAN WITH STARBUCKS

Core Competencies

Starbucks' core competencies are its focus on quality, remarkable customer service and care for its employees. Starbucks places quality over quantity, which explains the high cost of Starbucks' products. Additionally, Starbucks has focused on creating an environment that is warm and friendly in order to make customers feel welcomed and a part of its community. In 2014, Starbucks began its College Achievement Plan, which displays the company's unwavering support for its employees. With this plan, Starbucks partnered with Arizona State University to provide all Starbucks employees the opportunity to earn their bachelor's degree with full tuition covered.

The American Red Cross focuses on five core values. These values include being compassionate, creative, credible, committed and collaborative. The nonprofit works to improve the lives of others by being compassionate. In order to do so, it works collaboratively both internal and externally with other organizations. The American Red Cross showcases its creativity through its constant search for new and innovative ideas to better the lives of the people it serves. The organization strives to be transparent and is committed to holding itself accountable on its missions.

Relevant Issues

Due to Starbucks' large customer base around the country, the company has a big platform to conduct social change. Starbucks places a high value on protecting the environment. In 2020, Starbucks developed a 10-year plan to increase its sustainability efforts. The plan includes environmental strategies and preliminary targets to fulfill by 2030. In addition to its sustainability efforts, Starbucks values other initiatives to help the community such as combating systematic racism and the COVID-19 pandemic. Hence, partnering with the American Red Cross to provide humanitarian relief efforts is of interest to the company.

The American Red Cross is not receiving enough materials to donate to individuals in need. For example, there was a situation in which the American Red Cross received flashlights, but did not receive batteries. Our hope is that by creating these drop-off locations at Starbucks around the nation, we can overcome such obstacles to help as many people as possible.

CSR Initiative Goals & Objectives

The goal of the joint corporate social responsibility plan between Starbucks and the American Red Cross is to increase the in-kind and monetary donations given to the American Red Cross each year. Through the combined efforts of these organizations, we also aim to increase society's awareness of the positive impact that the nonprofit organization has on helping others. By creating an active relationship between Starbucks and the American Red Cross, there are ample opportunities to impact the world.

CSR PLAN WITH STARBUCKS

Tactics

In order to achieve our goal, we have developed several tactics. First, Starbucks will serve as drop-off locations around the country in times of crises. At these drop off locations, people can donate canned food and relief supplies for the American Red Cross. These drop-off locations will remain in place for eight weeks following the strike of a major disaster. Over the span of eight weeks, we will track donation progress on a weekly basis. We will be able to track the success of this initiative through social media marketing and counting the items received. Starbucks and the American Red Cross will use its social media platforms to promote this initiative. Additionally, Starbucks will contribute an in-kind donation in times of crises to the American Red Cross by sending food and supplies to areas of disaster. Lastly, Starbucks will commit to an annual monetary donation to support the nonprofit. These tactics will help us accomplish our goal.

Return on Investment

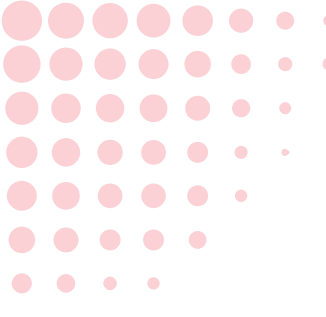
While the benefits of this plan will mostly affect the American Red Cross, there are benefits for Starbucks as well. By having a successful partnership with the American Red Cross, Starbucks will yield a positive brand image in the media. With the increase in positive news coverage, customers will want to continue to support Starbucks in the future. Starbucks will also see positive changes within their C-Suite and investors. The positive press from this partnership will make the C-Suite confident in this partnership, and through its results, it can become an ongoing effort. Investors who support this partnership will continue to be involved and serve as positive allies.

For the American Red Cross, the return on investment will be through an increase in donations. By working alongside Starbucks to fundraise and collect more donations, the American Red Cross will be able to contribute more to those in need. This partnership will also have long-term effects such as a larger support system in future fundraising efforts.

Corporate Responsibility to Us

Starbucks defines Corporate Social Responsibility as “the commitment made by a business to act ethically and to make contribution towards the economic development and improving the life quality of the workforce as well as of their families, of the local community and society as a whole.” Starbucks feels that performing CSR initiatives is an obligation to the stakeholders of the company, and the organization strives to maximize the good causes of business activities.

The American Red Cross’s mission statement is to “prevent and alleviate human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.” Working alongside Starbucks will help them exponentially. By bringing in donations and increasing awareness, it will help the American Red Cross reach more people worldwide.



KEY MESSAGES



Central Overall Message

Without the help and support of donors, the American Red Cross would not have resources to send to areas of disaster when those communities need help the most. At our core, we are an organization that strives to help those when disaster strikes. We do this by sending volunteers and supplies to areas hit to assess and help the situation hands on.

Supporting Messages

- By having collection boxes in Starbucks across the world, we can collect a larger influx of donations that can be ready to send to areas of disaster when needed.
- Starbucks has a very large and loyal customer base that the American Red Cross can rely on for support during this campaign.
- The partnership between Starbucks and the American Red Cross will create a larger following for both organizations that will help with donations.

More Detail

With over 15,000 Starbucks locations, there will be no shortage of items collected. Starbucks will focus on creating some friendly competition in cities with multiple locations to see who can collect the most items.

Loyal customers are more likely to support a CSR campaign being run by the company. If we make more people aware of this main campaign, we can count on more donations. The average customer goes to Starbucks six times a month so they will be aware of this initiative over the eight-week period.

Most loyal customers support the brand's CSR efforts which will give the American Red Cross more potential donors. Starbucks has 18.2 million Instagram followers, and the American Red Cross has 216 thousand. By combining these efforts, both organizations will gather positive press and a surplus of awareness to the campaign.

SOCIAL MEDIA AUDIT



The American Red Cross can be found on six of the main social media platforms: Facebook, Instagram, Twitter, TikTok, YouTube and LinkedIn. Each of these platforms benefits the American Red Cross and their mission differently as an organization.

Beginning with Facebook, the American Red Cross page has 958,297 likes. With an average of three posts a day, they are able to share news articles pertaining to their cause as well as photographic examples of citizens around the world participating in American Red Cross programs. They also share infographics on how people can get involved or fun tips and tricks. Their Facebook page hosts an ongoing fundraiser. Facebook fundraisers have been proven to help generate a constant increase in donations for organizations, and the American Red Cross is no exception. Since the start of the #GivingTuesday fundraiser on Nov. 16, they have already raised \$1,371 and have a goal of \$5,000.

With 219K followers and an average of 1,000 likes per post, Instagram is one of the better platforms for the American Red Cross to be active on. It allows them to create and share content for audiences of all ages that can be shared and commented on by their followers. The American Red Cross has 5.2 million followers on Twitter. This social media platform has one of their largest audiences which is helpful for them with the content they are sharing. On Twitter you tend to see the American Red Cross post similar content to their Instagram and Facebook pages, but they also retweet posts from other accounts.

SOCIAL MEDIA AUDIT



On YouTube the American Red Cross has 31.9K subscribers. The content they post is more informative and in-depth. The videos posted on their channel ranges from how to prepare to go into shelter to videos about the work they do. In addition, these videos can be seen as engaging and appealing to all ages, as it is never too early to know some of these skills.

Similar to their YouTube channel, the American Red Cross is on TikTok. With 498.7K followers and videos reaching large audiences, this might be their most important platform. TikTok is most appealing and influential to the younger generations which are, just as, if not more, important to reach than older generations. The content being produced by the American Red Cross on TikTok is informative yet entertaining and sticks to the current trends being circulated on the app. I think they are doing a great job on TikTok and should continue producing content.

Lastly, the American Red Cross is on LinkedIn. On LinkedIn. they have 278,078 followers and can be seen posting articles and similar content to Facebook.

Overall, the American Red Cross performs extremely well on social media. They create engaging and informative posts that stick to and support their mission of helping those who need it. By using their social media platforms to promote the CSR plan with Starbucks they will be able to use pathos and logos to appeal to their audience. By using these two appeals, they will be able to help bring in an audience that is dedicated to helping and supporting those who need it most.

SOCIAL MEDIA CONTENT



American Red Cross

December 1 at 9:45am • 🌐

Over the next eight weeks stop by your local Starbucks and drop off any and all donations for the American Red Cross! Now more than ever before your donations are extremely important to helping those who have been impacted by natural disaster.

For a complete list of all the ways you can make a difference please visit our website at www.redcross.org.

#FoodForThought #MakeADifference #GivingTuesday

American Red Cross X Starbucks

- This joint CSR campaign will help to increase the number of donations that the American Red Cross receives to be sent to areas effected by a disaster.
- Starbucks stores worldwide will serve as drop off locations for anyone to bring in donations.
- Both the American Red Cross and Starbucks are committed to increasing CSR efforts to help those who need it most.
- This campaign will last for an eight-week time period from Oct. 26 through Dec. 21. If it is successful there is potential for another opportunity following a crisis.

Suggested Items

- Non-perishable items
- Flashlights
- Batteries
- Socks
- Toiletries



www.redcross.org [@americanredcross](https://www.instagram.com/americanredcross) [@americanredcross](https://www.facebook.com/americanredcross) [@RedCross](https://www.twitter.com/RedCross)

👍❤️ 275k

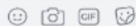
155 Comments 100 Shares



View more 25 Comments



Write a comment...



American Red Cross

December 22 at 9:45am • 🌐

As we head into the holiday season, we want to thank those who have already donated to us and to those who will in the future. Now more than ever before, your donations are truly making an impact. If you still want to donate there is time, visit your local Starbucks to see how you can make a difference through our joint campaign!

Thank you and Happy Holidays from the American Red Cross.

#SeasonOfDonations #AmericanRedCrossXStarbucks



👍❤️ 100k

350 Comments 100 Shares



View more 16 Comments



Write a comment...



SOCIAL MEDIA CONTENT



INFLUENCER BRIEF



Campaign Information

Over an eight-week time period from Oct. 26 through Dec. 20, Starbucks locations around the world will serve as drop-off locations for donations for the American Red Cross. Anyone who is interested in making a donation to the American Red Cross during this time period can bring items to Starbucks so that they are counted in the joint CSR campaign.

On Nov. 18, there will be an event halfway through the campaign to help encourage people to participate. This event will be live streamed on social media platforms of both Starbucks and the American Red Cross and include keynote speakers from both organizations.

The CSR campaign's goal is to have more donations than the American Red Cross usually receives. These donations will be stored and then sent to an area of disaster once needed. If all goes well with this plan, then next time there is a disaster where the American Red Cross is needed, Starbucks will become pop-up donation centers.

Influencer Goals & Key Performance Indicators

The target audience for this campaign is quite large and ranges from 18-45 years old. We are appealing to students who frequent in coffee shops to do schoolwork as well as those who are passionate about creating changing and being activists.

We are looking for someone with 150K-200K followers on Instagram and TikTok as well as an engagement rate of 25%.

Results will be measured based off of engagement on posts and results in person. We are hoping the Starbucks locations in the influencer's home area s will receive an influx of donations once their posts are uploaded. Starbucks locations will have their donations collected weekly so based on previous weeks donations we will be able to see if the content created is helping donations.

INFLUENCER BRIEF

Deliverables

We are asking the selected influencer to produce four pieces of content:

- One Instagram Stories Series
- Two Instagram Posts
- One TikTok

The Instagram Stories should be three to six slides long each. These can include both still images as well as videos of yourself either talking about why you are choosing to be involved with this partnership or how you plan to participate.

The Instagram Posts should include a photograph of yourself with donations at a Starbucks location. This can include you dropping off donations or shopping for donations to bring to Starbucks.

The TikTok should be something that encourages the audience to go out, buy a donation and bring it to Starbucks. We are leaving this one up to the most creativity because the trends on the app are constantly changing, and we are aware of this.

Posts should be spaced out within the eight-week time period of the campaign, and posts must also encourage participants to follow the American Red Cross on Instagram and/or TikTok.

The goals of these deliverables are to help encourage people to participate in the partnership and bring donations to Starbucks.

Campaign Do's and Don'ts

- Use the appropriate social media channels.
- Be COVID cautious and follow all CDC guidelines.
- Promote the campaign in a positive light.
- Encourage your followers and those on social media to participate in the campaign.
- Submit your content on time.
- Use the appropriate logos on created posts.
- Follow all brand guidelines (will be sent out once influencer is selected).
- Use inappropriate language or gestures.
- Use any profanity in posts.
- Combine with other sponsored posts.
- Compare the organization to any competitors.

INFLUENCER BRIEF

Content Approval Process

All posts must be submitted to the American Red Cross five days before wanting to be posted so they have enough time to be approved by the organization. If you do not receive feedback within three days of submitting, please resend and follow up. Posts should all be spaced out within the eight-week time period of the campaign.

Relevant Social Media Information

- Instagram Accounts
 - @americanredcross
 - @starbucks
- TikTok Accounts
 - @americanredcross
 - @starbucks
- Hashtags
 - #DoGoodFeelGood
 - #DonateWithAPurpose
 - #AmericanRedCrossXStarbucks

Logos



American Red Cross



**American
Red Cross**



**American
Red Cross**

OP/ED



Since its start in 1881, the American Red Cross has done wonders for countries around the world during times of disaster. The American Red Cross has helped New York City on 9/11, assisted victims of Hurricane Katrina, the earthquake in Haiti and most recently Hurricane Harvey. They made an impact in the lives of so many.

However, the American Red Cross does more than just show up and help. They work tirelessly 365 day a year to make sure that when they are needed, they can show up and help the communities hit by disaster.

This year has been no exception with the constant need for help from the American Red Cross. With the pandemic, alongside the hurricanes on the East Coast and wildfires on the West Coast, the American Red Cross is needed to help Americans.

The American Red Cross has been able to supply more than 1 million overnight stays in emergency locations, served 2.7 million meals and donated 327,200 items to those who in the areas of wildfires and hurricanes as well as those affected by COVID-19.

While COVID-19 might have interrupted the way, the American Red Cross continued to operate to alleviate human suffering when they have the ability.

Working alongside the CDC to make sure to follow proper precautions, the American Red Cross still went to California and Oregon during the wildfires to help the people there. Instead of relocating those impacted to schools and gymnasiums, people were placed in more COVID-19 safe locations such as hotel and motel rooms.

It is important that the citizens of this country are able to recognize all the good that the American Red Cross does when our communities need it most and continue to stand by and support their efforts.

Melissa B. Hurst, Chief Human Resources Director

INTERVIEW BRIEF



Mary Mazzoni – CR MAGAZINE

Interview Date: Thursday, Nov. 5, 2020

Time: 10:25 a.m.

Location: Google Meet Conference Call

Mary will host the call.

About the Opportunity

- In order to write a compelling story about the new CSR plan between Starbucks and the American Red Cross, Mary is on the hunt for more information about this new founded partnership.
- Mary hopes to learn more about the need, purpose and reasoning behind this unexpected partnership and the goal they are looking to reach.
- This is a great way to be able to get a first-hand glance at what this partnership will look like and the events happening to reach the desired goals.

Interview Goals

- The first goal is to inform the public about the new partnership between Starbucks and the American Red Cross.
- The second goal is to learn more about the course of action during the eight-week donation period.
- The third goal is to share important details about the tactics of this new campaign with the public so they know how they can support the goals.

Key Messages

- By having collection boxes in Starbucks across the world, we can collect a larger influx of donations that can be ready to send to areas of disaster when needed.
- Starbucks has a very large and loyal customer base that the American Red Cross can rely on for support during this campaign.
- The partnership between Starbucks and the American Red Cross will create a larger following for both organizations that will help with donations.

About the Interviewer

- Mazzoni is the Managing Editor of CR Magazine and the Editor of 3p's Sponsored Series. She is also currently a Senior Editor for Triple Prudit and has been since 2013. Her recent work can be found in Conscious Company and VICE's Motherboard.
- Instagram: @miss.mazzoni. Twitter: @ mary_mazzoni

About the Outlet

- CR Magazine is the leading voice of the corporate responsibility profession and the publisher of the 100 Best Corporate Citizens List, which has been ranked one of America's three most-important business rankings, according to PR Week.
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SPEECH



Hello, I am Melissa Hurst, Chief Human Resources Director of the American Red Cross.

When we are least expecting it, disaster tends to strike leaving so many to rush and find places to stay, food to eat, basic necessities and often medical supplies if needed.

With this being said I am proud to announce that the American Red Cross will be partnering with Starbucks to provide more relief to areas of crisis when they need the help most.

It is no secret that the American Red Cross works effortlessly year-round to make sure that communities where disaster hits are supplied with basic necessities. This ranges from medical supplies, makeshift shelters to food and more. However, in some cases, 2020 being a prime example, we are unfortunately seeing multiple disasters happen in such a short span of time that require more support from organizations like the American Red Cross.

Even though this year has had its fair share of rocky turns, we have still been able to supply so many people around the world with these necessities they might have lost when disaster struck. Our resources have helped residents of the California wildfires, Texas and Louisiana hurricanes as well as COVID-19 relied worldwide.

While COVID-19 has truly hit our world in ways we could never have imagined, it did not stop what the American Red Cross was able to do. Working alongside guidelines from the Center for Disease Control and Protection, our constant efforts have not stopped.

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As of October 24, 2020, the American Red Cross has successfully supplied more than 1 million overnight stays in emergency locations, served 2.7 million meals and donated 327,200 items to those who need them. While this is so amazing, and we are so happy to have made all these contributions and we know that there is still more we can do.

Enter Starbucks. Starbucks focuses on creating an environment that is warm and friendly in order to make customers feel welcomed and a part of its community. Starbucks has made it no secret that they want to work to give back their community. This is why, the American Red Cross has made the executive decision to partner with them for our new CSR initiative.

This new CSR plan is multi-step and will be going into effect immediately. Through a multi-step process, the American Red Cross will be working with Starbucks to bring in more donations and awareness. With over 30,000 locations around the world, we decided that Starbucks is the perfect partner to work alongside in our new plan.

The first step in our plan is that for the next eight-weeks starting on October 26, Starbucks locations will serve as donation drop off locations. At these drop off locations, people can donate canned food and relief supplies for the American Red Cross to pick up.

Over these next eight-week, the American Red Cross will track the donation progress weekly. Our hope is that by increasing the number of places where people can donate supplies, the number of items we will be collecting will only increase.

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Now you might be wondering what I can drop off at these locations. Let me the first to tell you that we are going to be collecting any sort of basic necessity. Flashlights, batteries, socks, toothbrushes, soap, wipes and more, the list goes on and on.

Additionally, Starbucks has committed to contributing an in-kind donation in times of crises to the American Red Cross. This will either be by sending food and supplies to areas of disaster. Lastly, Starbucks will commit to an annual monetary donation to support the nonprofit.

The goal of this joint CSR Plan between the American Red Cross and Starbucks is to mainly increase the in-kind and monetary donations given to the American Red Cross each year. Yet we don't plan on stopping there.

Through our combined offers of both organizations we are hoping to also increase awareness of the positive impacts the American Red Cross has when helping others worldwide.

To stay informed please stay up to date on our website www.redcross.org and on Instagram and Facebook @americanredcross.

We encourage all of you here today to stop by your local Starbucks and make a donation today!



**American
Red Cross**

MEDIA ADVISORY

THE AMERICAN RED CROSS PARTNERS WITH STARBUCKS TO COLLECT DONATIONS FOR VICTIMS OF DISASTER.

This Partnership Will Provide Increased Humanitarian Relief Efforts in Times of Disaster

SEATTLE, — As the American Red Cross starts a new partnership alongside Starbucks, consumers are invited to donate items for disaster relief. While it might seem preemptive to be collecting donations before a natural disaster strikes, the hope is that these donations will be sent to the location of the next disaster as soon as possible. To help kickstart this new partnership, Starbucks locations around the world will be giving a free small drink to anyone who brings in a suggested item. Participants are encouraged to take photos of themselves donating items and in Starbucks to share on social media using the #AmericaRedCrossXStarbucks for a chance to be shared on social media. Virtual programming will be available for those who want to know more about the future of this partnership.

What: American Red Cross and Starbucks Kickoff Donation Drive

Who: The event will offer various notable speakers and livestream programming including:

- Starbucks CEO Kevin Johnson
- Starbucks Executive Vice President of Public Affairs and Social Impact John Kelly
- American Red Cross CEO Gail J. McGovern
- American Red Cross Celebrity Cabinet Member, Raven Symoné

When: Nov. 18, 2020; events happening all day

Where: The event will take place both in Starbucks stores as well as through virtual programming on the American Red Cross Facebook page. Livestream videos of Starbucks locations in hot spots around the world including Seattle, New York City, Atlanta, Miami and Washington D.C.

For more information please reach out to American Red Cross Chief Human Resources Director Melissa B. Hurst at melissa@redcross.org.

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The American Red Cross was founded in 1881 as a way to help the world when disaster hits. From providing supplies, money, blood and other supplies, the American Red Cross works effortlessly to make sure that those who need help, can get it. Their mission statement “the American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors” encompasses who they are as an organization. Learn more at www.redcross.org



American Red Cross

Contact Information



@americanredcross



@americanredcross



@RedCross



@americanredcross



@americanredcross



Gabriella Ginsburg

PR Lead on American Red Cross X Starbucks

gginsburg@ufl.edu | 561.961.9203