



American Red Cross
of Central Texas

MARCH IS RED CROSS MONTH AT A GLANCE

HEROES

This media and web recognition campaign will highlight some wonderful HEROES in our community, and will encourage some tribute giving around the HERO. Community members are asked to send in their nominations, and the nominees will get a chance to tell their story. The American Red Cross of Central Texas (ARCCT) also seeks to highlight these HEROES as a mobile signage event. Four award recipients will be chosen, culminating in an award dinner at Benihana (see below).

BENIHANA HEROES CELEBRATION

Previously scheduled in September, the Benihana Celebrity Chefs event was preempted by Hurricane Ike and has been brought back to highlight March. This intimate event will honor the HEROES and Humanitarian Awardee Judge Jeanne Meurer. Celebrity chefs will play with knives, all to the benefit the ARCCT!

TELETHON

Based on the success of October's mini donation drive on KEYE, the ARCCT will partner again with KEYE on March 3 to present a live telethon benefit. Corporate matches will spur individual donations and the on-air program will highlight HEROES and the work of the Red Cross.

RESTAURANTS FOR RELIEF

Now in its 3rd consecutive year, Restaurants for Relief is a month-long event in which restaurants in the ARCCT's 9-county service area donate a portion of the night's sales to the ARCCT. Restaurant staff are encouraged to wear Red Cross clothing and the restaurants are provided with table cards, signage and menu inserts. The schedule of participating restaurants is widely disseminated in the media.

ONLINE AUCTION

Leveraging the power of eBay and its 309 million users, the ARCCT will partner with eBay's Giving Works program to sell 31 items in 31 days. The program allows nonprofits to post auction items designated with a special ribbon and organization's mission statement, drawing more attention to the work of the ARCCT.

SXSW

The ARCCT will get on board with Austin's most exciting event, SXSW. Look for us to appear at some key events during the SXSW weeks, including the Roky Erickson Ice Cream Social, a SXSW show featuring an international band and an event at Antone's!

3RD PARTY FUNDRAISERS

The ARCCT in recent months has been overwhelmed by the creativity and generosity of our community, with normal citizens stepping forward to hold fundraisers in a way that's meaningful to them. The ARCCT will partner with a few special friends to engage our local community for global impact.