



Join us to *Sound the Alarm. Save a Life!*

On average, seven people die every day from home fires. But you can help protect families against these tragedies. Help us as we *Sound the Alarm. Save a Life* and install lifesaving smoke alarms nationwide.

Across the Country



Install **50,000** smoke alarms



Prepare **50,000** people for home fires



Across **50** major at-risk communities

Your Employees Can Participate

The Red Cross and our community partners will install alarms and share home fire safety information in-person across the country. Annual Disaster Giving Program (ADGP) and Disaster Responder members are encouraged to engage your employees with *Sound the Alarm* through volunteer or educational activities with the Red Cross.

Signature Cities

- AK – Nome
- AL – Mobile
- AR – Fort Smith
- AZ – Phoenix
- CA – Baldwin Park
- CA – Garden Grove
- CA – Oxnard
- CA – Sacramento
- CA – San Jose
- CO – Pueblo
- CT – New Haven
- DC – Washington
- DE – Wilmington
- FL – Jacksonville
- FL – Sebring
- FL – Tampa Bay
- GA – Atlanta
- HI – Honolulu
- IA – Des Moines
- ID – Gooding
- IL – Chicago
- IN – Indianapolis
- KS – Wichita
- KY – Ashland
- KY – Louisville
- LA – Hammond
- LA – Shreveport
- MA – Boston
- ME – Bangor
- MI – Detroit
- MO – Kansas City
- MS – Jackson
- NC – Concord
- NC – Raleigh
- ND – Minot
- NH – Laconia
- NJ – Paterson
- NV – Las Vegas
- NV – Reno
- NY – New York City
- NY – Newburgh
- NY – Rochester
- OH – Cincinnati
- OH – Cleveland
- OK – Oklahoma City
- OK – Tulsa
- OR – Portland
- PA – Philadelphia
- PA – Pittsburgh
- PR – Loiza
- RI – Central Falls
- SC – Camden
- SC – Columbia
- SD – Mobridge
- TN – Memphis
- TX – Austin
- TX – Houston
- TX – Rowlett
- TX – San Antonio
- UT – Salt Lake City
- VA – Chesapeake
- VT – Williston
- WA – Spokane
- WI – Milwaukee



Participating cities are subject to change. Check with your Red Cross relationship manager.

Plans will be adapted at the community level in line with public health guidance.

Join Us!

As an ADGP/Disaster Responder Program member, we can help you engage your employees through *Sound the Alarm*.

By working with us on one or more of the volunteer or educational activities below, your employees will be part of a nationwide movement and share a fulfilling experience together — one that could truly save a son or daughter, a parent or grandparent, during a home fire. Simply let your relationship manager know which of the activities below interest you!

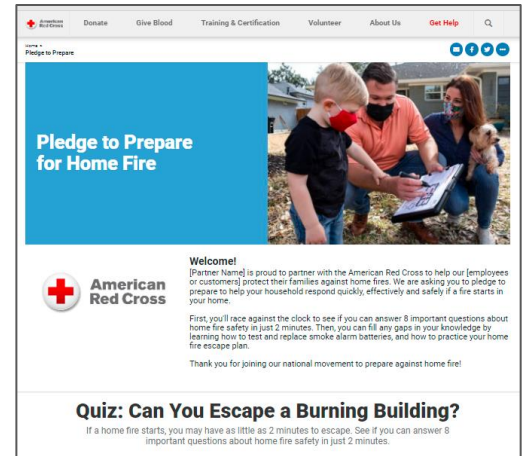
In-Person Volunteer Activities

- Your employees can sign up to volunteer at an event via your co-branded Team Page, which tracks registrations.
- Going door-to-door, your employees will canvass neighborhoods with ladders and screwdrivers, installing smoke alarms and helping families create emergency plans.
- Activity shifts will average four hours.
- Registration will be easy, without background checks.
- A regional Red Cross representative will contact participating employees to confirm shift(s) and share virtual training.
- Volunteer teams will be 3-5 people per group.
- **TIMELINE:** Ideal timeline is 4-6 weeks from identifying cities to event dates
 - Identify the signature cities & event dates that you would like to focus and engage employee volunteers (up to five for Disaster Responder members, 10 for ADGP \$500,000 members and 25 for ADGP \$1 million members.)
 - Request your Team Page from the Red Cross.
 - Identify your project leads and join planning call with the Red Cross.
 - Recruit and register employee volunteers.
 - Participate in installation events.
 - Outcomes shared by the Red Cross of participation results.



Pledge to Prepare

- Invite employees to prepare for home fires using a self-guided, co-branded “Pledge to Prepare” webpage ([demo](#)).
- Employees will be challenged to test smoke alarms, make a fire escape plan, practice the 2-Minute Drill and pledge to make their homes safer.
- The page features a quiz, where employees will race against the clock to see if they can answer 8 important questions about home fire safety in just 2 minutes.
- Your page will feature a custom introduction and trackable URL, making it easy to target your messaging and see participation rates.
- Encourage participation by offering a financial match for each employee who makes the pledge.
- **TIMELINE:** Ideal timeline 1 week from creation to promotion
 - Request your “Pledge to Prepare” page from the Red Cross.
 - Promote your “Pledge to Prepare” page.
 - Participation results and outcomes shared by the Red Cross.



Be Red Cross Ready: Home Fires

- Offer live, virtual Be Red Cross Ready presentations about home fire safety.
- Presentations last 30-60 minutes and will be delivered by trained Red Cross facilitators in April/May 2023
- You can host one large training or multiple ones (up to five for Disaster Responder members, 10 for ADGP \$500,000 members and 25 for ADGP \$1 million members.)
- **TIMELINE:** Ideal timeline 3-4 weeks from identification to implementation
 - Identify your project leads and join planning call.
 - Promote and hold your presentations.
 - Participation results and outcomes shared by the Red Cross.



Please contact your Red Cross relationship manager with questions or for more information.