

## HEROES CAMPAIGN

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### Goals:

- Campaign goal to raise \$25,000.
- Create a level of visibility in the community.
- Involve current volunteers and recruit new volunteers.
- Raise funds for Red Cross programs and services in Muskegon, Oceana and Newaygo Counties.

### Publicity:

- **The Muskegon Chronicle** will run a full-page ad in June. The ad will have each Hero, Recruiter, Co-Chair and Chair's name and company.
- Posters and Red Cross squares will be available for the campaign.

### Date photos taken:

Wednesday, May 25 and Thursday, May 26 at the American Red Cross, 313 W. Webster Avenue, Muskegon. Call (231) 720-4255 to schedule photo appointment.

### Date of Kickoff Breakfast:

Wednesday, June 1, 2011  
7:30 – 9:00 a.m.  
Muskegon Community College  
Blue & Gold Room

### Date of Celebration:

Wednesday, July 13, 2011  
Noon – 1:30 p.m.  
Fricano's Muskegon

### 2011 Heroes Campaign Chairs

Dr. Kevin and Mrs. Therese Stone

For more information on the Heroes Campaign, please contact:

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American Red Cross  
313 W. Webster Ave.  
Muskegon, MI 49440  
(231) 720-4234  
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# JOIN US!



## 2011 Heroes Campaign

## WHY YOU SHOULD BE A HERO FOR THE RED CROSS!

The American Red Cross promises to be there for people whenever and wherever disaster strikes. The Red Cross is the leader in empowering people in our community to be ready and prepared for the unexpected.

However, because we are not a government agency, we depend on the voluntary contributions of the American people to help us do our work.

By becoming part of our Heroes team and raising \$1,000 in support of these efforts, you will make our community safer and bring peace of mind to friends and families.

With your support and partnership, your American Red Cross serving Muskegon, Oceana and Newaygo Counties will:

- Be there to comfort the fire victim
- Provide vital, lifesaving blood
- Maintain emergency communication to military personnel in times of crisis
- Provide seniors with transportation to medical appointments
- Teach hundreds of people CPR, water safety and first-aid skills

## WHAT DO HEROES DO?

- Each HERO will find their own unique way to raise \$1,000 for the American Red Cross campaign.
- HEROES is an annual fundraiser.
- Donations will help the Red Cross stand ready to help families prevent, prepare for and respond to emergencies that occur every day.
- Each HERO will have their photograph in our newspaper ad to kick off the campaign.
- When the campaign is completed, all HEROES will be invited to a celebration event.
- Donations to the American Red Cross are tax deductible.

The goal of the HEROES Campaign is to involve as many individuals as possible throughout our community. The money may be contributed by an individual, the employer of an individual, or, in many cases, donated by friends and co-workers.

## HOW DO HEROES RAISE MONEY?

- If you are able, make a personal or business contribution of \$1,000. Check with your employer about a matching gift.
- If you are an educator, ask the students and faculty of your school to raise the money through a coin drive or selling “Red Cross Squares” to display in the school.
- A company may help an employee become a hero by conducting a raffle, holding a “dress-down day” or selling lunches.
- If you are in retail, banking, or the restaurant business, ask customers to buy “Red Cross Squares” which are displayed in the business.
- If you manage a business, ask your vendors to support your efforts.
- If you are a member of a civic club, ask other members to contribute.
- Recruit college sororities, fraternities, or service organizations.