



## HEROES FOR THE AMERICAN RED CROSS

### What is the HEROES Campaign?

The HEROES fundraising campaign is a community campaign in which local businesses, schools, church groups, civic clubs and individuals pledge to raise \$1,000 for the Salem County Chapter American Red Cross. This goal is not always accomplished, *and that's okay!!* The most important thing is that you and/or your business is committed to fundraise for the Salem County Chapter through the month of March. The HEROES campaign is simple, quick and inexpensive to implement. All funds raised will directly benefit the community our local chapter serves.

### How Can I/We Raise \$1,000?!

- A grocery store raffled off a \$250 gift certificate raising \$1,120
- A high school service club held a car wash-a-thon and raised \$1,150
- A pizza restaurant sold Red Cross Squares to customers raising \$1,200
- A running club conducted a small run and raised \$1,600
- Four branches of a bank sold Red Cross Squares to customers and raised \$2,400
- A man mailed a letter to 40 individuals in his civic organization and raised \$1,700
- A hospital cafeteria asked employees and visitors to donate change at the end of the line and raised \$1,587
- A member of a civic club asked the club and its members for support and raised \$1,150; the club donated \$500 and members contributed \$650
- A restaurant asked each customer to donate change after paying their tab and raised \$1,600
- An administrator of a technical school asked employees and students to contribute and raised \$1,089
- An auto dealership offered to give \$25 for each time someone took a test drive for a three-week period and raised \$1,450
- Two post office clerks asked customers they knew to donate their change, raising \$1,800
- A county sheriff's department held a traffic stop for four hours on a Sunday afternoon and raised \$3,500



### I WANT TO BECOME A HERO!

#### Contact

Name: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

\_\_\_\_\_ Email: \_\_\_\_\_

#### Affiliation

(ie Business, Church, School, Community Group, etc)

Name: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

\_\_\_\_\_ Email: \_\_\_\_\_

If you have a Heroes Event you want us to help publicize, please provide the details below:  
(Example: I am planning a car wash from 8am-12pm on May 19 at the Red Cross Office).