



**American
Red Cross**

ShamROCK and Roll...2012

March 16, 2012

Here are many ways to ask for support...



Send Friends and Family a Letter or Email asking for support

Dear {Friends & Family},

Have you decided what you're doing for St. Patrick's Day this year? I will be smashing pins for the American Red Cross at the ShamROCK and Roll. You could be a true friend by donating! All pledges go directly to support the American Red Cross of West Michigan.

The mission of the American Red Cross is to help communities prevent, prepare for, and respond to emergencies. The American Red Cross serves over 60,000 people each year in West Michigan in disaster relief, providing transportation, training in life-saving skills, emergency communications for military families, and more. And to top it all off, 91 cents of every dollar goes directly to services in our community.

Thank you for your support!

{Your Name}

Use Twitter or Facebook

Help families experiencing disaster by donating to the American Red Cross - \$25 Buys Five Blankets.

Create Incentives

Tell your friends that the highest donor gets to pick your costume... Maybe a Leprechaun!!! You better bet those donations will come flying in!

Community Programs

Get Employees involved in raising donations: "Wear Jeans for a Cause Day", have a jar where employees pay \$\$\$ to wear jeans that day.

Invite Residents to a Chili Cook-Off by your employees, and pay \$1 per bowl of Chili.

Get Residents involved with a: Bake Sale or 50/50 Raffle at Resident Events or a Valentine's Day Donation to <3 the Red Cross. Host a Game Night, \$1.00 to enter for Red Cross. Ice cream social or other resident event or place a box or can on the desk to sponsor your team for the Red Cross.

In the end, it doesn't matter how you ask, as long as you ask.

So pick up the phone, send an email or a text and...**ASK!**



ShamROCK and Roll...2012

American Red Cross

March 16, 2012

Team Captain: _____

Team: _____

Name of Bowler: _____

Lane Assignment: _____

Address: _____

City: _____

State: _____

ZIP: _____

Phone: _____

Email: _____

Name	Address	City, State	ZIP	Pledge	Cash or Check
<i>Ex. Pat O'Malley</i>	<i>1 Main Street SE</i>	<i>Grand Rapids, MI</i>	<i>49512</i>	<i>\$20</i>	<i>Cash</i>
TOTAL:				\$	

Please Return Pledge Form and **ALL Pledges** in the attached envelope on March 16, 2012. 100% of Pledges will benefit the American Red Cross of West Michigan.