PROMOTING APPROPRIATE DONATIONS TEMPLATES

PROMOTING APPROPRIATE DONATIONS

IN APEC – COMMUNICATIONS TOOLKIT

*Please note, these templates are excerpts from the “Promoting Appropriate Donations in APEC – Communications Toolkit.” The templates are provided here in Word so they can be customized easily. Please refer to the complete Communications Toolkit, available on the APEC EPWG Website, for additional guidance and context.*

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# 07T FACT SHEET

Fact sheets can be a powerful supplement to any outreach effort. They can provide relevant statistics that strengthen your organization’s message.

## INSTRUCTIONS

1. Use the first page of this fact sheet as a stand-alone piece, or as a starting point to create your own fact sheet.
2. Include information describing your organization, your economy/region, disasters most relevant to your area and, when applicable, the current disaster and how your organization is responding. Include citations whenever possible.

## CASH DONATIONS ARE THE BEST DONATIONS

Cash can be used immediately in response to a crisis. Cash allows disaster relief organizations and government agencies to purchase exactly what is needed, when it is needed, and to procure supplies near the affected area. Disaster situations evolve quickly and cash contributions enable relief agencies to respond to new requirements as they arise. Monetary donations are easy, effective, and versatile.

Unlike material donations, cash donations entail no transportation costs, no delays, no customs and other fees, no carbon footprint and they do not divert relief workers’ time. Cash donations allow relief supplies to be purchased in markets close to the disaster site, which stimulates local economies by stabilizing employment and generating cash flow. Cash donations ensure that commodities are fresh and familiar to survivors, that supplies arrive expeditiously and that goods are culturally, nutritionally and environmentally appropriate. Few material donations have this highly beneficial, four-fold impact. Finally, cash donations can be as personal and rewarding as giving goods.

## BACKGROUND INFORMATION ON DISASTER DONATIONS

* People around the world show tremendous concern and generosity when disasters occur in their own economy or abroad.
* Unfortunately, even the best intentions can have a negative impact on disaster relief operations.
* Unsolicited donations of household items—such as used clothing, canned food and bottled water—can do more harm than good.
* The intent of this project is to provide a set of recommendations tailored for aid organizations and government agencies who aim to raise financial donations in the wake of a disaster.

## ABOUT THE REGION

* APEC’s 21 member economies account for approximately 55 percent of the world’s GDP, 52 percent of the earth's surface area and 59 percent of the world's population―yet they experience a majority of the world’s natural disasters.
* [LIST RECENT, DEVASTATING DISASTERS IN THE LAST 10 YEARS. INCLUDE ECONOMIC IMPACT, IF AVAILABLE. FOR ONE POTENTIAL SOURCE OF INFORMATION, SEE THE Centre for Research on the Epidemiology of Disasters (CRED) (<http://www.emdat.be/>) FOR STATISTICS BY ECONOMY.]

# 08T MEDIA OUTREACH EMAIL TEMPLATE

*The audience for this email template is local and regional radio and television media outlets whose help you are soliciting to spread the word on appropriate disaster relief donations.*

## INSTRUCTIONS

1. Write the email using this template. Customize the email below by filling in details describing your organization and information on the current/pending disaster.
2. Personalize each email by including a specific, targeted point of contact at each media outlet you are attempting to reach.
3. Attach the PSAs for dissemination and other materials from the toolkit that would be helpful.
4. Be sure to provide your contact information.
5. Send the emails and be sure to follow up on any subsequent queries.

EMAI**L**

**Subject**: Encouraging monetary donations to help with disaster relief

Dear [MEDIA CONTACT]:

[INTRODUCTION OF RECENT DISASTER AND LIVES AFFECTED.] We are writing because we at [ORGANIZATION] are working to provide relief for survivors of this disaster. [BRIEF DESCRIPTION OF THE ORGANIZATION.]

In response to the [DISASTER], we are conducting relief operations to ensure disaster victims receive the resources that are needed most. In order to accomplish this urgent mission efficiently and effectively, we are relying on the generous monetary donations of the [ECONOMY] public.

Attached please find [public service announcements, etc.] that we hope you will consider [airing, publishing, posting on your Web site, etc.] to encourage your [viewers, listeners, readers, followers, etc.] to provide monetary donations (rather than material donations) in support of relief efforts currently underway. Monetary donations can be applied quickly to purchase exactly what people need when they need it, and may be used to address changing needs as the situation evolves.

The [ATTACHED/BELOW] materials illustrate how even a small monetary donation can do so much to help. Your commitment to air these PSAs can make a significant difference in improving the lives affected by [DISASTER], and allow [ORGANIZATION] to provide the most effective support. On behalf of the victims in [REGION], we greatly appreciate your generosity and support.

Thank you,

[NAME OF WRITER AND WRITER’S TITLE]

[WRITER’S ORGANIZATION AND CONTACT INFORMATION]

# 09T ORGANIZATIONAL OUTREACH EMAIL TEMPLATE

*The audiences for this email template include other organizations and agencies with whom you want to partner or whose help you are soliciting to spread the word on appropriate disaster relief donations. This email is worded to be sent just after a disaster hits, but could be sent before a disaster with some revisions.*

## INSTRUCTIONS

1. Write the email using this template. Customize the email below by filling in details describing your organization and information on the current/pending disaster.
2. Personalize each email by addressing it to a specific point of contact at each organization to whom you are writing.
3. Be sure to provide your contact information.
4. Send the emails and be sure to follow up on any subsequent queries.

**E**MAIL

**Subject**: Encouraging monetary donations to help with disaster relief

Dear [ORGANIZATION CONTACT]:

[INTRODUCTION OF RECENT DISASTER AND LIVES AFFECTED.] We are reaching out to accomplished partners like you who are dedicated to effective support of emergency relief efforts. As you know, monetary donations are critically important in the aftermath of all disasters because they can be used quickly to purchase exactly what is needed to support affected people and strengthen the recovery effort.

This is why we are contacting you now to ask you to explore this communications toolkit, in which you will find a number of resources that will help communicate the benefits of monetary donations in support of [NAME OF REGION OR DISASTER] disaster relief efforts.

Included in the toolkit are background information on appropriate donations and instructions on how to use the toolkit; social media tips and examples; and tips for reaching out to media contacts. Outreach materials that can be customized by local organizations and shared with the media are also included. The toolkit is easy to use and contains helpful guidance to deliver effective messages that encourage appropriate donations.

We appreciate your support in this effort. Together, we can make a huge difference in the lives of people affected by the [INSERT NAME OF DISASTER].

Thank you,

[NAME OF WRITER AND WRITER’S TITLE]

[WRITER’S ORGANIZATION AND CONTACT INFORMATION]

# 10T RADIO PUBLIC SERVICE ANNOUNCEMENTS AND SAMPLE LIVE RADIO SCRIPTS

*Share these PSA scripts with your local radio stations and ask that announcers read them during their broadcasts. The longer scripts can be read during programming focused on community events or other disaster relief efforts. The 15-second scripts can easily follow a weather or traffic report.*

## INSTRUCTIONS

1. Call or email your local radio stations and ask to speak with person responsible for programming or community relations. Find out the station’s rules and preferences regarding PSAs and ask whether the station’s announcers will read your scripts.
2. Customize these scripts to “speak to” your intended audience, and include your organization information and details on the disaster for which you are helping to provide relief.
3. Choose which script(s) to use, customize it, and then email, text, fax, or physically deliver the announcements you want to be read on the air.
4. Follow up with your point of contact and thank him/her for helping with disaster relief efforts.

## 60-SECOND SCRIPT SAMPLE

[ORGANIZATION NAME] is helping provide relief for the [NAME OF DISASTER] and we are asking listeners to visit [URL] to make a donation and help the families in need. Relief workers are on site ensuring that disaster victims receive the resources that are needed most. To accomplish this important and urgent mission efficiently and effectively, they are relying on the generous monetary donations of the [ECONOMY] public. Please consider making a monetary contribution. Monetary donations allow relief workers to direct the funds where they are needed most quickly and effectively. Your cash contribution can make a significant difference in helping [ORGANIZATION] improve the lives affected by [DISASTER], and allow [ORGANIZATION] to provide relief and comfort to families in need. Please go to [URL] or call [FILL IN HERE] to donate now. Even a small amount can make a huge impact. Again, go to [URL] to make a donation today.

## 30-SECOND SCRIPT SAMPLES

The recent [NAME OF DISASTER] has affected [REALISTIC NUMBERS] of people in [LOCATION]. As [ORGANIZATION] provides relief to disaster victims, it is relying on your generous monetary donations―which are the quickest and most effective way to help when a disaster like this occurs. Cash donations will be used to quickly purchase exactly what is needed the most at this time, allowing relief organizations and agencies to provide relief efficiently. Go to [URL] to donate now. Even a small amount can make a huge impact. Again, that’s [URL].

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The recent [NAME] disaster has affected [REALISTIC NUMBERS] of people in [LOCATION]. In the wake of a disaster like this, monetary donations help relief operations and ensure that disaster victims receive the resources that are needed most. Your money can help save lives. Go to [URL] to donate now. Even a small amount can make a huge impact. Again, that’s [URL]

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The recent [NAME OF DISASTER] has affected [REALISTIC NUMBERS] of people in [LOCATION]. When you donate cash you save time, money, and allow aid workers to purchase materials needed by disaster victims. Not only can monetary donations help alleviate the immediate situation, but over time they enable long-term recovery in [REGION]. Make the biggest impact. Remove the middleman. Go to [URL] to donate now. Even a small amount can make a huge impact.

## 15-SECOND SCRIPT SAMPLES

People affected by the recent [NAME] disaster need your help. In the wake of a disaster like this, cash donations help relief operations to ensure that disaster victims receive the resources that are needed most. Go to [URL] to donate now. Even a small amount can have a huge impact.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

People affected by the recent [NAME of disaster] need your help. Cash donations are the quickest and most effective way to contribute when disaster strikes. Go to [URL] to donate now. Even a small amount can have a huge impact.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

People affected by the recent [NAME OF DISASTER] need your help. When you donate cash you save time, money, and allow aid workers to purchase materials urgently needed by disaster victims. Make the biggest impact. Remove the middleman. Go to [URL] to donate now. Even a small amount can make a huge difference.

# 11T MEDIA ADVISORY AND PRESS RELEASE TEMPLATES

*The audiences for these templates are local and regional media outlets through which you want to communicate about appropriate disaster relief donations.* ***Media advisories*** *(or “alerts”) are used to alert reporters to an upcoming event, a news conference, a photo opportunity, an opportunity to interview subject matter experts, etc. A media advisory is used when you want to engage reporters on a specific date/time.*

***News releases*** *(or press releases) are effective when you have some news or an announcement you want the media to report to its audience. Sometimes an organization will use both. For example, the organization will send reporters a media advisory inviting them to participate in a news conference. Then at the news conference, the organization will provide reporters with a news release about the announcement they are making that day.*

## INSTRUCTIONS

1. Write the media advisory or press release using one of the templates provided.
2. Follow the media outlet’s guidelines for formatting and publication. (These may be available on the media outlet’s Web site.)
3. Customize the templates by filling in details on your organization and information on the current or pending disaster.
4. Be sure to check spelling and grammar.
5. Send the media advisory or press release to a specific point of contact at each media outlet.
6. Be sure to include your own contact information.
7. Email your media advisory or press release to ensure timely delivery. To do this, paste the text into the body of an email. Do not send it as an attachment.
8. Follow up to make sure it was received and will be printed, and to respond to any additional queries.

## MEDIA ADVISORY TEMPLATE

**For Immediate Release**: [TODAY’S DATE] **Contact:** [POC’s NAME/EMAIL/TELEPHONE]

**MEDIA ADVISORY**

[NAME OF YOUR ORGANIZATION] PROVIDES HELP TO VICTIMS OF

[NAME OF DISASTER]

[CITY, PROVINCE/STATE, ECONOMY] – [ORGANIZATION NAME] is helping to provide relief for the [NAME OF DISASTER].

[NAME AND TITLE OF SPOKESPERSON #1, ORGANIZATION X] and [NAME AND TITLE OF SPOKESPERSON #2, ORGANIZATION Y] are available for LIVE and TAPED interviews via satellite on [DATE] from [TIME] – [TIME] EDT

[Insert information on the disaster] [INSERT INFORMATION DESCRIBING YOUR ORGANIZATION, THE RELIEF EFFORTS, RESOURCES NEEDED, ETC.] For more information, visit [INSERT URL].

Spokespeople will be available for interviews to discuss:

* The current disaster and its impacts on the community
* Where families can go to get help
* What [NAME OF ORGANIZATION] is doing to support the victims

###

## NEWS/PRESS RELEASE TEMPLATE

**For Immediate Release**: [TODAY’S DATE] **Contact:** [POC’s NAME/EMAIL/TELEPHONE]

**[NAME OF ORGANIZATION] provides help in wake of**

**[NAME OF DISASTER]**

*[CITY, PROVINCE/STATE, ECONOMY] – [ORGANIZATION NAME] is helping to provide relief for the [NAME OF DISASTER].*

[CITY] – [BRIEF DESCRIPTION OF ORGANIZATION.] In response to disasters, one of [ORGANIZATION NAME]’s jobs is to conduct relief operations that ensure that disaster victims receive the resources that are most needed. In order to accomplish this important and urgent mission efficiently and effectively, it is relying on the generosity of the [NAME OF REGION/AUDIENCE] people to provide monetary donations because they can be used to purchase exactly what people need when they need it, and may be used to quickly address changing needs as the situation evolves.

[INSERT QUOTE FROM EMERGENCY MANAGER OR AID ORGANIZATION]

While donations of clothing, food, bottled water, or toys may feel more personal than a monetary donation, the truth is that even a small financial contribution can do more good, with greater speed and sensitivity. Cash donations provide medical and other life-saving services now, and can help to rebuild infrastructure later.

[INSERT MORE DETAILS DESCRIBING THE DISASTER.] [INSERT QUOTE FROM LOCAL SPOKESPERSON.]

Cash donations are the quickest and most effective way to help the people affected by [DISASTER]. Easy ways to help now:

* [CUSTOMIZE APPROPRIATELY].
* Visit [URL] and click [i.e., Donate Now, Help Now] to make a donation.
* Text [XX] to [INSERT NUMBER] on your Smartphone to make a [i.e., $10 USD] donation.

Time is critical after a disaster, and cash donations can be directed quickly and efficiently to victims that need immediate help. Professional relief agencies use monetary contributions to purchase exactly what disaster victims need. These organizations work directly with the victims at the disaster site and are in the best position to know not only what is immediately needed, but also when and where it is most needed.

[NAME OF RELIEF ORGANIZATION/APEC ECONOMY] is collaborating with [NAMES OF DOMESTIC AND INTERNATIONAL RELIEF ORGANIZATIONS] to ensure a coordinated response to people and locations most in need.

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# 12T LETTER TO THE EDITOR TEMPLATE

*A letter to the editor of a newspaper or other publication is an easy way to make a big impact. Editors do not publish every letter they receive, but they do pay attention – especially to letters that are well written or connected to an article that was just published.*

## INSTRUCTIONS

1. Write your letter using this template. Make it relevant. Be concise. Mind your word count.
2. If you are responding to articles or editorials by the media outlet, use the first sentence to reference the title of the article, the name of the publication, and the date it appeared.
3. Follow the publication’s guidelines. Many publications have specific formatting requirements, so check the publication’s Web site before submitting your letter.
4. Always include full contact information for the author(s). Follow the publication’s rules regarding letters to the editor.
5. Spell everything correctly and pay close attention to grammar.
6. Submit your letter to the editor of appropriate media outlets (e.g., newspapers and other print and online publications. Email your letter to ensure timely delivery. To do this, paste the text into the body of an email. Do not send your letter as an attachment.
7. Follow up. Once you have submitted your letter, follow up with a phone call 24 hours later to find out if it will be printed/posted.

## LETTER TO THE EDITOR TEMPLATE

[NAME OF MEDIA OUTLET OR PUBLICATION]

Attention: [NAME OF EDITOR]

[ADDRESS]

[CITY], [PROVINCE/STATE] [POSTAL CODE]

[DATE]

Dear Editor,

[STATE YOUR REASON FOR WRITING. IF YOU ARE RESPONDING TO ARTICLES OR EDITORIALS BY THE MEDIA OUTLET, USE THE FIRST SENTENCE TO REFERENCE THE TITLE OF THE ARTICLE, THE NAME OF THE PUBLICATION, AND THE DATE IT APPEARED.]

I am writing in response to the article, “[ARTICLE HEADLINE],” [SECTION], [DATE]. It is clear that many people have been affected by this disaster and that additional help is urgently needed. It is heartening to see the compassion people are showing for those affected by this disaster.

[STATE YOUR CASE; HIGHLIGHT FACTS, REFERENCES, OR RESEARCH TO ESTABLISH CREDIBILITY.]

The most effective donations respond to survivors’ needs, which can change every day as disaster situations evolve. Monetary donations allow aid organizations and government agencies to execute relief efforts efficiently and effectively, and can be used quickly to purchase exactly what is needed.

Collecting clothing, food, bottled water, toys and other household items may feel more meaningful for donors than monetary donations but even small financial contributions can do more good for more people more efficiently than unsolicited material donations. For example, financial donations can support critical health and family reunification programs now, and help with rebuilding later. Donated cash can facilitate local purchases, which help the local economy while serving more people because of charitable organizations’ bulk buying power.

In contrast, uninvited material donations can clog supply chains, take up space needed for life-saving relief supplies and divert relief workers’ time. Managing piles of unsolicited items adds to the cost of emergency response by forcing changes to distribution plans and requiring disposal at further expense.

[MAKE A CALL TO ACTION, ASKING READERS TO FOLLOW UP WITH ACTIVITY]

By giving responsibly, [name of economy’s people] can provide the most beneficial support to survivors and to disaster relief efforts. Monetary contributions to trusted relief agencies already on the ground in affected areas ensure that people receive exactly what they need, when they need it. Cash donations allow relief agencies to purchase supplies that are fresh and familiar to survivors, and that are culturally, nutritionally, and environmentally appropriate.

[INSERT TARGETED BEST-SUITED MESSAGE HERE, SUCH AS: Make the biggest impact. Cut out the middleman. When you donate cash you save time, money, and allow aid workers to purchase necessary materials for disaster victims.]

I urge the [NAME OF PAPER] and its readers to make a cash donation now to help the people of [NAME OF ECONOMY]. For a list of established relief agencies already on the ground in [REGION] and for more information on how to help, please visit: [FILL IN WITH WEB SITES OF ORGANIZATIONS ACCEPTING DONATIONS FOR THIS DISASTER RELIEF EFFORT.]

Sincerely,

[WRITER’S SIGNATURE]

[NAME OF WRITER]

[WRITER’S TITLE]

[WRITER’S ORGANIZATION AND CONTACT INFORMATION]

## SAMPLE LETTER TO THE EDITOR

*Here is a sample letter written in response to a specific news story from the Center for International Disaster Information at* [*www.cidi.org*](http://www.cidi.org)*.*

[DATE]

Ms. Toby Collodora

Executive Editor

wcconewstips@wcco.com.

Dear Ms. Collodora,

Regarding the article, “Charities, Somali Community Send Food to Somalia,” NEWS Section, August 12, 2011, I wanted to provide some information that your readers may find useful. Americans show tremendous concern for people affected by disasters. When disaster strikes overseas, individuals, groups and communities in the U.S. are quick to organize support for saving lives and reducing human suffering. The goal is always to help as many people as possible, as quickly as possible.

The most effective donations respond to population needs, which can change every day in the early stages of recovery. Collecting clothing, food, bottled water, toys and other household items may feel more emotionally satisfying than monetary donations. But the truth is that even small financial contributions can do more good for more people more quickly and with greater efficiency than unsolicited material donations. For example, financial donations can support critical health and sanitation programs now, and help rebuild infrastructure later. Also, charitable organizations’ bulk buying power greatly enlarges the good that small donations can do. A $2 donation can often feed more people than sending canned food worth $2, especially when transportation costs and other fees are added.

By giving responsibly, Americans can provide the most beneficial support to survivors and to international disaster relief efforts. Monetary contributions to credible, established relief agencies already on the ground in affected areas ensure that people receive exactly what they need, when they need it. Cash donations allow relief agencies to quickly purchase, organize, and deliver supplies that are fresh and familiar to survivors, and that are culturally, nutritionally, and environmentally appropriate. No unsolicited material donation conveys all these benefits at such low cost.

People who do the most good practice smart compassion. More information is available at [www.smartcompassion.org](http://www.smartcompassion.org). For a list of established relief agencies already on the ground in Somalia and for more information on how to help, please visit: [www.cidi.org](http://www.cidi.org) or <http://www.interaction.org/crisis-list/interaction-members-respond-drought-crisis-horn-africa>.

Sincerely,

Juanita Rilling

Director

Center for International Disaster Information

# 13T REPORTING-OUT TEMPLATE

*It is crucial for governments and disaster relief agencies to communicate immediately after a disaster to share information on the needs of the affected population, and to continue communicating how donations are being utilized so the public has confidence that donated funds are being used effectively and efficiently. This may require that the organization or government agency assign a person wholly dedicated to collect and organize this information, but the benefits are many. With regular proactive communication by government, public service, and charitable organizations on their use of donations received to date, the public will be more informed about how to effectively support those organizations, trust that their donations are being put to good use, and more inclined to continue to donate.*

## INSTRUCTIONS

1. Carefully document donations pledged and received by your NGOs or government agencies.
2. Consider assembling the following information on donations collected and how the donations were used, or other metrics relevant to your situation and/or agency.
3. Post the information to an appropriate Web site to make it available to those interested. You can also post this information via social media so potential donors can see how contributions are being used.
4. Consider making visually accessible graphics, such as pie charts, and post these online or to social media to show donors how their money was used.

**Donations Pledged and Received**

|  |  |  |  |
| --- | --- | --- | --- |
| Contributions Pledged | As of [date] | Contributions Received | As of [date] |
| Total foreign aid pledged to [agency]: |  | Total foreign aid received: |  |
| Total foreign cash pledged to [agency]: |  | Total foreign cash received by [agency]: |  |
| Total foreign non-cash pledged to [agency]: |  | Total foreign non-cash received by [agency]: |  |
| Total domestic aid pledged to [agency]: |  | Total domestic aid received by [agency]:  |  |
| Total domestic cash pledged to [agency]:  |  | Total domestic cash received by [agency]:  |  |
| Total domestic non-cash pledged to [agency]: |  | Total domestic non-cash received by [agency]: |  |
| Add other relevant metrics here |  | Add other relevant metrics here |  |
| Add other relevant metrics here |  | Add other relevant metrics here |  |
| Add other relevant metrics here |  | Add other relevant metrics here |  |
| Add other relevant metrics here |  | Add other relevant metrics here |  |

**How Donations Have Been Used**

|  |  |  |
| --- | --- | --- |
| How Contributions Were Used for [Disaster Event] | Documented Donation Details | Notes |
| Of the non-cash donations you received, were they distributed? If so, where and how? |  |  |
| * Provide an inventory of what unsolicited, non-cash donations you received
 |  |  |
| * Document the staff and number of hours they dedicated to managing these donations
 |  |  |
| * Document the other direct costs (non-labor) you incurred to transport, organize, store and dispose of these donations
 |  |  |
| * Provide an analysis of how much total time and resources were dedicated to handling inappropriate donations
 |  |  |
| Percent of cash donations used to cover administrative expenses |  |  |
| Percent of cash donations used for direct aid relief |  |  |
| Of direct aid relief, how was the cash spent (e.g., number of tents purchased locally, liters of water purchased, etc.)? |  | List actual amounts and percentages of what was collected and include how it was used |
| Number of affected people helped by cash donations |  |  |
| Number of affected people helped by non-cash donations |  |  |
| Number of local and/or regional businesses that supplies were purchased from |  |  |
| How much donated cash was spent locally? Regionally? |  |  |
| Additional metrics here |  | Include additional metrics and results pertinent to your specific situation |

# 14T VISUAL RESOURCES

*The CIDI has a selection of customizable visual templates that anyone can use free of charge. These announcements use subtle humor to reinforce the primary message that material donations are often not needed and inappropriate. The call to action emphasized in these materials is to visit CIDI’s Web site at* [*http://www.cidi.org*](http://www.cidi.org) *to learn how to make an appropriate donation.*

## GUIDANCE ON USING CIDI RESOURCES

These resources are clever and visually appealing, and CIDI has provided multiple examples for printing or online use. If these images are appropriate for your economy, region, or community, download the file(s) and incorporate them into your communications materials. You can:

* Post a banner ad on your Web site.
* Share the graphics on your social media platforms and encourage your followers to “like” and “share” them.
* Display the posters in your office cafeteria and the bulletin boards at local coffee shops, grocery stores and libraries.
* Distribute the posters to your community partners for them share with their constituents.

Some examples of the customizable resources are included below and on the following pages.

**Website Banner Ads:**





**Full Page Ads:**



*Credit: Center for International Disaster Information*



 *Credit: Ad Council and Center for International Disaster Information Toolkit*

**GUIDANCE ON CUSTOMIZING CIDI RESOURCES**

CIDI provides a number of these designs as customizable print ads or posters. Visit <http://www.cidi.org> to download the “editable” files and insert your organization’s logo and URL.

These posters can be an effective supplement to a long-term education campaign to teach the general public what is – and what is not – needed after a disaster.

The designs are eye-catching and intended to motive people to learn how they can be helpful after a disaster. The call to action is to visit <http://www.cidi.org> where people can browse through a number of informative fact sheets, donation guidelines and outreach materials.

*Use this space to insert your organization name or URL as a secondary and/or local resource.*


## GUIDANCE ON MODIFYING THE CIDI VISUALS TO FIT YOUR AUDIENCE

The CIDI designs may not work for every economy or culture, but the creative concept can be expanded for “global” appeal. With some simple modifications, such as different imagery that may be more familiar in other regions of the world (e.g., a football/soccer ball rather than a baseball glove) these materials can be useful for a wide array of audiences. The visual materials can be easily adapted to work as postcards, posters, Web site banners or badges, print ads, and social media posts.

Some simple modifications are described below:



Replace the image with a football or soccer ball – a global icon for men, women and children of all ages and cultures.

Text can be translated and/or edited for your economy and audience.

The principal message of “cash is best” is prominent. And the call-to-action is front and center.

Space to promote your organization’s social media platforms.

## ADDITIONAL WAYS TO USE VISUALS

Another way to solicit monetary donations and drive people to your Web site to make a donation is to include a banner or badge in your email signature. The email signature banner and badges link directly to your organization’s Web site for the purpose of soliciting monetary donations. Simply download the banner and/or badges from the CIDI Web site, open the file, and copy and paste them into your email signature. Adding this visual to your email signature line is an easy, eye-catching way to promote the cash-is-best message and drive visitors to your Web site. Hyperlink the email signature to your Web site and share the email signature with your staff and partner organizations so that everyone is promoting a unified message on all communications. An example of how you might do this is shown below.

|  |
| --- |
| **Example Signature*****Susie Smith***Community Disaster Response1234 Main AvenueAnywhereville, State, Economy00-12-123-1234ssmith@crd.orghttp://toolkit.disasterreliefpartners.org/assets/15/BANNER_animated_728X90_toolkit.gif |