



# American Red Cross

Cincinnati Area Chapter

PRSA "Power of Two" opportunities

**BEPA:** Preparedness is the key in the post 9/11 era. Developing preparedness and continuity planning for small-to-medium sized businesses is the purpose of this contemporary consortium of business leaders. Help the chapter develop publicity vehicles to keep our community safe and our businesses vibrant.

**Capital Campaign:** Work with the chapter on developing communications strategy and implementing plans for our new disaster operations center. This state-of-the-art facility will bring the Greater Cincinnati community into the 21st century in disaster response and preparedness.

**Disaster (Crisis Communications):** Whenever a disaster strikes, trained volunteers are always needed. Help the Red Cross in disaster communications in the field (at the disaster scene, at shelter sites, at the emergency operations center) or at headquarters (writing press releases, coordinating media interviews), to give the Red Cross message – either locally or nationally. This is a great opportunity to enhance your skills in media relations and crisis communications.

**Club Red:** Everyone needs a chance to unwind after a long work week. Help Club Red – a group of young professionals committed to furthering the Red Cross mission and their own personal development – promote its happy hours and other events.

**Ready When the Time Comes:** This program is a partnership between the Red Cross and the corporate community to be sure that when disaster strikes, the chapter's volunteer roles are active and prepared. The Marketing/Communications role for this initiative is to shine the spotlight on the program through a media event tentatively scheduled for first quarter, 2008.

There are also upcoming special projects and help needed with day-to-day operations. Interested? Please sign up on the sheets.