

I + m

AMERICAN RED CROSS - I+M CAMPAIGN
1 OF 13

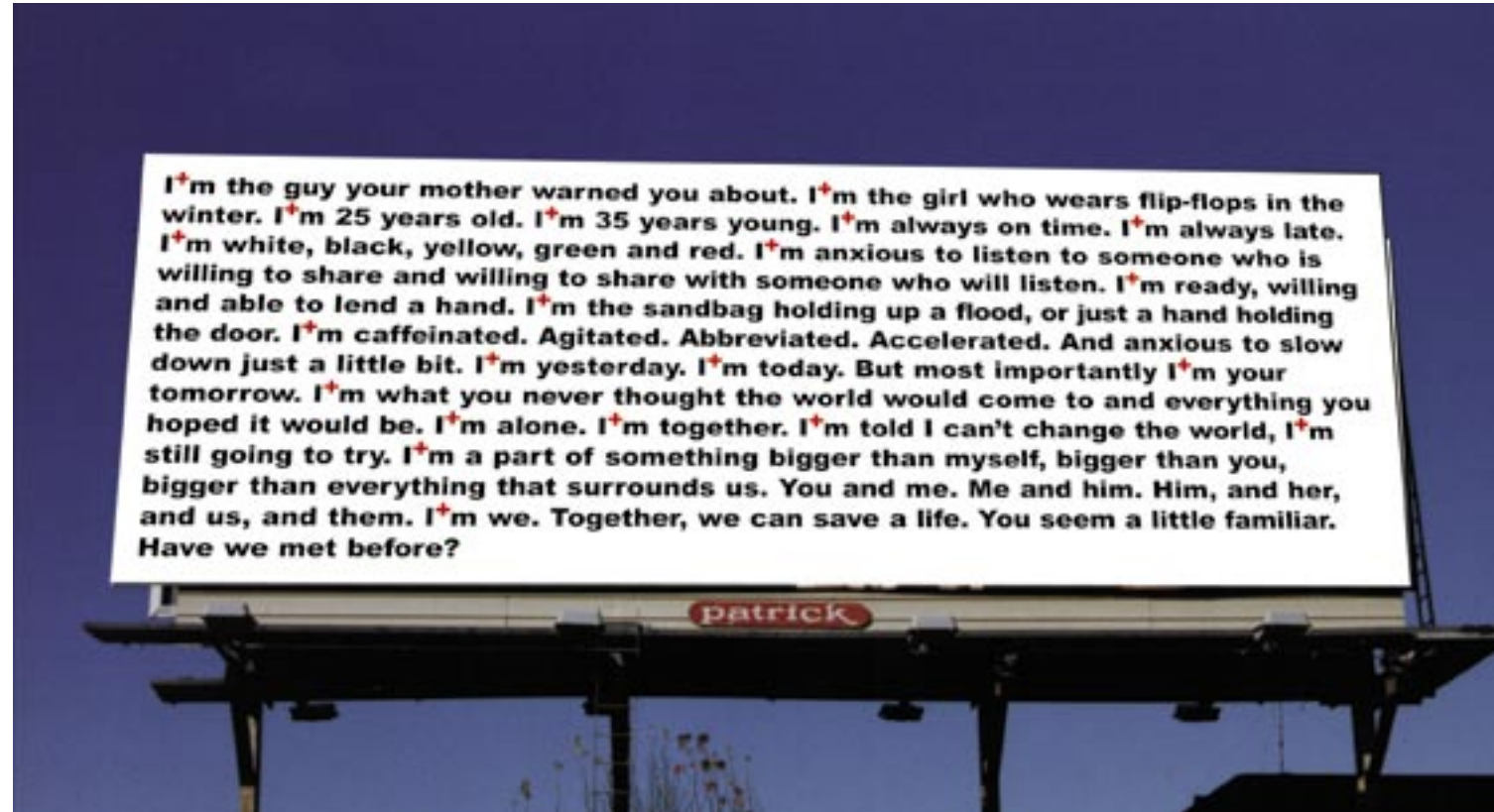
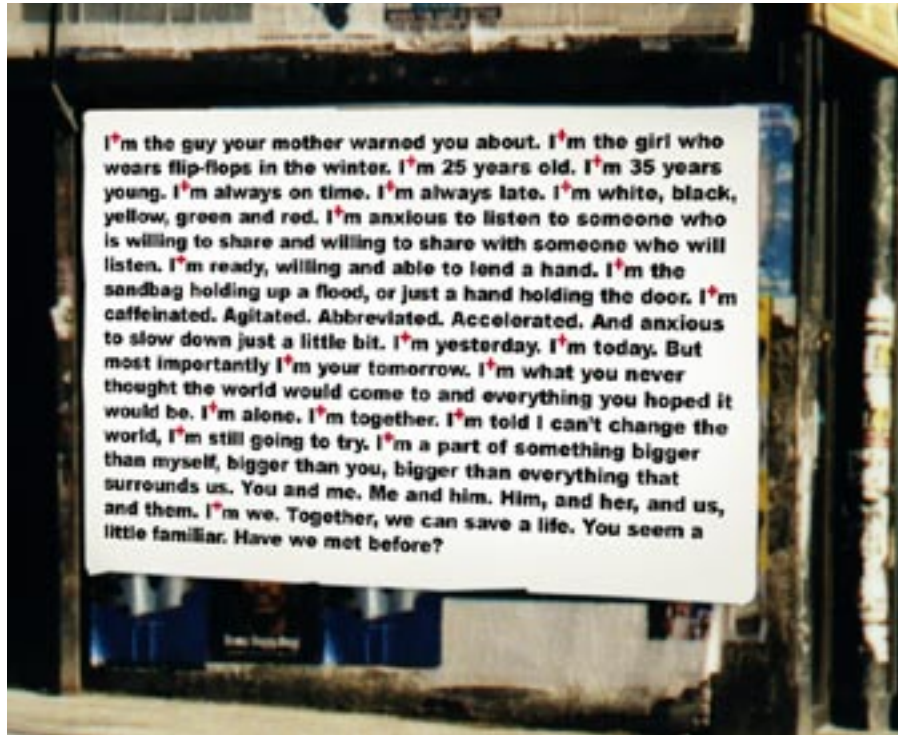
THE HEART OF THIS CAMPAIGN WAS TO INVIGORATE A NEW GENERATION OF YOUNG PEOPLE TO LOOK AT THE AMERICAN RED CROSS AS A ORGANIZATION THAT THEY CAN BECOME A PART OF AND RELATE TO. IT STARTS WITH A SIMPLE GRAPHIC - I+M - WITH THE RED CROSS AS THE APOSTROPHE. IT IMMEDIATELY COMMUNICATES THAT THEY ARE A PART OF.



AMERICAN RED CROSS - I+M LOCAL CHAPTER INTERNAL ADOPTION
2 OF 13

IT IS VERY IMPORTANT FOR THE I+M CAMPAIGN TO BECOME INTERNALLY ADOPTED BY THE LOCAL RED CROSS CHAPTERS ACROSS THE U.S. STAFF MEETINGS FOR VOLUNTEERS AND STAFF WILL BE HELD WHERE THE CAMPAIGN WOULD BE INTRODUCED AND EXPLAINED. I+M T-SHIRTS WILL BE DISTRIBUTED TO EVERYONE TO WEAR WHILE WORKING - AS THEY ARE THE HEART, AND START, OF THE I+M MOVEMENT.

I+m the guy your mother warned you about. I+m the girl who wears flip-flops in the winter. I+m 25 years old. I+m 35 years young. I+m always on time. I+m always late. I+m white, black, yellow, green and red. I+m anxious to listen to someone who is willing to share and willing to share with someone who will listen. I+m ready, willing and able to lend a hand. I+m the sandbag holding up a flood, or just a hand holding the door. I+m caffeinated. Agitated. Abbreviated. Accelerated. And anxious to slow down just a little bit. I+m yesterday. I+m today. But most importantly I+m your tomorrow. I+m what you never thought the world would come to and everything you hoped it would be. I+m alone. I+m together. I+m told I can't change the world—I+m still going to try. I+m a part of something bigger than myself, bigger than you, bigger than everything that surrounds us. You and me. Me and him. Him, and her, and us, and them. I+m we. Together, we can save a life.



AMERICAN RED CROSS - I'M MANIFESTO
4 OF 13
WILDPPOSTING, BILLBOARD, PHONE BOOTH, T-SHIRT, TAXI



**I+ m part of
something
larger than
myself.**


A POSITIVE

Together we can save a life.
www.RedCross.org

I'm flesh and blood. I'm a teacher by day and a magician by night. I'm more than a series of digits. I play baseball. I'm CPR trained. I'm ice cream addicted. I'm out in the world, open to strangers, willing to help. I'm selfish one minute, selfless the next. I'm more than myself, more than my clothes and surroundings. I'm growing into everyone around me. I'm Red Cross.

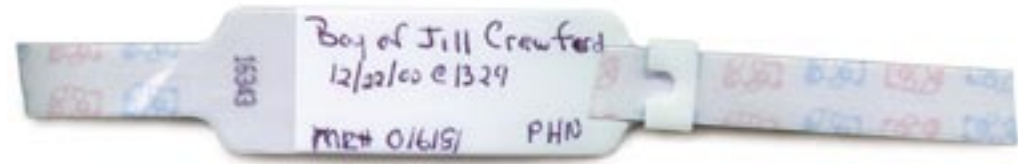
Together we can save a life.
www.RedCross.org



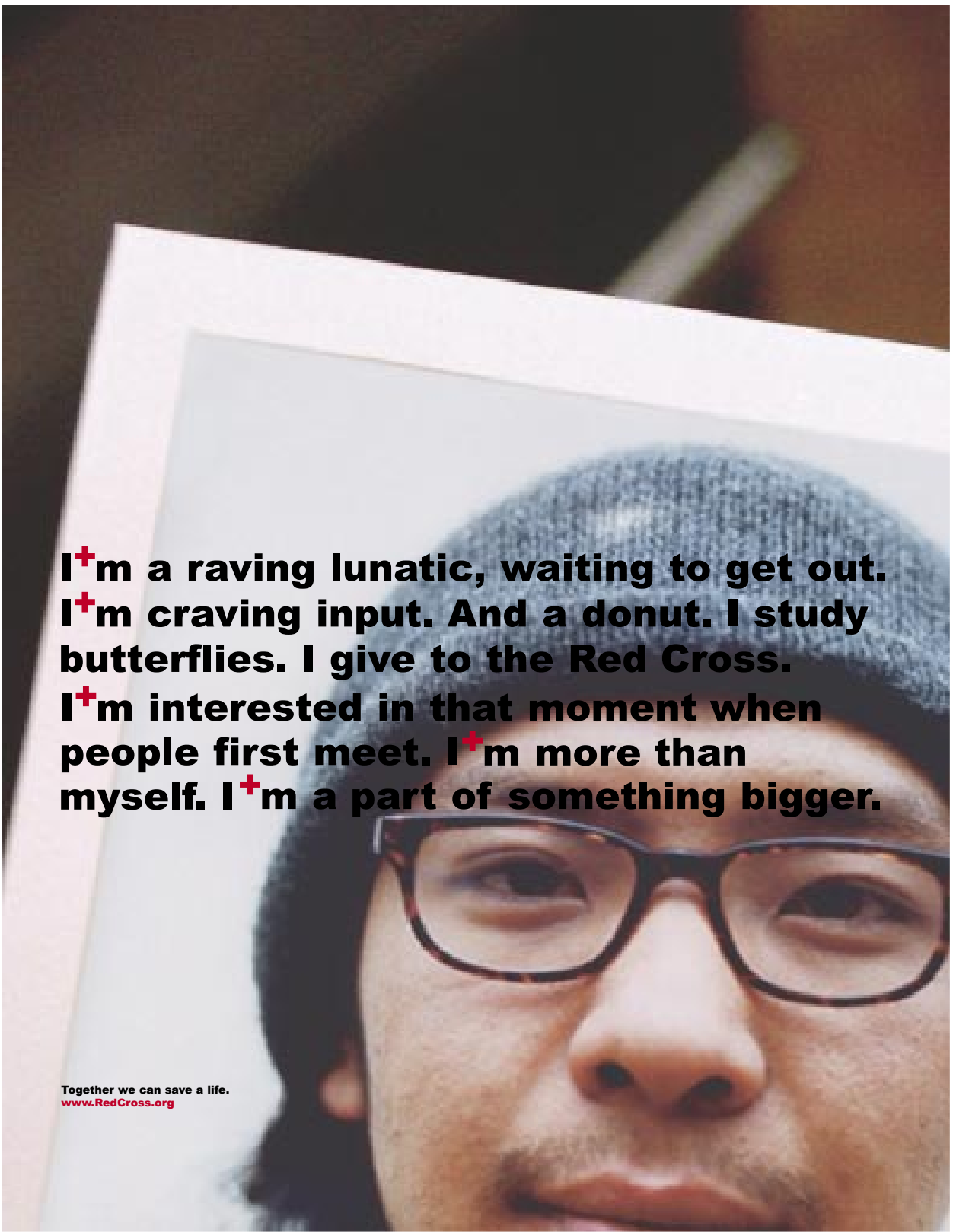


I'm best friends with speed and gravity. I'm uncomfortable in small spaces. I'm always in motion. I like to scare myself. I'm CPR trained. I stop when I see someone in need. I'm attracted to the impossible. I'm part of something bigger than myself. I'm Red Cross.

Together we can save a life.
www.RedCross.org



I'm as old as I want to be. I'm third cousin of the wind, twice removed. I'm building my own house. I'm a Disaster Responder. I've got a strong back. I'm looking for windows into other people's lives. I'm Red Cross.



**I+ m a raving lunatic, waiting to get out.
I+ m craving input. And a donut. I study
butterflies. I give to the Red Cross.
I+ m interested in that moment when
people first meet. I+ m more than
myself. I+ m a part of something bigger.**

Together we can save a life.
www.RedCross.org

I'm . I'm
 . I when I'm
 , but I also
when I'm . The one thing
I is . If I
only had 1 day left on this planet
I'd
 .
I'm and I'm obsessed
with . I'm eager to try
 . I'm
without my . I'm
daydreaming about .
I'm wondering if I should
 or .

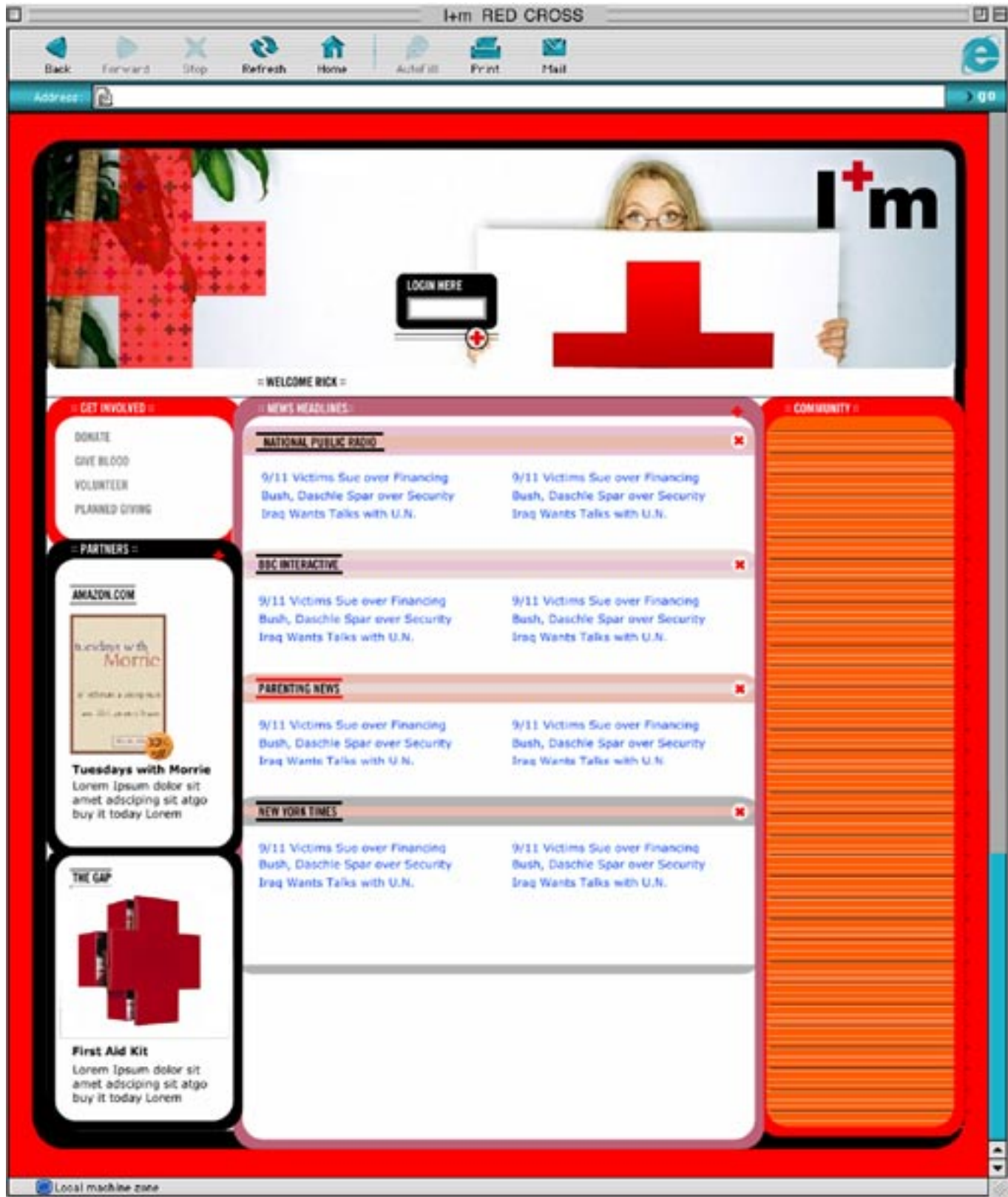
Name:

Address:

Email:

Please fill out and attach photo.
Mail to: American Red Cross, 431 18th Street NW, Washington, DC, 20006.

Together we can save a life.
www.RedCross.org



AMERICAN RED CROSS - I+M RED CROSS WEBSITE
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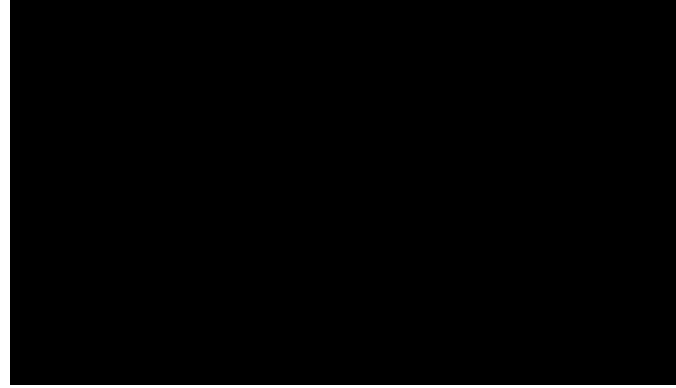
THE I+M RED CROSS WEBSITE WOULD BE THE GROUNDING POINT FOR ALL I+M INFORMATION - WHERE TO QUICKLY FIND THE NEAREST BLOOD DONATION SITE, SCHEDULES OF CPR CLASSES, ETC. THE WEBSITE WILL FEATURE AN EASY "DONATE NOW" BUTTON, PRINTABLE MAPS TO THE NEAREST LOCAL RED CROSS CHAPTER. SOME OTHER WEBSITE IDEAS INCLUDE A WAY FOR YOU TO E-MAIL FRIENDS TO DONATE BLOOD TOGETHER, THE ABILITY TO SUBMIT YOUR OWN "I+M" STATEMENT ABOUT YOURSELF, A CHATROOM AND ONLINE STORE TO PURCHASE I+M GEAR.





AMERICAN RED CROSS - I+M BOOK
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THE ENTIRE I+M CAMPAIGN WOULD BE CAPTURED AND DOCUMENTED IN A BOOK THAT WOULD BE THE VOICE OF A NEW RED CROSS GENERATION. IT WOULD INCLUDE ALL THE INDIVIDUALS THAT BECAME A PART OF THE I+M MOVEMENT. THE ONES THAT DONATED BLOOD, DONATED MONEY, TOOK A CPR CLASS, ALL WHO TOOK A STAND, ALL WHO GAVE IN SOME WAY, ALL WHO HELPED TO INSPIRE US TO JOIN THEM IN THE AMERICAN RED CROSS.



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