



# Climate Crisis and Insights at the American Red Cross

February 2025



**American  
Red Cross**

*We prevent and alleviate human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.*



Biomedical Services

Disaster Cycle Services

Training Services

International Services

Service to Armed Forces

# Every day, we alleviate suffering for thousands of people:



Helping **175 families** affected by home fires or other disasters.



Collecting **12,000 blood donations** to help people facing medical crises.



Providing **1,400 services to military members**, veterans and their families facing emergencies.



Delivering measles and rubella vaccinations to **320,000 children** worldwide.



Training **14,000 people** in lifesaving skills.

With the power of  
**volunteers**, we are  
**incredibly efficient.**

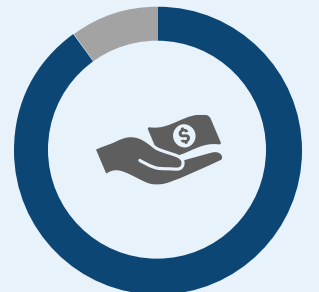


**90%**

of our workforce  
is volunteer.

**90¢**

of every dollar  
we spend  
delivers care.



# Market Research

# Marketing Optimization & Data Strategy (MODS)

**Data-driven strategies & actionable insights that support donor growth & long-term value.**



Financial Donors



Blood Donors



Course Takers & Store  
Purchasers



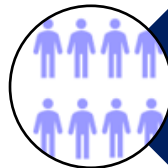
Volunteers



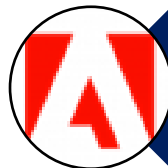
Business Intelligence & Digital Analytics



Market Research & Donor Insights



Predictive Modeling & Segmentation



Adobe Marketing Optimization & Operations



Cross-Marketing between Business Units

# Market Research at Scale

From design, to deployment, to analytics, to automated visualization of results

## Survey Design & Deployment

Adobe platform deploys personalized survey invitation



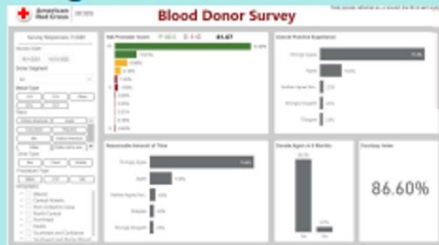
## Red Cross Blood Donors

Receive personalized survey experience



## Dashboards & Analytics

Survey metrics flow into PowerBI for reporting & visualization



*Market  
Research at  
Scale*

Millions of surveys  
sent each year

## Enterprise Data Warehouse

Donor response data sent to Adobe tables then to EDW



teradata.



# Scope Leveraging Adobe Platform

In last five years, more than 25 million invitations have been sent, yielding more than 7 million responses.

Survey Name	Line of Business
Biomed Donor Satisfaction	Biomed
Hospital Satisfaction	Biomed
Sponsor Satisfaction	Biomed
New Donor Interest	Fundraising
Planned Giving Interest	Fundraising (PG)
Planned Giving Tiffany Circle	Fundraising (PG)
New email sign up	RCO/Digital
New Volunteer Satisfaction	Volunteer
Volunteer Anniversary	Volunteer
Volunteer Friends and Family Referral	Volunteer
Exec Director/Regional Leadership Team Survey	Field Support



# Custom Research

More and more research requests for a growing variety of business questions.

- **Climate Crisis Market Research**
- **Hispanic perceptions of blood donation**
- **Research on Power Red donors**
- **Merchandise preference**
- **Giving Day research**
- **Social Media survey**
- **Disaster Preparedness**
- **Misinformation/Disinformation**
- **Accessibility**
- **LGBTQ+ perceptions**
- **Financial donations**
- **Promotional giveaways**
- **Wildfire Preparedness Campaign**
- **Hospital Education survey**
- **Public Health Awareness**





Last year, nearly 2.5 million people in the U.S. were displaced from their homes due to disasters.<sup>1</sup>



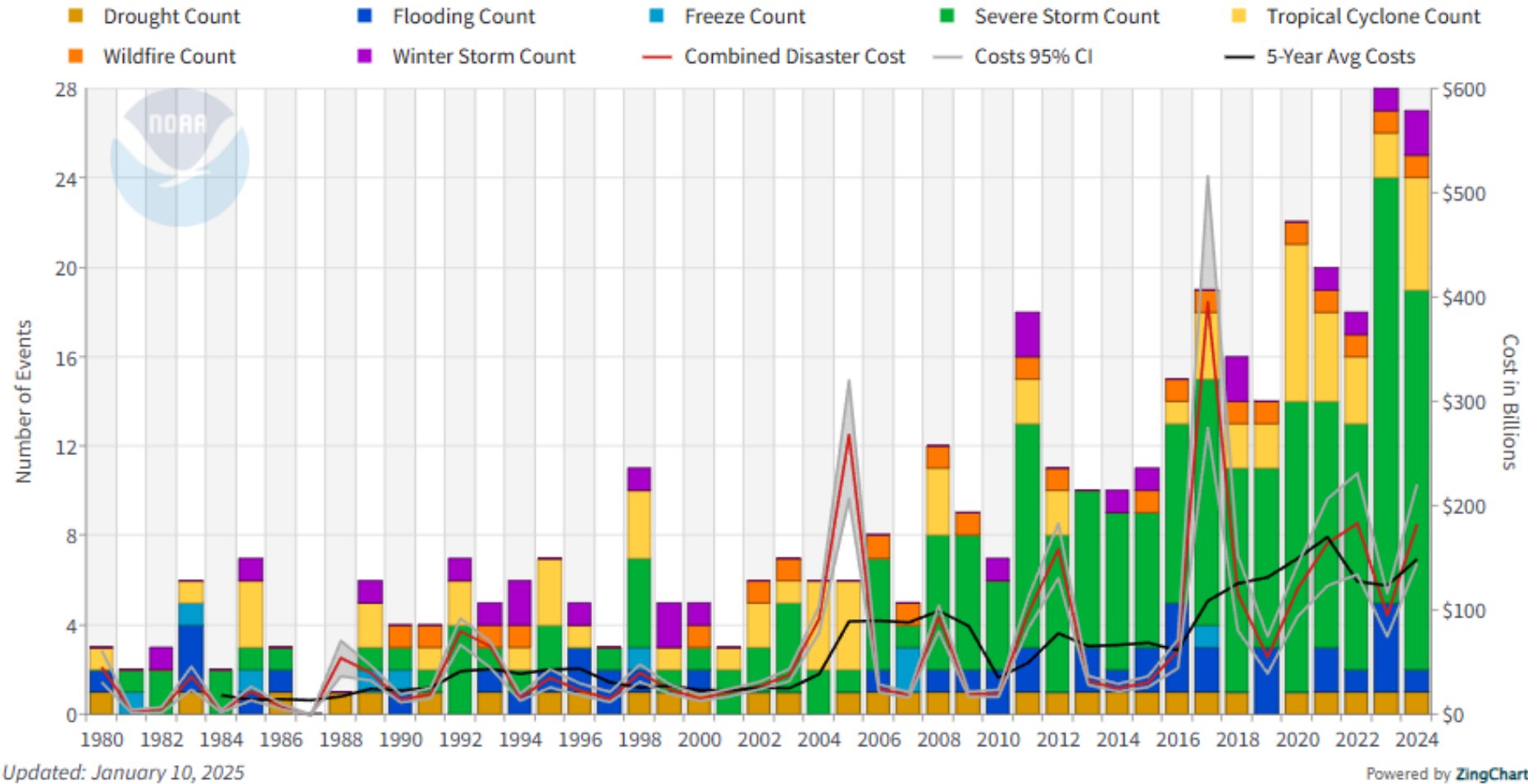
In the past 10 years, **more than 88% of U.S. counties** have been **impacted by a disaster.**<sup>2</sup>

**The American Red Cross is now launching two times as many relief operations for major disasters than we did a decade ago.**



<sup>1</sup> Disasters Displaced 2.5 Million People In U.S. In 2023 | Weather.com

## United States Billion-Dollar Disaster Events 1980-2024 (CPI-Adjusted)



•NOAA National Centers for Environmental Information (NCEI) U.S. Billion-Dollar Weather and Climate Disasters (2025). <https://www.ncei.noaa.gov/access/billions/>

# Climate Crisis: How We Got Here

Journey: From not talking about “climate” to announcing a robust “climate crisis” plan



# What is (and isn't) a climate disaster?

World Weather Attribution's Reporting [Guide](#) for Journalists



## HEAT

Heatwaves are stronger and more likely to happen



## FLOODS

Extreme rainfall is more common and intense, plus flooding is more frequent and severe



## HURRICANES

Increased chance of intense and destructive storms, plus increased rainfall and storm surges



## WILDFIRES

Increased likelihood of fire weather (heat, drought and strong wind), actual fires and total burned acreage

# Goals

Position the American Red Cross as a leader in helping people and communities affected by severe weather due to the climate crisis through:



**Raising visibility** about how the people and communities we serve are impacted.

**Building support** for adapting our mission and growing our disaster response capacity.

**Positioning our experts as thought-leaders** with a distinct and unique perspective.

**Capturing and sharing content** to put a human face on the climate crisis and our work.

**Highlighting the disproportionate impact** on Latino and Black communities and encouraging preparedness action.

**Informing and empowering staff** to share information about our climate crisis initiative and to participate with organization-wide sustainability efforts.

# National Media Outreach

## Executing on key visibility efforts and supporting year-round drumbeat

- **Pitching:** Finding and pitching climate-related angles that are timely and relevant to a combination of top-tier national media outlets, business and niche publications and podcasts.
- **Partnerships:** Expanding reach by applying for Trevor to join the Forbes Nonprofit Council. Pursuing visibility opportunities with Task Force members and national media groups including The Weather Channel, Weather.com and The Grio.
- **Events:** Providing communications support (i.e., messaging) and amplifying senior leadership public speaking engagements as opportunities arise.
- **Training:** Developing senior leadership and field staff as national spokespeople with an emphasis on increasing diversity.
- **Research:** Surveying public awareness and perception of Red Cross involvement with the climate crisis on a quarterly basis. Conducting message testing to determine if messaging is directionally correct given the evolving political climate.
- **KPIs:** Media mentions via Cision. Climate disaster recall and agreement via quarterly 1Q survey. Key word popularity and search queries via Google Trends.



# Market Research: Climate Crisis

## **2022: Public and Donor Responses to Messaging re: Climate-oriented Approach to Disaster Relief.**

Examined climate change beliefs and reactions to positioning statements and message testing.

## **2023: Climate Crisis and Donation Behavior;** revisit climate change beliefs.

**2024/Ongoing: Quarterly Climate Crisis Market Research.** Determine awareness and recall of the campaign. Explore perception of the role ARC has in helping people cope with extreme climate change.





# Key Learnings & Outcomes

- This is a **humanitarian crisis**.
- Climate crisis impact : it's easier to attribute climate **trends** rather than specific climate events.
- “The climate crisis has become **more frequent and severe**.”
- We are witnessing a striking number of natural disasters with **greater severity** than ever before. In fact, the number of billion-dollar disasters in the US has **increased by 85%** over the past decade.
- We're launching **twice as many relief operations** than we did a decade ago in response to unrelenting and overlapping disasters.
- We're **expanding our capacity** to deliver emergency aid, enhancing our large scale relief and recovery services.
- We are also doing our part to **reduce our own environmental footprint** through cutting emissions, waste and water use.



# Climate Crisis and American Red Cross



*Thank you*



**American  
Red Cross**