



**American Red Cross**

Washtenaw County Chapter



## Starting and Implementing a **Pledge Red** Program

### **Step 1 – Discuss Pledge Red with payroll and accounts payable.**

- Set a start date.
- Provide payroll and accounts payable with a copy of these instructions.
- Complete & submit the Company Signup Form available at [www.PledgeRed.org](http://www.PledgeRed.org)

### **Step 2 – Introduce Pledge Red to your employees.**

- You and/or a Red Cross representative can present Pledge Red.
- Provide employees with pledge forms and a Red Cross fact sheet.
- Identify a contact person at your company who will collect completed pledge forms.
- Be sure to include a pledge form & Red Cross fact sheet with any new employee orientation materials

### **Step 3 – Provide a copy of completed pledge forms to the American Red Cross – Washtenaw County Chapter**

- Copy completed pledge forms (or we can provide you with a summarizing form)
- For anonymous gifts, black out personal information on the copy being sent to the Red Cross.
- Bundle copied pledge cards and send monthly to:


**Director of Financial Development**  
**American Red Cross – Washtenaw County Chapter**  
4624 Packard Road  
Ann Arbor, MI 48108

### **Step 4 – For Payroll Deductions: Provide payroll with the original pledge form**

- Payroll verifies amount of deduction per paycheck
- Payroll deducts post-tax gift from employee's regular paycheck.
- Each month, payroll provides accounts payable with the total amount of all employee gift deductions  
*Reminder: payroll should not process pledge forms with credit card payments - these should be sent directly to the Red Cross for processing.*

### **Step 5 - Accounts payable sends monthly check to:**

**American Red Cross – Washtenaw County Chapter**  
**Accounts Receivable**  
4624 Packard Road  
Ann Arbor, MI 48108

 **Questions?** Email [info@PledgeRed.org](mailto:info@PledgeRed.org) or call (734) 971 – 5300, or visit online at [www.PledgeRed.org](http://www.PledgeRed.org)