

# Disaster Response Alliance

## Membership Application



This form is to be completed by businesses that wish to join New Zealand Red Cross' Disaster Response Alliance.

Tell us who you are:

1. ORGANISATIONAL INFORMATION	
Company name	
National or regional	
Parent or subsidiary companies	
Industry	
Core business activities	

Tell us how to contact your organisation:

2. CONTACT INFORMATION	
We will need your help when a category 3 disaster strikes (see activation levels at end of this document).	
This section should provide contact information for the person in your organisation who will be responsible for facilitating fundraising and any other agreed contributions as a member of the DRA. To update this information at any time, email <a href="mailto:company@redcross.org.nz">company@redcross.org.nz</a>	
<b>Primary contact name</b>	
Role	
Email	
Phone	
<b>Secondary contact name</b>	
Role	
Email	
Phone	

Tell us how you could be a champion for disaster preparedness:

3. DISASTER READINESS CHANNELS
We hope that DRA partners will become champions of disaster preparedness to support our work strengthening community resilience. We will provide key information, messages and content that you can share at key times throughout the year.

Number of staff	
Number of customers (approximately)	
Number of physical locations	
Region/s	
Briefly describe your target audience for building disaster preparedness	
Describe your communication channels (e.g., email marketing, social media, in-store, etc)	
Will you participate in 'Good and Ready' week in October - sharing assets, resources and key messages (provided) about being prepared for when a disaster strikes?	
Please state any additional disaster preparedness activities that your organisation is interested in being involved in.	

Tell us how your organisation will fundraise for New Zealand Red Cross disaster response and resilience operations:

<b>4. FUNDRAISING CHANNELS</b>	
<p>A key aspect of DRA membership is being able to activate fundraising channels in a disaster. We will provide key information, messages and content. Please refer to the activation levels at the end of this document.</p> <p>It is important to note the distinction between fundraising at level 2 and level 3 activation levels. Fundraising activities at a level 3 activation are mandatory and funds are used specifically in relation to the event. Fundraising activities at a level 2 activations are optional and will support our NZ Disaster Fund or relevant international disaster fund, which helps ensure we are prepared to respond wherever we are needed next.</p>	
Describe your fundraising channels (e.g., in-store, online)	<input type="checkbox"/> Add a donation at point of sale <input type="checkbox"/> Launch online campaign <input type="checkbox"/> In-store donation collections <input type="checkbox"/> Matched giving <input type="checkbox"/> Direct mail campaign <input type="checkbox"/> Other, please state:
Does your organisation have capability to collect online donations? (Please indicate if you require support with setting up online fundraising)	
How will you promote your fundraiser?	
Please indicate any areas of support you require for fundraising	

What are your organisation's social media handles?	Facebook: Twitter: LinkedIn: Instagram:
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Tell us if there are any other ways your organisation could support disaster response activities:

<b>5. OTHER DRA SUPPORT</b>	
Some DRA partners may have useful expertise, skills or goods for disaster response and resilience activities. These contributions are completely optional and may not be appropriate for all DRA members. If your organisation has a potential contribution, please fill out this section. Contributions are utilised based on needs and relevance determined by New Zealand Red Cross.	
Technical skills	
Products, equipment or goods	
Other (please state)	
Are there any logistical or other considerations associated with utilising this support?	

Please indicate your understanding of DRA partnership commitments and membership terms.

<b>6. MEMBERSHIP TERMS</b>	
The DRA partnership term is 3 years duration (membership is \$10,000 p.a. - \$30,000 total) (If this application is approved, your organisation will be supplied with a Corporate Partnerships Agreement, which defines the terms and conditions of the partnership)	Y / N
DRA partners are champions for disaster preparedness (during Good and Ready Week, October, and as agreed)	Y / N
DRA partners fundraise to support disaster response operations (based on activation levels)	Y / N
DRA partners will have priority access to disaster updates, fundraising support and awareness messaging and resources. However, these activities are not exclusive or limited to DRA partners.	Y / N
Following acceptance of your application and receipt of payment, you will be provided with a New Zealand Red Cross Disaster Response Alliance logo and logo use terms.	Y / N
Disaster Response Alliance partners that do not meet these commitments will be subject to review.	Y / N

Please confirm that you have authority to complete this membership application on behalf of your organisation.

<b>7. AUTHORITY</b>	
Name of the person completing this form	
Role	
Signature	

Once you have submitted this membership application form, you can expect to hear from us within 5 working days. We will advise the outcome of your application and next steps, or we may request additional information. If you'd like to contact us about your application, please email [company@redcross.org.nz](mailto:company@redcross.org.nz)

## Disaster Response Alliance Activation Levels

<p><b>Category 3 disaster:</b> DRA activation: <b>Mandatory</b> - funds tagged to event</p>	
<p><b>Event:</b> Severe national, regional or local emergency Large scale event   Serious risk to life or property   Long-term recovery likely <i>NZRC mandated to respond at CDEM/lead agency request</i></p> <p><b>Response:</b> DWST volunteers, vehicles and emergency management equipment deployed, psychosocial support, needs assessments, logistical and practical support, sustained response and recovery efforts, on-ground communications support E.g., Canterbury earthquakes 2010/11.</p>	
<p><b>Category 2 disaster:</b> DRA activation: <b>Optional / Encouraged</b> - NZ Disaster Fund or relevant international disaster fund</p>	
<p><b>Event:</b> Serious regional or local emergency</p> <p>Medium- large scale event   Livelihoods or homes under threat   Moderate risk to safety   Potential for escalation <i>NZRC mandated to respond at CDEM/lead agency request</i></p> <p><b>Response:</b> DWST volunteers and vehicles deployed, psychosocial support, needs assessments, logistical and practical support, sustained response efforts, on-ground communications support E.g., Nelson bushfires, Hawke’s Bay floods, Auckland tornado</p>	<p><b>OR</b> International emergency (e.g., cyclone in Pacific)</p> <p>Medium- large scale event   Livelihoods and homes under threat   Moderate risk to safety <i>NZRC disaster response at IFRC or MFAT request</i></p> <p><b>Response:</b> Emergency supplies dispatched, delegate/s and recovery equipment deployed, logistical and practical support E.g., Cyclone Yasa</p>
<p><b>Category 1 disaster:</b> DRA activation: <b>Not requested, notification, share information</b></p>	
<p><b>Event:</b> Local emergency</p> <p>Small- medium scale event   Livelihoods or homes under threat   Managed risk to safety   Risk contained <i>NZRC mandated response at CDEM/ lead agency request</i></p> <p><b>Response:</b> DWST volunteers and vehicles deployed, psychosocial support, needs assessments, logistical and practical support E.g., Plimmerton floods</p>	
<p><b>Pre-disaster:</b> DRA activation: <b>Optional, as relevant</b></p>	
<p><b>Readiness and resilience-building:</b></p> <ul style="list-style-type: none"> <li>• Good and Ready team training workshops</li> <li>• Grab-bags and first aid equipment and team training</li> <li>• Workplace awareness, engagement, fundraising opportunities</li> </ul>	