



Media Kit



Tiny
DEEDS

Tremendous
GOOD[®]



FREE ONLINE FUNDRAISING

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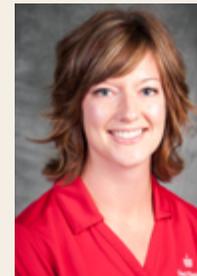
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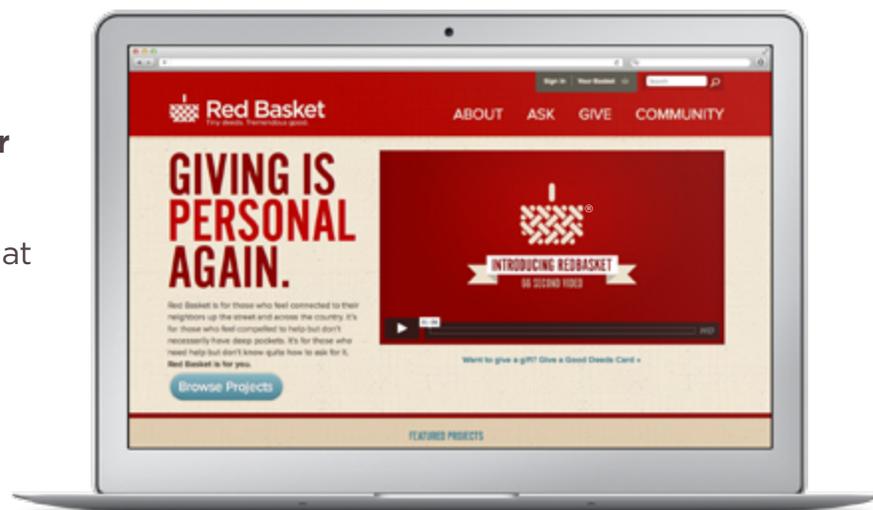
RED BASKET IS ...

- a nonprofit crowdfunding website dedicated to helping individuals raise money for personal emergencies and community improvement projects in a fee-free environment
- A 100% fee-free crowdfunding platform
- Fully supported by WoodmenLife,SM which covers Red Basket's administrative costs in their entirety
- A 501(c)3 non-profit public charity headquartered in Omaha, NE, and serving individuals and community projects nationwide



THE LIFE OF A RED BASKET STORY

- The individual or community project (“Asker”) **fills out our online application.**
- Red Basket vets the application, writes the fundraising story and **publishes the story on RedBasket.org.**
- The **Asker shares their story** via social media and email by using our easy-to-use sharing tools.
- **Donors (“Givers”)** support the story via monetary donations, signing up to volunteer and sharing the story.
- **The Asker posts project updates** and can answer questions from Givers.
- **Red Basket pays all money raised to the Asker** via an ACH transaction.
- Unlike some other crowdfunding sites, **the Asker receives the funds even if they do not reach their overall goal.**
- The Asker continues to post project updates so that **Givers know how their money made an impact.**



NO FEES

We have no fees.

Red Basket is 100% free for anyone raising money (Askers) and for anyone donating money (Givers).

Free for Askers

- No platform fees
- No set up fees
- No percentage deduction of money raised

Free for Givers

- No credit card processing fees
- No requests to support our operating costs

Sound too good to be true? It's not!

WoodmenLifeSM created Red Basket[®] in 2012 as a way to bring their current model of community giving into the digital age. WoodmenLife not only houses Red Basket — giving us the creative space to do what we do — but also provides funding for Red Basket's administrative fees and operating costs. That way, Red Basket can operate as a crowdfunding platform that is completely free of any fees.

We simply ask that you spread the word about Red Basket so that others can enjoy the no-cost benefits of using Red Basket just like you!

FIVE QUICK QUESTIONS

What is Red Basket?

Red Basket is a fee-free crowdfunding website that individuals and community groups can use to share their story, collect donations and recruit volunteers.

Who can use Red Basket?

Anyone with a financial need due to a medical condition, accident, act of nature or natural disaster can use Red Basket. In addition, Red Basket can also be used to raise money and recruit volunteers for community improvement projects.

How much does it cost?

Red Basket is 100% free to donors, as well as individuals and community projects receiving donations. We charge absolutely no fees – not even credit card processing fees. We maintain a fee-free crowdfunding platform because of the financial support of WoodmenLife, which pays all of our operating expenses.

What makes Red Basket different?

Red Basket is 100% free. Most other crowdfunding websites charge a fee either to donors or grant recipients, and many charge a credit card processing fee.

Red Basket is a 501(c)3 public charity. This means that donations made on Red Basket are eligible for a tax deduction, whereas grants generally are not considered taxable income to the recipient.

Red Basket pays every penny raised to the individual or community project in need. On some other crowdfunding sites, grants are only paid if the fundraising goal is met.

Red Basket offers Good Start. As long as there is at least \$50 in the Good Start fund, we seed new campaigns published on Red Basket with a \$50 donation to get them started.

Red Basket offers matching donations to WoodmenLife members. Active and in good standing members of WoodmenLife may be eligible for a once-per-year matching donation of \$25, when they make a donation via RedBasket.org.

What measures does Red Basket take to protect against fraud?

We protect against fraud by doing our homework. We call references and collect documentation before publishing a campaign, and we also collect receipts to ensure the donated money was spent as intended. A third party is not allowed to run a fundraising campaign on behalf of someone without the intended recipient's approval.

IMPACT

Since its inception in October 2012 through June 2015, Red Basket has:

- Paid more than \$838,000 to 197 individuals across the United States
- Paid more than \$68,000 to 51 community improvement projects across the United States
- Received more than \$1,000,000 in donations from more than 10,000 donors
- Completed 266 fundraising campaigns
- Had more than 880 WoodmenLife members increase their personal donation with available WoodmenLife Match dollars of \$25 per year, for a total of \$22,100



TESTIMONIALS

“Thank you for all of your help and encouragement. We are so glad that DomestiPUPS directed us to Red Basket; you all made our fundraising project easy and fun. We are so thrilled with the results.”

— *Kristin Pluhacek* of Leo’s New Best Friend

“It was a great project! All of your staff was so helpful and the website was so professional and wonderful! I would highly recommend this site for any important project!”

— *Joan Winter* of Katelyn’s Hopes & Dreams

“Our experience with Red Basket has been outstanding. I appreciate all you did for the Rodgers family and for all the other deserving people on the website.”

— *Vicki Meinhardt* of Caring for Rod

“I think what your organization is allowing people to do is awesome. As a family, we looked at a few other sites, but yours was by far the most professional and user-friendly one out there. We also appreciate the time and care that is taken to help tell our story. We hope that we are able to give back to other projects in the future, as well.”

— *Karin Rohrig* of Gwen’s Gift

“Red Basket helped our family in more ways than imaginable. Not only is it an easy-to-use crowdfunding site, the staff is incredible to work with. Thanks for all your support and for publishing our project!”

— *Kali McElroy* of Team Kevin



MEDIA

Halifax County Cancer Association Turns to Red Basket as Way to Raise Additional Funds

The Gazette-Virginian – South Boston, VA

http://www.yourgv.com/lifestyles/society/article_82599f7c-2fba-11e5-8593-63026b6e1baa.html

No Fees Charged with Red Basket Crowdfunding

Gridley Herald – Gridley, CA

<http://www.gridleyherald.com/article/20150408/NEWS/150409737>

To Keep Daughter Safe, Albuquerque Family Needs Minivan

KRQE News 13 – Albuquerque, NM

<http://krqe.com/2015/07/15/to-keep-daughter-safe-albuquerque-family-needs-minivan/>

Volunteers Build Boxes for Displaced Sled Dogs in Willow

NewsMiner.com - Alaska

http://www.newsminer.com/news/local_news/volunteers-build-boxes-for-displaced-sled-dogs-in-willow/article_a0f2a5bc-1e2d-11e5-8f74-33810e00cfda.html

Red Basket Offers Online Fundraiser Alternative

WDJT – Milwaukee, WI

<http://www.cbs58.com/story/28289468/red-basket-offers-online-fundraiser-alternative>

Jacksonville Couple Rebuilding 60 Years of Memories After Devastating House Fire

KYTX CBS 19 – Tyler, TX

<http://www.cbs19.tv/story/29505413/jacksonville-couple-rebuilding-60-years-of-memories-after-devastating-house-fire>

Tecumseh Students Raise Memorial Funds

The Shawnee News-Star – Shawnee, OK

<http://www.news-star.com/article/20150530/NEWS/150529729>

Red Basket Helping Families in Need

KRBC – Abilene, TX

<http://www.bigcountryhomepage.com/news/red-basket-helping-families-in-need>

Charity Helping Woman Who Was Paralyzed, Shot During Botched Robbery

KOCO – Oklahoma City, OK

<http://www.koco.com/crime/charity-helping-woman-who-was-paralyzed-shot-during-botched-robbery/31385566>

Dana's Road to Recovery

Newton Daily News – Newton, IA

<https://newtondailynews.shawcms.com/2015/06/30/danas-road-to-recovery/aavmjet/?page=1>

For even more stories ...

These stories highlight just a few of the great things happening at Red Basket!

To read more Red Basket success stories and positive press coverage, visit:

<http://redbasket.org/news/2015/4/15/recent-press>

LOGO USE

The horizontal Red Basket logo is the preferred identity mark (horizontal.eps). It should be used in a horizontal application, with the basket symbol to the left of Red Basket. If horizontal space is limited, the vertical stacked Red Basket logo is approved for use (vertical.eps).

Never redraw or alter the logo, including the placement and size relationship of the basket symbol. Please use authorized artwork provided by Red Basket.

<https://redbasket.org/assets/cache/downloads/RedBasket-logo.zip-93e36eeec97b8b948acb31d3f3468e14.zip>



horizontal.eps



vertical.eps

Tiny deeds.
Tremendous good.®

tag.eps



mark.eps



horizontal-tag.eps



vertical-tag.eps
and vertical-tag-white.eps

A Few Dos and Don'ts

- **DO NOT** alter the colors of the logo.
- **DO NOT** skew, rotate, or disproportionately scale the logo or basket.
- **DO NOT** put any graphics on top of or behind the logo.