

Red Cross gift card redemption process

Please save a picture of these instructions if you've had issues before!

Instructions on how to redeem the gift card will be emailed to the address listed on the presenting donor's American Red Cross donor profile approximately thirty (30) days after attempted donation(s). I recommend setting a "reminder" in your calendar for a month after your donation to make sure you don't forget!

In most instances, the e-gift card fulfillment email will be delivered to donors **with an email on file with the Red Cross** from American Red Cross (no-reply@givebloodtoday.redcrossblood.org) and will have a subject line of "Thank You."

These emails are notorious for being filtered into a "Junk" or "Spam" folder, so please be sure to check these folders. You can also use the search function to look for emails from the above email address.

If it has been a month and you still have not received the email, please reach out to Red Cross Customer Care. They can see what day it was sent and what email it was sent to, as well as correct this if it was sent to the wrong account or your email was not on record. They are very good troubleshooters! I recommend calling them, but you may also email.

Customer Care: 1 (855) 210-1278 or CustomerCare@redcross.org

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