



For Immediate Release

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Metro Atlanta Red Cross Elects Sam Craig to the Board of Directors

(Atlanta, Ga)— July 21, 2016—The American Red Cross of Metropolitan Atlanta has elected *Elevate's* Sam Craig as a new member of the Board of Directors.

Sam Craig, a Development Officer at *Elevate*, first got involved with the American Red Cross five years ago while a freshman at the University of Georgia. During his time at the University of Georgia, Mr. Craig served a two-year term as the UGA Red Cross president and eventually landed an internship with the American Red Cross Metro Atlanta chapter on the Financial Development Team. He previously served a one-year term on the Board of Directors for the East GA Chapter from 2013-2014.

For his hard work & dedication to the American Red Cross, Sam has been acknowledged with a substantial amount of awards. Sam received the 2013 American Red Cross Presidential Award for Excellence (National Headquarters), Division Award for Excellence (Southeast and Caribbean Division), and the Community Impact Hero Award (East Georgia Chapter).

“I am excited about the opportunity to serve the Metro Atlanta Red Cross Chapter as a board member,” said Mr. Craig. “The impact this chapter makes in the Atlanta area is significant and I am looking forward to serving as an ambassador for the Red Cross mission in our local community.”

Sam will serve a three-year term on the Metro Atlanta Red Cross board of directors starting July 1st, 2016. The board consists of 30 members representing the 13-county Metro Atlanta area. As a board member, one of Sam's priorities will be to spearhead the effort to develop and lead the newly formed Atlanta Red Cross Young Professionals Council.

About Elevate:

Elevate is a full-service fundraising and annual communication consulting firm specializing in fraternal organizations. *Elevate* works with volunteer house corporations, alumni associations, and chapter advisors of local chapters of national fraternities and sororities, to manage their alumni/alumnae communication programs, as well as manage and execute major capital campaigns.

Elevate believes in giving back to our community and organizations, while encouraging all of our employees to volunteer. What makes our team members so effective in working with our clients is our ability to understand their challenges and opportunities, along with our knowledge and expertise from our volunteer service.

Our team helps our clients communicate and articulate the vision of their project via print, email, and in-person meetings to the larger alumni/alumnae base to raise money to buy, build, or renovate chapter housing. The *Elevate* team has helped fraternal client raise in excess of \$100 million through annual contributions and major capital campaigns.

Contact us today so we can help you *Elevate* your organization!