

**Learn more about
USAID Center for International
Disaster Information (CIDI)**

PSAid.ORG



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Dear Public Service Director,

When a disaster hits our world, whether it be a hurricane, flood, pandemic or conflict, we often look for ways in which we can provide help and support to those in need. While many of us choose to help by donating goods—such as food, water, medication or clothing—material items can actually hinder disaster relief efforts. For example, unsolicited material donations can be expensive to ship to other countries. They are sometimes perishable or culturally inappropriate. They can clog up runways and airfields. Cash donations, on the other hand, allow aid groups to purchase exactly what is needed, when it is needed, allowing them the maximum flexibility to meet changing needs—all while bolstering the local economy.

[The USAID Center for International Disaster Information \(CIDI\)](#) was created in 1988 to inform the public about the advantages of giving monetary donations to relief organizations and warn about the risks of donating unsolicited material goods. Through its "Cash is Best" messaging, CIDI's goal is to inform and empower the public to make informed decisions on how best to help people affected by disasters.

We hope that you will help inform your audience about the most efficient way to help disaster survivors by airing the new PSAs "**Cash Can Be**" (:30), "**Piggy Bank Builder**" (:30) and "**Donate Efficiently, Donate Cash**" (:30). These PSAs, which were all created by Arizona State University students who were the winners of the 15th annual [Public Service Announcements for International Disasters contest](#), demonstrate how cash donations offer the greatest benefit to those impacted after a disaster strikes. **Please note these PSAs do not ask for monetary donations to a specific cause or organization, but rather serve to educate viewers about the varied and effective ways in which cash donations can be used for international disaster relief.** We hope that you will air these PSAs, which have **no end date for use**, as soon and as often as possible.

Thank you in advance for your support and consideration.

Sincerely,

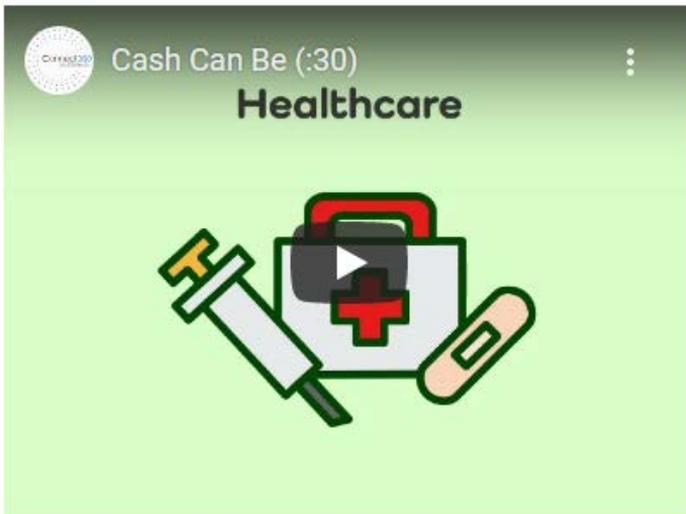


Carol Han, USAID's Bureau for Humanitarian Assistance
Content and Online Communications Team Leader

Cash Is Best

PSAid is a nationwide, annual contest that calls for Public Service Announcement ("PSA") entries that demonstrate why monetary donations are the most effective way to support international disaster relief. Through PSAid, contestants help educate prospective donors about why cash donations have substantially greater positive impacts on international disaster relief than material donations.

When Americans give responsibly, they provide support that is most beneficial to disaster relief and recovery efforts overseas. The message is simple: save lives, save money – send cash. To learn more, please watch the PSA below titled "**Cash Can Be**" (:30). Also available for use is "**Piggy Bank Builder**" (:30) and "**Donate Efficiently, Donate Cash**" (:30). We ask that you please air these PSAs, which have **no end date for use** as soon and as often as possible.



"Cash Can Be" (:30)

1. Animated graphic of a black line that turns into a cash icon.

GRAPHIC:

When disasters strike, there is a simple way to help.

MUSIC UP AND UNDER

2. Animated graphic of a cash icon.

GRAPHIC:

Cash is simple, fast and flexible.
Cash can be...

3. Animated graphic of a shirt.

GRAPHIC:

Appropriate clothing

4. Animated graphic of food icons.

GRAPHIC:

Nutritional food

5. Animated graphic of healthcare icons.

GRAPHIC:

Healthcare

TV PSA SCRIPTS

[Download All PSA Scripts](#)

"Cash Can Be" (:30 continued)	
6. Animated graphic of a house. GRAPHIC: Shelter	
7. Animated graphic of people. GRAPHIC: And can help reunite families	
8. Animated graphic of a cash icon. GRAPHIC: Cash is flexible Cash is best USAID logo Center For International Disaster Information logo	FADE SOUND AND PICTURE OUT

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs available for digital download below:

www.c360m.com/PSAConnect/USAID/

No End Date For Use

Cash Can Be (:30)

Piggy Bank Builder (:30)

Donate Efficiently, Donate Cash (:30)

Please let us know your preferences on receiving PSAs by contacting:

Shaliza Thomas via email at sthomas@c360m.com
or by phone at (212) 624-9187.