



USAID
FROM THE AMERICAN PEOPLE



Cash is best
for food



Cash is best
for first aid



Cash
opens the door
to faster supplies
for disaster areas

When disaster strikes, no matter where and when cash is best.

**USAID Center for International
Disaster Information (CIDI)**

TV PUBLIC SERVICE CAMPAIGN

ABOUT USAID

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 support donors and relief agencies as they work to provide quick, effective, and efficient relief to people affected by disasters. CIDI also provides guidance on donations to individuals, groups, embassies, businesses, and corporations.



Not every donation fits the needs of an international disaster but *money* does! That's why **CASH IS BEST!**

Learn more about
the USAID Cash is Best campaign

CIDI.ORG



FACEBOOK



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LINKEDIN

Dear Public Service Director,

When disaster strikes around the world, whether it be a hurricane, flood, pandemic or conflict, Americans overwhelmingly want to help. However, material donations—like food, water, and clothing—are expensive to ship, often don't match what is needed, are sometimes culturally inappropriate, and require sorting and storage which can hinder relief efforts. Whereas monetary donations – like cash, credit card, or online direct donations – allow humanitarian organizations to directly purchase what is needed on the ground, while also helping to stimulate the local economy. This is why USAID is asking you to air the PSAs from their recent college design contest that convey this "Cash is Best" message.

This message could not be more critical as the world continues to face devastating international disasters. We've heard directly from aid workers on the ground who asked USAID to reiterate the message that 'cash is best.' Cash donations are what our partners need to help ensure people abroad affected by these disasters get what they need most when they need it.

[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 the "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 you will help inform your audiences by airing the new PSAs "**Cash is Best Wordle**" (:30), "**Cash Creates Choice**" (:30) and "**Cash Is For...**" (:15).

These PSAs were all created by Arizona State University students and represent the winning PSAs from the 17th annual [Public Service Announcements for International Disasters contest](#). They demonstrate how cash donations offer the greatest benefit to those impacted after a disaster strikes internationally. **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,



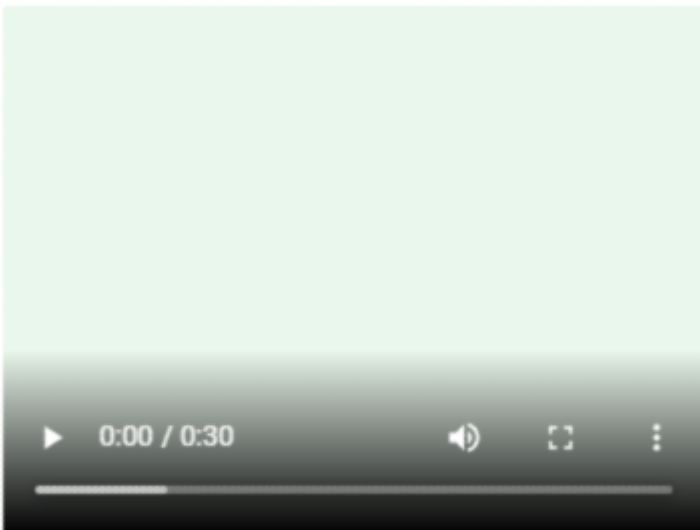
Carol Han, USAID's Bureau for Humanitarian Assistance
Content and Online Communications Team Leader

Cash Is Best

PSAid is a nationwide, annual contest that calls for Public Service Announcements that demonstrate why monetary donations are the most effective way to support international disaster relief. PSAid is sponsored and run by the Center for International Disaster Information (CIDI) and is supported by the U.S. Agency for International Development (USAID). USAID CIDI works with USAID's Bureau for Humanitarian Assistance (BHA), the US Government's "first responder" to emergencies overseas, to inform people about the most effective public support of international disaster response.

The USAID CIDI works to inform the public on the most effective ways to donate after disaster strikes. Unsolicited items can clog supply chains and disrupt disaster operations by taking up valuable space needed by aid groups to receive and distribute critical relief supplies. Cash donations, by stark contrast, can be used immediately by relief organizations to purchase exactly what is needed, when it is needed. Monetary donations enable aid groups to purchase culturally and nutritionally appropriate provisions close to the disaster site. And since they're bought locally, they also help support the local economy.

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 is Best Wordle**" (:30). Also available for use is "**Cash Creates Choice**" (:30) and "**Cash is for...**" (:15). We ask that you please air these PSA



"Cash is Best Wordle" (:30)

GRAPHICS: GAUZE, WATER, GRAIN, SHOES, MONEY. Not every donation fits the needs of an international disaster, but money does! That's why CASH IS BEST! For more information please visit www.CIDI.org.

"Cash Creates Choice" (:30)

NARRATOR V/O: When disaster strikes, no matter where and when cash is best. Those in crisis are able to decide where that money goes. It's easily exchanged and received across borders and nobody knows the needs of a community in crisis better than the people within it. With Cash, help those exactly where it's needed, when it's needed. Ultimately, cash creates choice and when it comes to what we should send to communities in need, our choice is simple.

"Cash Is For..." (:15)

GRAPHICS: Cash is best for clothes, for food, for first aid, for tools. Cash opens the door to faster supplies for disaster areas. For more information, please visit www.CIDI.org.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs available for digital download below:

www.psaconnect.c360m.com/USAID

No End Date For Use

"Cash is Best Wordle" (:30)
"Cash Creates Choice" (:30)
"Cash Is For..." (:15)

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

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

When international disasters strike,
Cash can be a lot of things to
those that need it quickly.



**CASH IS
BEST.**

Visit www.cdi.org for more information.





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