



**USAID**  
FROM THE AMERICAN PEOPLE

# Change is *magic*

Necessities are ever changing.  
When an international disaster  
strikes, turn your money into  
supplies that people need.

Cash is best.

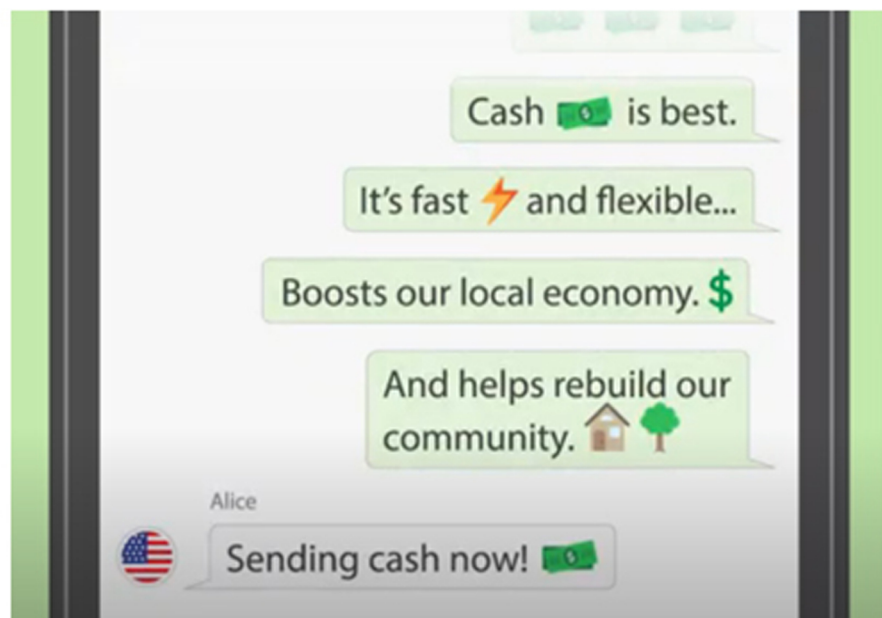


**USAID Center for International  
Disaster Information (CIDI)**

**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 international disasters. CIDI also provides guidance on donations to individuals, groups, embassies, businesses, and corporations.



**Learn more about  
the USAID Cash is Best campaign**

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Dear Public Service Director,

When disaster strikes internationally, Americans want to help. While well intentioned, most people are unaware that donating material goods can hinder relief efforts by creating logistical challenges and overwhelming local infrastructure. Monetary donations to trusted organizations working on the ground helps support international disaster relief efforts and makes a meaningful impact in the lives of those affected by these devastating events. This is why USAID is asking you to air the PSAs from their recent college design contest that conveys 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 needed 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 "**Global Chat**" (:30), "**No Matter the Disaster**" (:30) and "**Quick and in Quantity**" (:30). These PSAs were created by students from across the country and represent the winning PSAs from the 18th annual [Public Service Announcements for International Disasters contest](#). They demonstrate how monetary 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  
Strategic Communications and Humanitarian Information Division Chief

### "Global Chat" (:30)

**GRAPHICS:** For disaster relief, cash is best. It's fast and flexible, boosts our local economy and helps rebuild our communities.

For more information, please visit [www.CIDI.org](http://www.CIDI.org).

### "No Matter the Disaster" (:30)

**GRAPHICS:** Cash is best for providing household items and building supplies: toilet paper, flashlights, batteries, hammers and nails. Cash is best for providing medicine and medical supplies: oxygen tank, first-aid kit, menstrual products and medicine. Cash is best for providing food and clothing: rain jackets, meats, grains, non-perishable foods and socks. Cash is best, no matter the disaster.

For more information, please visit [www.CIDI.org](http://www.CIDI.org).

### "Quick and in Quantity" (:30)

**GRAPHICS:** In times of disaster we must act quick, and accordingly. How quick? Donating with cash eliminates shipping delays and costs, stretching your money out to help more people.

For more information, please visit [www.CIDI.org](http://www.CIDI.org).

## AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

[www.psaconnect.c360m.com/USAID/](http://www.psaconnect.c360m.com/USAID/)

### **No End Date For Use**

"Global Chat" (:30)  
"No Matter the Disaster" (:30)  
"Quick and in Quantity" (:30)

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

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



Cash provides the fastest international disaster relief without getting tangled up in the logistics.



## Cash is best

For more information,  
please visit: [www.CIDI.org](http://www.CIDI.org)





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