



January 2021 Crash  
Course Call:  
Member Retention

**American Red Cross**

# What is the National Youth Council?



## National Youth Council

1. Composed of 13 youth and young adult volunteers across the country
2. One adult unit paid or Red Cross volunteer as advisors
3. Represent and support American Red Cross Youth volunteers through club guides, newsletters, social media, etc.

# Introductions – Kate Appleman



- Junior at Southeast Missouri State University (SEMO)
  - Major: Biology: Biomedical Sciences (Pre-Med)
- Missouri and Arkansas Region
- SEMO Red Cross Club President

# Mission and Vision Statements

- **Mission:**

- The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

- **Vision:**

- The American Red Cross, through its strong network of volunteers, donors and partners, is always there in times of need. We aspire to turn compassion into action so that...
  - ...all people affected by disaster across the country and around the world receive care, shelter and hope;
  - ...our communities are ready and prepared for disasters;
  - ...everyone in our country has access to safe, lifesaving blood and blood products;
  - ...all members of our armed services and their families find support and comfort whenever needed; and
  - ...in an emergency, there are always trained individuals nearby, ready to use their Red Cross skills to save lives.

# Outreach

- Definition:
  - Outreach is the action of reaching out to others to get involved and take part in an organization.
- Who do I reach out to?
  - Local American Red Cross region
  - Students at your school
  - Members in the community who you think can help you advance your Club
- Why is networking important?
  - Networking is the action of developing relationships and connections with like-minded individuals. This is an essential tool to help you find opportunities and advance your organization and/or yourself as you look for recommendations.

# Incentives

- Definition:
  - Incentives are objects or things used to motivate and encourage people to do something.
- Ideas:
  - Gifts
    - American Red Cross merchandise, shirts, bags, candy, giftcards, etc.
  - Social Media Spotlights
    - Shoutout a member of your organization by letting others know their accomplishments with your organization
  - Graduation Cords
    - If specific requirements are met, then a member could be eligible to receive a red cord to wear to graduation

# Opportunities

- What opportunities are there?
  - Virtual
    - Mapathon
    - Social Media Events
    - Videos for Veterans or Donors
  - In-Person
    - Blood Drives (16+)
    - Disaster Responders (18+)
    - Cards for Veterans
  - Campaigns
    - International Humanitarian Law (IHL)
    - Sound the Alarm
  - Fundraisers
    - Raise money for the American Red Cross by holding fundraisers and share nights



# Introductions – Earl L. Bumagat



- Junior at Downtown Magnets High School (DMHS)
- Los Angeles Region
- DMHS Red Cross Club President

# Communication

- Have a Remind Channel
  - Club meetings, activities, and events
- Answer any issues, questions, or concerns!
  - Volunteer Connection
  - Help create a welcoming and safe space
- DON'T be afraid to collaborate for events, activities, or fundraisers
  - School, Clubs, ASB, local chapter

# Plan, Promote, and Execute

- [Activity Guides](#) provided by the National Youth Council
  - Seek approval or advice from your advisor or local region
- Committees
  - Blood Drive, National Youth Involvement Month, and major events
- Active Member Engagement
  - Scheduled Club meetings (e.g. every other Friday from 4:00–5:00 p.m.)
  - Involvement in School events and making flyers (I use Canva)
  - Member recognition

# Overall Tips for a Successful and Productive Club

- Use your members, **delegate**
- Give them opportunities to lead themselves
- Use their ideas and feedback to improve and build on the club

# Red Cross Youth Resources!

- [Red Cross Clubs in a Virtual Setting](#)
- [Volunteering from Home for Youth Volunteers](#)
- [Virtual Club in a Computer Toolkit](#)

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**Join Us!**

Keep updated with National Red Cross youth initiatives!

1. Sign up for [YouthWire](#).
2. Join our Facebook page, [American Red Cross Youth Network](#).
3. Check [redcrossyouth.org](#) often for new events and resources.
4. Follow us on [Instagram](#) and share your local story!

**Virtual Club in a Computer Toolkit**

As we prepare for the new school year and begin looking to virtual engagement with Red Cross Clubs, here is a

# Upcoming CCC on Diversity and Inclusion

- February 7, 2021 from 7:30–8:00 pm ET
- Sign up [here!](#)

# Looking Ahead

- [January 10, 2021: Member Retention at 7:30 – 8 PM ET](#)
- February 7th, 2021: to be decided
- March 7th, 2021: The Navin Narayan Scholarship and Other Opportunities for Youth Volunteers
- April 4th, 2021: National Youth Council – What do we do?
- May 2nd, 2021: National Youth Council – Applications
- June 6th, 2021: Ensuring Continuous Leadership

## Download PowerPoint Presentations from Previous Crash Course Call topics:

- December 6th, 2020: Red Cross Youth Activities
  - Red Cross Youth Activities
- November 8th, 2020: Transitioning to Volunteering in a Virtual Setting
  - [Transitioning to Volunteering in a Virtual Setting](#)
- October 4th, 2020: National Youth Involvement Month and Service Project Ideas
  - [National Youth Involvement Month and Service Project Ideas](#)
- September 6th, 2020: Field Ambassadors 101!
  - [Field Ambassadors 101!](#)
- August 23rd, 2020: Mapping Out Your Red Cross Year:
  - [Mapping Out Your Red Cross Year](#)
- April 19th and May 8th, 2020:
  - [National Youth Council Applications](#)

Visit [here](#) to check out future call topics!

## Follow

1. Follow our Instagram [@americanredcrossyouth](https://www.instagram.com/americanredcrossyouth)
2. Check [redcrossyouth.org](https://redcrossyouth.org)
3. Read future issues of [YouthWire](#) for the latest updates and ideas for projects!

## Share

4. We want to hear about your great events and activities!
5. Send stories to [youthinvolvement@redcross.org](mailto:youthinvolvement@redcross.org) and you might be featured on our Instagram, [redcrossyouth.org](https://redcrossyouth.org) or a future issue of YouthWire!



# Want More/Improved Crash Course Calls?

Please fill out the [survey](#) so that we can see who attended and how we can improve future calls!

# Know a Great Red Cross Volunteer?

We are always looking for passionate Red Cross youth volunteers to be featured as a Youth Spotlight in our monthly YouthWire e-newsletter. If you know someone who you think should be featured, fill out this [form](#)!

Thank you so much for your time

We hope to see you in future  
Crash Course Calls!



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Red Cross**

Any Questions?