



**American
Red Cross**

Together, we can save a life

campusLINE

Campus Connections

AMERICAN RED CROSS MISSION

The American Red Cross, a humanitarian organization led by volunteers and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement, will provide relief to victims of disasters and help people prevent, prepare for and respond to emergencies.

FUNDAMENTAL PRINCIPLES OF THE INTERNATIONAL RED CROSS AND RED CRESCENT MOVEMENT

Humanity

The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavors, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.

Impartiality

It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavors to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

Neutrality

In order to continue to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

Independence

The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

Voluntary Service

It is a voluntary relief movement not prompted in any manner by desire for gain.

Unity

There can be only one Red Cross or one Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

Universality

The International Red Cross and Red Crescent Movement, in which all Societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.

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WELCOME



Welcome to the *American Red Cross Campus Connections* guide. This guide is designed to help you reach out to college students of all ages, with a particular emphasis on those between the ages of 17 and 21.

The purpose of *Campus Connections* is twofold: (1) to involve young adults in your Red Cross unit activities, starting them on the road to becoming loyal and long-time Red Cross volunteers, and (2) to maintain the involvement of Red Cross youth volunteers (that is, those younger than 19) as they move on to college.

Why, specifically, should the Red Cross focus on getting more young adults involved in our programs and services? The reasons are many, including—

- * College students can help your unit meet its staffing needs in areas such as research, Web site development, photography, accounting, public relations, graphic arts and more.
- * College student volunteers can enable your unit to meet program goals, such as those for increasing the number of courses taught, units of blood collected and so forth.
- * College students can increase Red Cross visibility on campuses, infuse your unit with fresh ideas and perspectives as well as attract a continual stream of young adult volunteers to your unit.
- * Through the Red Cross, college students—especially those from out of town—can be made to feel a part of the community in which their school is located and help to make it a better place.
- * Students open the doors to numerous networking and partnership opportunities within the college campus setting that can benefit your local Red Cross unit.
- * Students bring ethnic and cultural diversity to your unit, making it more representative of the populations you seek to serve in the community.
- * By reaching out to college students, the Red Cross can play a greater role in shaping young people and in helping them prepare for the world of work through training and volunteer opportunities.

In addition, by targeting young adults, you help to ensure that the American Red Cross maintains a steady stream of knowledgeable and dedicated volunteers as older volunteers retire from the ranks.

INSIGHT



With a little preparation and some increased visibility, American Red Cross units can benefit greatly from the enthusiasm and talents of young adults who are ready, willing and able to serve.

This guide is your blueprint for implementing or enhancing the involvement of young adults in the work of your unit. It is written in a reader-friendly manner and is the product of the time, talent and experience of young adult experts in Red Cross field and headquarters units. It also includes a great deal of input from young adults already involved with the Red Cross, many of whom volunteer through Red Cross clubs on college campuses around the country.

In addition to offering suggestions and step-by-step approaches for involving young adults, this guide also provides numerous “Promising Practices” taken directly from the field. These practices act as both inspiration and resource, enabling you to connect directly with people in the field who are succeeding in their efforts to attract and work with young adults.

Whether your unit has been successfully involving college students in its activities for years or has little or no experience with involving young adults in its activities, this guide holds something for you.



WELCOME

- Section 1** welcomes and introduces you to the contents of the guide.
- Section 2** provides interesting demographic and background information on today's young adults, including who they are and what motivates them.
- Section 3** offers tips on how to reach college students.
- Section 4** suggests ways to go about working with other organizations, including historically black colleges and universities (HBCUs) and America's Promise—The Alliance for Youth's Colleges and Universities of Promise.
- Section 5** offers a step-by-step approach for setting up a Red Cross club on a college campus in your area and tips for how best to support club activities.
- Section 6** addresses the importance of providing students with Red Cross orientation and training.
- Section 7** gives a list of community service project ideas that may appeal to students in your area, as well as insights into what makes for quality community service.
- Section 8** lists national days of service that can provide numerous opportunities for keeping current volunteers involved and bringing more young adults into the Red Cross.
- Section 9** takes you through the process of setting up Red Cross internships for young adults.
- Section 10** talks about the importance of recognizing young adults for their efforts, including awards they may be eligible for through the Red Cross and other organizations.
- Section 11** provides you with a list of resources, including funding sources, publications, Web sites and active Red Cross campus clubs.

TIP: Keep in mind that, in addition to asking them to volunteer their time, we are seeking to involve young adults in the Red Cross as course participants and as recipients of Red Cross services.



TODAY'S YOUNG ADULTS



The majority of today's young adults are anything but complacent. In fact, many students entering college possess a strong sense of commitment to community and civic involvement. Many already have a variety of volunteer experiences under their belts. Others recognize that volunteering provides an excellent way to develop their skills, prepare them for the work world and build their résumés.

But that doesn't mean that young adults are always easy to reach.

According to an Ad Council document entitled "Engaging the Next Generation: How Nonprofits Can Reach Young Adults," today's young people are fiercely individualistic, are incredibly media savvy, are faced with more options and opportunities than previously imaginable and, not surprisingly, are extremely stressed out.

The good news is that young people are also amazingly upbeat and positive. They truly believe they can make the world a better place. The challenge is to convince them that the American Red Cross is the organization through which they can make that happen.

INSIGHT



In recent years, the American Red Cross has experienced a decline in the number of young adult volunteers, from 105,114 in fiscal year 1998 to 86,831 in fiscal year 2004.

Nearly half of all young people 18 to 24 years old surveyed in a 1999 Independent Sector study said they had volunteered in the past year. And nearly 30 percent of those who had volunteered in the past month said they volunteered an average of three hours per week.

Getting young adults to volunteer the first time may not be difficult—most of the time all you need to do is ask. Getting them to come back again is sometimes more of a challenge. The trick is to make their volunteer experiences rewarding, meaningful and, yes, fun.

HOW TO ATTRACT YOUNG ADULTS TO THE AMERICAN RED CROSS

As the Ad Council's research indicates, today's young adults are faced with more choices and opportunities than ever before, meaning they have lots of options competing for their time. We, the Red Cross, need to break through the clutter to reach this target audience, and college and university campuses are a great place to start. Your unit can best attract young adults by being—

Section 2

- * **Bold.** Ask more young adults on college campuses to volunteer. Let them know volunteer opportunities are available to them through your local Red Cross unit. Studies have shown that when asked, nearly nine out of 10 (87 percent) young adults volunteered.
- * **Compelling.** Given the world they live in, young adults lead incredibly busy lives and, therefore, don't want to feel they're wasting their time. So create compelling messages to let young adults know how volunteering with the Red Cross can make a difference in the lives of people on their campuses, in the local community and in the world. Be specific, and relate stories that demonstrate this fact.
- * **Personal.** Young adults tend to support causes and issues they can personally relate to. For example, young adults who have had friends affected by a major disaster may be candidates for promoting or teaching Red Cross disaster courses, helping out in disaster services or raising funds to help disaster victims. Such activities provide a perfect opportunity to have young adult volunteers recruit other young adults to the Red Cross.
- * **Helpful.** Some young adults are fortunate enough to identify personal passions through their volunteer work, which they later convert into careers, such as teaching or nursing. Others see volunteering as a way to meet new people, build career skills and get experience to put on their résumés. Help them achieve their goals.
- * **Clear.** Young adults want to know what is expected of them. Therefore, be clear with your expectations.
- * **Communicative.** Young people like to feel that they're in touch. Communicate with them through newsletters or the Internet to keep them informed and to help them integrate volunteering into their busy schedules.
- * **Flexible.** Young adults want flexible schedules and a range of volunteering options to suit their time constraints. For example, some may consider pursuing "quick and easy" volunteer activities during the busy months of their school year and take on more involved and extensive activities when they have more time.
- * **Efficient.** Young adults don't like a lot of red tape. So don't make becoming a Red Cross volunteer a bureaucratic process. Streamline your volunteer process and make it as straightforward as possible.
- * **Convenient.** Transportation is a problem for many young adults. If it's possible, you may want to consider providing them with transportation services. Another option may be to assign volunteer work close to where young adults live, work or go to school.
- * **Appreciative.** Like all volunteers, young adults want to feel that their work is appreciated. However, they don't want to be recognized out of obligation—they want to be recognized because they enjoy feeling that they made a difference in someone's life.

REACHING YOUNG ADULTS ON COLLEGE CAMPUSES



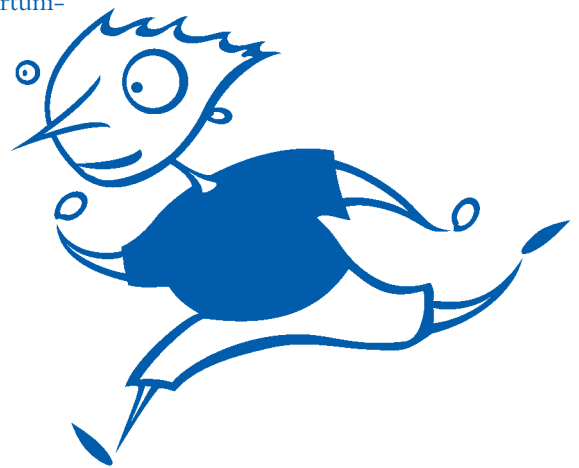
The number of young adults enrolling in colleges is increasing. According to the 1999 Current Population Survey, 66 percent of 1998 high school graduates went on to college, up from 62 percent in 1992. So what better place to focus your young adult recruitment efforts than on college campuses?

There are countless avenues for reaching out to college students on any college campus. Major areas for tapping into this vital resource are outlined below. Take the time to become familiar with each. Determine what relationships already exist with the school and consider how your unit wants to involve young adults. This will help shape your recruitment efforts.

CAMPUS COMMUNITY SERVICE CENTERS

Campus community service centers offer a range of volunteer opportunities for students. A center's function is to support and develop service activities and community partnerships that benefit both students and the community.

Whether you are looking for young adult volunteers for a one-time project or for long-term volunteer assignments, call your local campus community service centers. They'd love to add Red Cross services to the menu of opportunities available to students.



AMERICAN HUMANICS

American Humanics is an organization that seeks to prepare and certify students enrolled in participating colleges and universities for careers in nonprofit organizations. To date, 76 colleges and universities have partnered with American Humanics to develop a formal certification program. Colleges or universities in partnership with American Humanics typically have a coordinator on campus. While programs vary in shape and size, the overall structure remains the same: Students complete a standard curriculum focused on nonprofit management, a minimum of 300 service hours and a substantial and meaningful internship with a nonprofit organization.

CAREER CENTER/INTERNSHIP OFFICE

Most colleges and universities have both a career placement office and an internship office. Typically, these offices accept flyers and information about internship opportunities for students and post such materials on bulletin boards or organize the information in binders by career field. If you will be preparing flyers, consider using the flyer shell posted in the Young Adult section of the Youth page on CrossNet. Remember, many students are looking for non-credit internships as well as those for credit. Non-credit internships can be less structured and do not require a minimum number of hours per week. Therefore, feel free to share opportunities that are short-term or just a couple of hours per week. See Section 9 in this guide for information on internships.

Section 3

CAMPUS NEWSPAPERS

Announcing Red Cross courses, events and community service opportunities in the campus newspaper is an easy way to increase young adult involvement in the Red Cross. Often, though, ads can be expensive. Therefore, consider writing a letter to the editor as an option for getting the word out about the Red Cross.

EXISTING CLUBS AND ORGANIZATIONS

There are many groups already in existence on college campuses, and overlapping membership is not unusual. Fraternities and sororities are usually required by their national bodies to do some type of community service. Why can't that be with the Red Cross? Most sororities and fraternities pick an organization and work exclusively with it. For the past 10 years, for example, the Sigma Nu Fraternity at Lehigh University in Pennsylvania has coordinated its annual Sigma Nu Dance Contest to benefit the Lehigh Valley Red Cross Chapter. The event raises up to several thousand dollars for the local chapter.

In addition, most campuses have numerous clubs with a natural link to the Red Cross. For example, the Student Nurses Association or clubs that bring together students from a particular country of origin offer tremendous opportunities for educational outreach, donor support in times of international disaster and Red Cross community service projects.



TIP: Most schools provide a complete list of all their clubs and organizations on their Web site. You will also find that most clubs have their own Web page.

DEPARTMENTS OR SCHOOLS ON CAMPUS

Collaborations between the chapter and various college departments may result in expanded community service offered by both the college and the Red Cross. For instance, a School of Social Work may have casework assignments that could be fulfilled by doing AFES, International Tracing or single-family disaster casework. A School of Nursing may have public health education requirements that may be satisfied by teaching HIV/AIDS education or community first aid and CPR courses. The Elmira College Red Cross Club in New York, for example, collaborates with the college's Nursing Education Department, helping the nursing students fulfill community service requirements within their area of study.

REACHING YOUNG ADULTS ON COLLEGE CAMPUSES

SERVICE LEARNING

Increasingly, colleges and universities are allowing students to earn academic credit for community service that is related to their course of study. This type of experiential learning brings together classroom theory and real-life applications, benefiting both the student and the community. You might want to find out if your local campus offers such a program, and sign your unit up. At the Palo Alto Red Cross chapter in California, for example, the Youth Services Department works in conjunction with professors at both Stanford University and Foothill College to develop projects that students can complete for the Red Cross while they fulfill their academic requirements.

FEDERAL WORK-STUDY PROGRAM

Work-study placements offer yet another way of getting college students involved with the Red Cross. As much as five percent of the total Federal Work-Study award at some schools is devoted to community service jobs off campus. Students eligible for Federal Work-Study have the opportunity to earn money while performing meaningful work in the local community through this program. The Monroe County Red Cross chapter in Bloomington, Indiana, for example, benefits from the volunteer efforts of six to eight work-study students from the University of Indiana each semester.

RED CROSS CAMPUS CLUBS

A great way to involve and retain student volunteers is by establishing a Red Cross club on campus. Campus clubs increase the likelihood of Red Cross involvement by making Red Cross volunteer opportunities more accessible to students. See section 5 in this guide for more information about starting a Red Cross campus club.



Section 3

HOSTING AN ALTERNATIVE BREAK

Break Away: The Alternative Break Connection places teams of college or high school students in communities to engage in community service and experiential learning during their summer, fall, winter or spring breaks. Students perform short-term projects for community agencies and learn about issues, such as literacy, poverty, racism, hunger, homelessness and the environment. See pages 33–34 and 56 in this guide for more information.

VOLUNTEER AND/OR CLUB FAIRS

Make sure your unit is aware of and participates in all volunteer and/or club fairs that are held on campus. These events are attended by students who are ready, willing and able to get involved and help!

INSIGHT



Each time the Red Cross participates in campus events—such as a health fair, blood drive or marathon—students are exposed to the Red Cross in action. Making sure your unit is an active participant in these campus events not only ensures that your unit provides service to young adults, but also helps give your unit visibility and credibility among this population. These events also provide excellent opportunities for recruitment of donors and volunteers, so be sure to bring volunteer applications!

PROMISING PRACTICES FOR REACHING COLLEGE STUDENTS

ESTABLISH A CAMPUS BLOOD DONOR CENTER

The Badger-Hawkeye Blood Services Region’s “Youngblood” program, a permanent blood donation center located in one of two student unions on the University of Wisconsin-Madison campus, is celebrating more than 25 years of success. The center is open Wednesdays, Thursdays and Fridays whenever classes are in session. Various student organizations and departments sponsor blood drives at the center. Competition between classes is a key to the success of these drives. Traveling plaques are used each academic year to recognize the class or organization with the highest percentage of donors.

REACHING YOUNG ADULTS ON COLLEGE CAMPUSES

RECRUIT VIA THE INTERNET

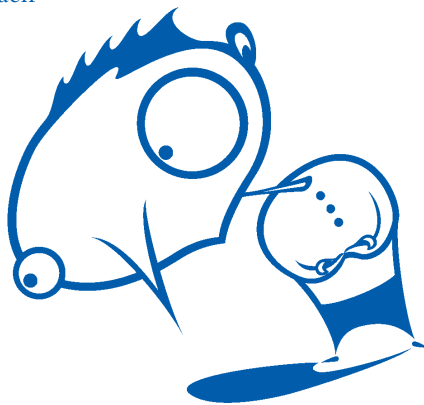
Most colleges and universities around the country provide Internet access and E-mail service to students through the campus network, which offers an easy and effective way to communicate with students.

For example, the Appalachian Blood Services Region has found that it is possible to set up a system that automatically reminds students via e-mail of their appointment to donate blood. By incorporating e-mail reminders with their existing phone reminders, they have realized an increased show rate at blood drives. The Internet may be used effectively by developing a list server containing the names and e-mail addresses of students who have donated blood in the past. Important messages regarding upcoming blood drives or even specific blood needs can be sent to everyone on the list server.

Another way to capitalize on Internet access is to post a course or blood drive schedule on the chapter or region Web site and ask student organizations to link to the Web site.

WORK WITH THE SCHOOL OF NURSING

The Dayton Area Chapter works with the School of Nursing at Wright State University. Each quarter, eight nursing students volunteer with the chapter to teach Scrubby Bear and First Aid for Little People. The student nurse volunteers also do health assessments in the community.



Section 3

THINK CREATIVELY

Members of the Penn State Student Red Cross definitely think outside the box when trying to reach their peers. For example, club members prepare persuasive speech packets on all Red Cross services for any university student seeking information for a speech class assignment. They also create blackboard messages and messages on overhead transparencies in large lecture halls to spread the word about Red Cross events.



CREATE SOME HEALTHY COMPETITION

Each year, the Missouri-Illinois Blood Services Region hosts a blood drive at the University of Missouri-Columbia. In 1999, the blood drive captured the Guinness Book world record for the largest number of whole blood units collected in a single day at a single location, totaling 3,156 productive units. The region, in partnership with the student body and the Greek Week Steering Committee of the University of Missouri, encourages all students, faculty and staff, alumni, and the Columbia community to be a part of this tremendous event. Points are provided to each donor on behalf of different organizations on campus and the teams compete to earn the most points.

WORKING WITH OTHER ORGANIZATIONS



The American Red Cross has a strong tradition of working with other organizations, including those related to young adults. Featured at the end of this section are several “Promising Practices” that specifically relate to Red Cross units working with historically black colleges and universities (HBCUs.)

In 1999, the American Red Cross and the National Association for Equal Opportunity in Higher Education (NAFEO) signed a statement of understanding to encourage increased volunteer involvement among African American college students in the Red Cross. NAFEO is the umbrella organization for the nation’s 118 historically black colleges and universities (HBCUs).

The statement targets the 400,000 students at HBCUs and encourages them to become involved in all aspects of the American Red Cross, including—

- * Voluntarism, leadership and governance.
- * Formal internships.
- * Disaster preparation and prevention.
- * Health and safety programs.
- * Student nurse activities.
- * Blood and marrow donations.
- * Tissue and organ donation awareness.

Following is a step-by-step approach for involving students from HBCUs in your unit. These steps can be applied when reaching out to almost any organization.

STEP 1: BE PREPARED.

Be prepared to receive and meaningfully involve new young adult volunteers from historically black colleges and universities. One way is to make sure everyone in your unit is aware of the statement of understanding the Red Cross has signed with NAFEO.

Also, your unit should be ready to work with students on an individual and group basis. Some potential volunteers may approach your unit on their own, looking for a way to get involved in areas of interest to them. It is likely, too, that groups of students may want to get involved in Red Cross service projects.

Section 4

STEP 2: IDENTIFY CURRENT VOLUNTEER OPPORTUNITIES THAT EXIST IN YOUR UNIT.

Create a flyer or brochure about the opportunities your unit has to offer geared specifically to the young adult audience.



TIP: *Next Generation: Getting and Keeping Youth Involved With the Red Cross* (<https://corpweb.redcross.org/market/youth/arc10804.pdf>) has helpful information on messaging to youth and young adults.

You might want to create a volunteer preference sheet for potential young adult volunteers to fill out, and have them check service areas that appeal to them. Many units have found a sheet like this invaluable when speaking to groups of potential volunteers.

STEP 3: BE PREPARED WITH SERVICE PROJECTS THAT ARE READY TO GO.

The opportunities for involving young adults in your unit activities are limitless.



TIP: To help get you started, see page 00 in this guide for a list of community service project ideas.

STEP 4: REACH OUT TO THE HBCUs IN YOUR COMMUNITY.

The statement of understanding formalizes, clarifies and enhances our existing relationship with NAFEO. It should help your unit in its effort to form cooperative relationships with HBCUs in your area.

INSIGHT



NAFEO represents the HBCUs of America. There are 118 NAFEO institutions, consisting of public and private institutions, two-year and four-year institutions, and graduate and professional schools located in 14 southern states, six northern states, three midwestern states, one western state, the District of Columbia and the Virgin Islands. For more information, visit the NAFEO Web site at www.nafeo.org.

WORKING WITH OTHER ORGANIZATIONS

PROMISING PRACTICES FOR INVOLVING STUDENTS FROM HBCUs

HAVE STUDENTS RUN BLOOD DRIVES

Blood drives are one of the most popular and successful ways Red Cross units are involving students from historically black colleges and universities (HBCUs). Students from HBCUs are actively involved in coordinating and running Red Cross blood drives across the country. For example, the Nashville Area Chapter involves students from Fisk University, Meharry Medical College and Tennessee State University in its Blood Services program.

CREATE INTERNSHIPS

The Dayton Area Chapter in Ohio worked one-on-one with a student from Central State University to create a social work internship that provided hands-on experience in the chapter's emergency housing program.

OFFER TRAINING

Students from Edward Waters College have taken CPR, first aid and HIV/AIDS courses at the Northeast Florida Chapter.

The Franklin County Chapter provides community CPR training for Kentucky State University's Nursing Program students, trains approximately 50 residence hall assistants in 'Til Help Arrives and disaster preparedness, and trains Kentucky State University cafeteria staff in first aid.

HAVE STUDENTS RAISE FUNDS

The Capitol Area Chapter in Missouri involves students from Lincoln University in fundraising activities to support local Red Cross programs that help their community.

PROMOTE VOLUNTEER AND EMPLOYEE CAREER OPPORTUNITIES

The Greater Cleveland Chapter is represented each year at career fairs held at Cuyahoga Community College.

INTEGRATE STUDENTS INTO THE CHAPTER

The American Red Cross of Central Alabama involves students from Alabama State University as caseworkers in the Emergency Services department. Students from Grambling State University serve on the Northwest Louisiana Chapter's Disaster Action Team.

Section 4

AMERICA'S PROMISE—THE ALLIANCE FOR YOUTH

America's Promise—The Alliance for Youth, initially led by General Colin Powell, serves as a national catalyst that mobilizes public, private and nonprofit organizations and individuals to focus their combined talents and resources to improve the lives of our nation's young people.

To date, more than 450 corporations, nonprofit organizations—including the American Red Cross—colleges and universities; philanthropic foundations; associations; service providers; faith-based organizations; communities; and national, state and local governments have joined this nationwide campaign.

The goal of America's Promise is to provide every child in America with five basic necessities:

- * An ongoing relationship with a caring adult—parent, mentor, tutor, coach
- * A safe place with structured activities during non-school hours
- * A healthy start
- * Marketable skills through effective education
- * An opportunity to give back through community service

Several colleges and universities—including Eastern Kentucky University, Florida State University and Calhoun Community College in Alabama—already have made commitments to promote the agenda of America's Promise by serving as Colleges and Universities of Promise. Determine if institutions of higher education in your area are involved with America's Promise and try to support their efforts through your Red Cross unit or campus club.



RED CROSS CAMPUS CLUBS



Many units have found that Red Cross campus clubs are an excellent way to introduce college students to the work of the Red Cross. In addition, clubs help units build their service-delivery capacity and extend their reach to the campus community. For example, the American Red Cross Club at the University of Dayton in Ohio has a school clubs committee. Members of this committee help the chapter create and advise Red Cross clubs at area elementary, middle and high schools. The members support youth volunteers with their service projects and provide leadership and guidance to these clubs. See “Promising Practices” on page 25 for more examples.

Sure, some within your unit may feel that college students are too busy, their schedules too erratic and their time in your jurisdiction too short (usually two to four years) to make it worthwhile to train and recruit them. The fact is, however, that given a little guidance and support, Red Cross clubs on college campuses tend to start themselves.

In addition, Red Cross campus clubs make it easier for college students to offer service through the Red Cross and help us reach young adults who may not otherwise be able to serve as volunteers without such access.

INSIGHT

What makes the Red Cross attractive is the fact that we offer a great deal of variety in terms of volunteer opportunities. Some young adults, for example, may prefer the excitement of working in Disaster Services; others may prefer taking on the challenge of teaching first aid/CPR/AED; still others may enjoy the satisfaction that comes from organizing a campuswide blood drive. Red Cross chapters and Blood Services regions are encouraged to work together whenever and wherever possible so that young people can engage in and learn about the full spectrum of Red Cross service opportunities. Clubs should not focus on just one area, rather they should be representative of the American Red Cross as a whole.



Tip: The *Campus Red Cross Club Student Leadership Guide* spells out how to set up and then run a Red Cross campus club. The guide, posted on CrossNet, covers all the details from A to Z and is an invaluable asset for student leaders and their unit liaisons.



Section 5

SETTING UP A RED CROSS CAMPUS CLUB

Following is a step-by-step approach for creating a Red Cross club on a campus in your jurisdiction:

STEP 1: GET BOARD APPROVAL.

Before moving forward, make sure your board or advisory council approves the formation of a Red Cross campus club in your jurisdiction. Formal recognition of a campus club by the Red Cross should come from the sponsoring unit's board of directors. The recognition could be in the form of a resolution stating that "incorporators" (initial group of students listed by name) are hereby recognized as an authorized branch of the unit and that this branch shall be in continual existence.

Note: *The use of the term charter by a college should not be confused with the charter issued by the Red Cross Board of Governors for a recognized chapter. The term should not be used in regard to your campus group unless required by campus procedures. If used, your board of directors should specifically clarify with the school that the group is a branch of the unit, not an autonomous Red Cross unit.*

STEP 2: RECRUIT A FEW VOLUNTEERS TO HELP GET THE CLUB STARTED.

A group of about three to six people can help get things rolling. Any more than that and you run the risk that no one will step forward to make sure things get done. All it takes is a couple of meetings with a dedicated core of students to start a viable club. They can help establish the club by following steps 3 through 10 outlined below.

STEP 3: GET THE SCHOOL'S APPROVAL.

Colleges often have requirements that must be met before any group can form an officially recognized student club on campus. For example, groups interested in forming a club may be required to name officers, appoint a faculty or staff advisor and/or submit a purpose statement or constitution before they can secure meeting space on campus, use the name of the school or apply for funding from college funds.

Investigate what needs to happen to form a campus club and be sure to follow the proper procedures. This will prove beneficial as most colleges provide funding for official student groups.

After you and your core group of students have reviewed the procedures, share them with your unit leadership.

Note: *Steps 4, 5 and 6 are not linear. They will likely need to be accomplished prior to finalizing the necessary paperwork to formally establish the club at the school.*

RED CROSS CAMPUS CLUBS

STEP 4: HELP THE STUDENTS DEVELOP INITIAL AREAS OF INVOLVEMENT.

Provide the students with a thorough orientation to the Red Cross and a menu of opportunities for involvement. Your local Red Cross campus club's activities and projects should mirror the services offered by your chapter. They also need to be mission-related. Beyond that, it is a good idea to let the students decide what they would like to be involved in and what services they would like to provide.

STEP 5: DEVELOP A STRUCTURE.

Once the initial scope of the club is determined, help the group set up a structure. Red Cross campus clubs typically consist of a president and other officers, such as a secretary and treasurer. Many have various committees that represent the club's areas of focus, with a chair heading each committee. This type of structure builds in numerous opportunities for leadership roles. It is also helpful to have a board of advisors made up of the unit liaison (club members tell us it helps to have more than one unit liaison), other unit staff and campus liaisons, including the club's advisor.



TIP: Give the club leadership a copy of the *Volunteer Administration Manual*, which may be printed from CrossNet. This will help them write job descriptions and will be an invaluable resource to the leaders as they manage their volunteer program.



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STEP 6: ZERO IN ON DOLLARS AND CENTS.

Help the students develop a preliminary budget. A budget will help them prioritize activities and is often necessary to get funds from the college or university.

STEP 7: PUT IT IN WRITING.

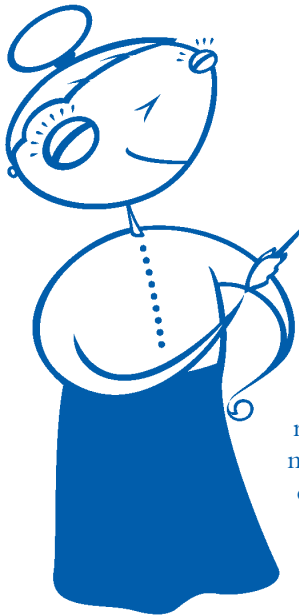
A constitution will help formalize the club's structure and spell out procedures that have been agreed upon, such as the election of officers.



TIP: For more information, refer to the *Campus Red Cross Club Student Leadership Guide* available on CrossNet.

STEP 8: COMMUNICATE, COMMUNICATE, COMMUNICATE!

The beauty of Red Cross campus clubs is that the students will do most of the work themselves. However, after establishing a Red Cross presence on campus through student involvement, it is important to maintain communication between the unit and the students. (See “Supporting a Red Cross Campus Club” on page 23).



The best way to ensure that this happens is to identify at least one person from the unit to be the campus club liaison. This person will serve as advisor to the club, providing support and guidance as needed. This person should be available to respond to questions or concerns, keep student volunteers updated on the Red Cross and attend Red Cross activities on campus.

Likewise, a student representative also should be designated as the primary contact with the unit. This student leader could provide reports to your board of directors or perhaps also serve as a board member. The important thing is to make sure the lines of communication stay open between the students and the unit.

RED CROSS CAMPUS CLUBS

STEP 9: ADVERTISE!

With steps 1 through 8 behind you, you are ready to help the students advertise their first meeting. This is usually all that is necessary to initially recruit new members. Flyers, e-mails, ads in the student newspaper, volunteer and club fairs and table tents in the cafeteria are just some of the ways to spread the word. As always, let the students tell you how to best get the word out. Word of mouth from your core group of founding members will be invaluable, as their enthusiasm and passion about the club should be the best advertisement.

STEP 10: THE FIRST MEETING.

Students who have created Red Cross clubs on their campuses suggest that the first meeting—led by the students—be a mixture of information and brainstorming. Student leaders should actively seek participants' ideas and find out what interests them. While the meeting should be student-run, it is a good idea to have someone from your unit in attendance to answer questions and lend support.

SUPPORTING A RED CROSS CAMPUS CLUB

Once the club is up and running, most of the hard work has been done! However, Red Cross units will need to—

- * Maintain contact with the club on a regular basis. Communication between the club and the Red Cross unit should be two-way. Your unit will want to keep current on service projects and events in which the students are involved. To help you do this, you might want to create a campus club update form to capture your club's activities. You could ask your local campus club(s) to submit the form or a summary report to your unit after every general meeting and activity.

In turn, your unit is encouraged to report the activities of your campus club(s) to national headquarters so that they can be included on the American Red Cross public Web site and elsewhere, as well as be eligible for national recognition.

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INSIGHT



Although college students are very busy people, don't forget to invite club members to your unit for meetings, training or other events as appropriate. Help them feel connected to the unit. Make them feel that they are part of the Red Cross movement. Likewise, the unit liaison to the club should be available to attend some of the club meetings during each semester.

- * Recognize the volunteers. As with all volunteers, your unit will need to recognize the work the students do on behalf of the American Red Cross. Recognition should be an ongoing process, not reserved for a single ceremony at the end of the school year. Try to recognize student volunteers at their school and at your unit. Be creative!



TIP: For ideas on recognizing volunteers, refer to the *Volunteer Administration Manual* (available on CrossNet). For a list of awards, turn to page 48.

- * Assist with volunteer career paths. They won't be college students forever. The simple act of offering training and exposure to the local Red Cross unit will help young adult volunteers with their volunteer career path. Strive to provide them with a positive Red Cross experience, one that will make them want to volunteer throughout their lifetimes.

Remember, volunteers tend to grow and change as a result of their experience. This is especially true for college students, who by definition are undergoing a period of self-development like no other. Don't assume that their interests will remain stagnant. Be sure to offer involvement in other areas of the Red Cross, and in new areas as they arise. Likewise, when opportunities present themselves for volunteers—particularly leadership opportunities—don't forget to consider your campus volunteers.



RED CROSS CAMPUS CLUBS

RED CROSS VOLUNTEER OPPORTUNITIES BEYOND THE LOCAL UNIT

Red Cross service opportunities for interested young adults exist at the state, regional and national levels. These opportunities include, but are not limited to, serving on the National Youth Council, representing the young volunteers of the American Red Cross and enhancing youth involvement throughout the organization or serving on the Content Committee for the organization's public Web site. Many young adults, for example, have benefited from—

- * Opportunities to serve the larger community.
- * Professional or personal development.
- * Volunteer career development.
- * Networking opportunities.

Also, be sure to provide performance feedback through a formal evaluation at least once a year to the club's president. A discussion of career development plans for each volunteer's current position and of future career development should be included. The president will generally evaluate the cabinet, but evaluations for other club volunteers are not necessary. Your unit and the club can decide what works best.

PROMISING PRACTICES FOR CAMPUS CLUBS BROWN UNIVERSITY

Founded in 1998, the Brown University Red Cross Club, located in the university's Howard Swearer Center for Public Service, has approximately 30 members, six of whom serve as project coordinators. All projects are independently run, and each coordinator is fully in charge of organizing, planning and recruiting for his or her projects.

Several club members serve on the local chapter's Disaster Action Team (DAT) and respond mostly to local house fires. However, in 1999, DAT members responded to the EgyptAir Flight 990 crash off the coast of Nantucket Island. As workers recovered and reconstructed the aircraft, youth and young adult members of the club provided much-needed Red Cross services, including serving meals to members of the Coast Guard, Navy and National Transportation Safety Board.

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Club members also were actively involved in statewide preparations for Hurricane Floyd, which threatened Rhode Island in 1999. Members helped to make sure the Red Cross was ready by staffing emergency shelters throughout the state.

Other club activities include—

- * Meeting weekly with a wide array of other service organizations run and staffed by Brown University students to discuss issues encountered in public service, to share expertise and experiences and to determine what programs or community needs might be better met by service organizations working cooperatively rather than individually.
- * Providing individual tutoring at the Jewish Community Center of Rhode Island to immigrants who recently arrived from Russia.
- * Assisting the International Institute of Rhode Island, which serves a diverse group of immigrants, mostly from Latin America and African nations. Students helped design curricula for the institute's citizenship and language classes that address issues immigrants typically face, including how to access quality health care.

To learn more, see www.brown.edu/Departments/Swearer_Center/Projects/RedCross/.

DUKE UNIVERSITY

Founded in 1995, the Duke University Red Cross Club began with 30 students sponsoring five programs primarily targeting individuals and groups on campus. Five years later, the club had grown to more than 70 members serving a total of 1,312 volunteer hours during the school year and sponsoring nine initiatives, which ranged from on-campus activities to international services aimed at sending aid abroad.

Highlighting one of the Red Cross Fundamental Principles, the club declared the 1999–2000 school year the “Year of Unity” and focused on the following goals:

- * Tailoring its programs to the diverse needs of the populations it serves and promoting understanding
- * Strengthening the positive relationship between Duke University and the city of Durham by continuing to build on the university's existing outreach programs with elementary schools, charitable organizations and the Hispanic population
- * Building working relationships and establishing collaborations between the Red Cross campus club and other clubs on campus by cooperating on projects and promoting common goals
- * Encouraging increased communication and rapport within groups living on campus through residence hall programs and blood donation campaigns
- * Increasing international understanding and promoting humanitarian aid by connecting with communities across the world

RED CROSS CAMPUS CLUBS

Other club activities include—

- * Teaching elementary school-aged children about health and safety as well as first aid for the environment through the First Aid for Children Today (F.A.C.T.) program.
- * Bringing relief and aid to victims of natural disasters in Durham and surrounding communities as members of the Duke Red Cross Club's Disaster Action Team.
- * Participating in Community First Aid and Safety training education classes on campus during Health Awareness Week.
- * Raising funds for American Red Cross international relief efforts by sponsoring a "Hunger Banquet."
- * Sponsoring blood drives by teaming up with the university's athletics department and conducting blood drive contests that raise nearly 1,000 pints of blood each year.
- * Securing financial grants from various offices on campus to support Red Cross campus club activities.

In April 2000, the Duke University Red Cross Club was recognized by the Duke Community Service Center and awarded the Lars Lyon Community Service Award for its exemplary service to both the Duke and Durham communities.



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PENN STATE

Founded in 1984, the Penn State Student Red Cross Club was started by the Greater Alleghenies Blood Services Region as a way of connecting with college students. From an initial membership of about 15 students, the club is now the largest student service organization at Penn State, with over 250 members. This fact is even more impressive in that Penn State has roughly 400 student clubs and organizations on campus. Because of its size and reputation, the Red Cross Club has been assigned its own office space in the student union building.

The club conducts monthly meetings. Biweekly meetings are held for officers and committee chairs.

Other club activities include—

- * Disaster services training.
- * CPR/first aid training for club members.
- * Blood donation symposia.
- * Fundraising.
- * Blood drive recruitment and staffing.

“The club has become a tremendous resource for building the campus blood program, as well as a vehicle for sharing information about other Red Cross services. I think the experience with the club here could be repeated at any college or university in the country.”

Connie Schroeder
Campus Coordinator
Greater Alleghenies Blood Services Region
Centre Communities Chapter

For more information, visit the club's Web site at www.clubs.psu.edu/redcross/.

PROVIDING RED CROSS ORIENTATION AND TRAINING TO CAMPUS CLUB MEMBERS



ORIENTATION

Keep in mind that Red Cross campus clubs are an extension of your unit, as well as of the entire American Red Cross organization. Whatever club members do reflects on the reputation and integrity of the Red Cross. Therefore, it's imperative that every campus club member become familiar with the organization through orientation provided by your unit. Orientation should include—

- * A brief history of the International Red Cross and Red Crescent Movement and the American Red Cross.
- * The specific services provided by your unit.
- * Specific volunteer requirements, including orientation to the Red Cross Code of Conduct.

Orientation should be conducted before volunteers begin service. However, participation in formal orientation sessions should not be a barrier to volunteer service, especially for those who may be volunteering for a single event, such as World Red Cross Day or a fundraising event. In such cases, a one-page job description that addresses specific job responsibilities and the Red Cross Code of Conduct may suffice.

Your unit should be available to provide orientation for new club members on a regular basis. Don't overlook the establishment of basic guidelines for the club. Provide information from your unit's *Volunteer Handbook* so that the student leaders can create a unit-approved handbook customized for club members. A handbook such as this will help your unit ensure that students have a clear idea of the expectations for them as representatives of the American Red Cross. Help club leaders become familiar with your volunteer application, the Code of Conduct and other basics they will need to set up shop.

TIP: An excellent resource for orienting young adults to the Red Cross is the Red Cross video *You're in Good Company: American Red Cross Orientation* (ARC 2671V).



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TRAINING

Whether a club member is teaching first aid/CPR/AED classes, providing disaster services or organizing a campuswide blood drive, it's important that he or she be trained in that particular Red Cross service.

Provide the campus club with a schedule of your unit's Red Cross training sessions. If necessary—and if possible—schedule training sessions to accommodate club members. For example, try not to offer training sessions to students when midterm and final exams are taking place.

INSIGHT



Emphasize to students that, as well as being excellent skill-building opportunities, training and certification in any of the Red Cross lines of service are wonderful personal assets that they should be proud to include on résumés and job applications.

COMMUNITY SERVICE



Despite their busy schedules, many college students feel a deep sense of “community” and civic involvement. And the reason so many are attracted to the Red Cross is because the organization offers hands-on involvement in action-oriented programs that truly make a difference.

For example, experience tells us that students like disaster relief and HIV/AIDS education programs because of their immediate and far-reaching impact. Also popular with students are activities that allow them to get involved with the community, such as First Aid for Children Today (F.A.C.T.).

Whether your unit decides to involve young adults as a group or work with them individually according to their preferences and skills, there is a place for young adult involvement in every aspect of the American Red Cross.

TIP: Be prepared. When a group of students approaches your unit looking for a community service project, it helps to have a list of several projects they can choose from. Even better, prepare service project “kits” ahead of time, complete with instructions, a project report form and Red Cross signage.



QUALITY SERVICE

When seeking to involve young adults in your unit activity, don’t base your success on the number of young people you can attract, but rather on the quality of service they are able to provide the community through your Red Cross unit.

Quality community service challenges students to educate themselves about the issues surrounding their involvement so that they can better understand and work with communities. Each service opportunity must be designed with the intent of creating long-term solutions while ensuring independence, mutual education, dignity and respect for all.

With respect to quality community service, try to provide the following five elements:

- * **Community voice.** Any community service organization should make sure that the voice and needs of the community are included in the development of the community service program.
- * **Orientation and training.** Orientation and training are important first steps for any community service experience. Information should be provided for student volunteers about the community, the issue and the agency or community group.
- * **Meaningful action.** Meaningful action means that the service being done is necessary and valuable to the community itself. Meaningful action makes people feel that what they did made a difference in someone else’s life and that their time was well used. Without this, people will not want to continue their service, no matter how well we cover the other four elements.
- * **Reflection.** Reflection is a crucial component of the community service learning experience. Immediately after the experience, participants should discuss reactions, share stories, explore feelings and dispel stereotypes. Reflection should place the experience into a broader context.

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- * **Evaluation.** Evaluation measures the impact of each student's learning experience and the effectiveness of the service in the community. Students should evaluate their learning experience and agencies should evaluate the effectiveness of each student's service. Evaluation gives direction for improvement, growth and change.

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COMMUNITY SERVICE PROJECT IDEAS

Your Red Cross unit has the potential to offer any number of project ideas that will provide college students with opportunities to engage in quality community service. The trick is to be flexible and creative. Here is a list to get you started:

- * Staff Red Cross information booths at community or campus events.
- * Sponsor a blood drive.
- * Staff first aid stations.
- * Adopt a park beautification project.
- * Help the local Red Cross involve more youth and children.
- * Hold a Hunger Banquet to raise awareness about world hunger and funds to address it.
- * Help staff a neighborhood soup kitchen.
- * Help residents at a local shelter make the transition to permanent housing by assembling and donating "new home kits" filled with basic necessities, such as can openers, plates and toilet paper.
- * Create thank you cards for blood donors.
- * Collect and distribute new toys for the holidays to children who are victims of disaster or living in shelters.
- * Sing carols at a children's hospital or nursing home.
- * Send greeting cards to service members overseas.
- * Organize a fundraiser, such as a bake sale, rummage sale, car wash, serve-a-thon or dress-down day at local businesses.
- * Assemble Thanksgiving boxes of nonperishable food for those in need.
- * Create a colorful display of posters or pictures promoting Red Cross services for your unit, the local library, city hall or your local campus.
- * Read to children in local shelters and hospitals.
- * Make presentations about the Red Cross at local high school, junior high and elementary schools.
- * Send school chests overseas.
- * Grocery shop for the homebound or senior citizens recently released from the hospital.
- * Hold a "health competition" with a rival college.
- * Sponsor a "week of giving" to the Red Cross to get others involved in community service.
- * Hold a "clean-up day" to help local seniors with yard work.
- * Create and perform an anti-crime, anti-drug or anti-violence play.
- * Hold a "celebrating our differences day" to promote tolerance and understanding of differences.



TIP: The School Chest Program is a long-running project that can help meet immediate needs overseas. At present, there is great need for school chests for Armenia, Azerbaijan, Bosnia, Bulgaria, Nagorno-Karabakh, Guatemala, Honduras, Nicaragua and El Salvador. The program offers a wonderful way for volunteers to work together as a team and make an impact internationally. Visit the Reference Center on the International Services CrossNet Page for detailed information about the need for school chests and the School Chest Program flyer.

PROMISING PRACTICES FOR COMMUNITY SERVICE

FRATERNITY RAISES FUNDS FOR LEHIGH VALLEY CHAPTER

For almost 10 years, the Sigma Nu Fraternity Pi Chapter has coordinated the annual Sigma Nu Dance Contest to benefit the Lehigh Valley Chapter of the American Red Cross.

“For years, the students at Lehigh University have embraced our organization. The Red Cross and the entire Lehigh Valley community are very fortunate to have the support of such a fine group of individuals. The funds raised through the dance contest will be used to provide disaster relief services and health and safety education right here at home.”

John Hughes
Executive Director
Lehigh Valley Chapter

The dance contest, which is open to the public, has grown to be the premier event of Lehigh University’s Greek Week and draws nearly 2,000 people. About 30 team entries representing various Lehigh University student organizations compete before a panel of judges for prizes. This year’s contest was hosted by local radio station WZZO.

“We, the brothers of Sigma Nu, strongly support the work of the American Red Cross. As part of our responsibility to the college and our community, we are pleased to hold this annual event.”

Frank Balcavage and Ethan Ganot
Sigma Nu Fraternity Members
Event Co-Coordinators

STUDENTS “BREAK AWAY” TO THE AMERICAN RED CROSS OF GREATER MIAMI

Break Away: The Alternative Break Connection is a nonprofit organization that serves as a national resource of information on alternative break programs. Break Away provides information on planning and running a quality break program to schools and community organizations in the Break Away network.

Break Away’s programs and services include training and special events, publications, membership opportunities, networking and access to the SiteBank Catalog, a directory of community organizations that host alternative break programs across the country.

In March 2000, students from three colleges across the United States volunteered with

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the American Red Cross of Greater Miami and the Keys Chapter during their spring break. The students decided to forego their usual spring break vacation for a week of service. The students, from Coker College, Minnesota State University and Mississippi State University, helped the chapter get ready for hurricane season, preparing shelter National days of service present numerous opportunities for keeping motivation high and provide fresh, timely ideas for volunteer involvement. Here are a few opportunities throughout the school year for keeping current volunteers involved and bringing more young adults to the American Red Cross. They also worked as tutors in the chapter's Students Helping Students program at Lillie C. Evans Elementary School in Liberty City.

An alternative break program places teams of college or high school students in communities to engage in community service and experiential learning during their summer, fall, winter or spring breaks. Students perform short-term projects for community agencies and learn about issues, such as literacy, poverty, racism, hunger, homelessness and the environment.



TIP: The objectives of an alternative break program are to involve college students in community-based service projects and to give students opportunities to learn about the problems faced by members of communities with which they otherwise may have little or no direct contact.

WHY SHOULD THE RED CROSS BECOME INVOLVED WITH BREAK AWAY?

Break Away provides access to service-minded youth and young adults and encourages community-based organizations, like the Red Cross, to invite students to visit, work and learn with them on an alternative break. In the spring of 1999, almost 20,000 students across the nation participated in some type of alternative break experience. Involvement is a win-win situation for everyone: Organizations like the Red Cross benefit from the students' hard work and energizing spirits while students return to campus with an enhanced understanding of the social issues that face our global community.

"Alternative Spring Break had a tremendous impact on our chapter! Over 45 students from three colleges worked with us to complete projects that truly benefit the entire Red Cross. These incredibly motivated and caring youth completed a detailed warehouse inventory and renovated and repainted our Tavernier Branch Office in the Keys. Most importantly, they were able to repack our hurricane shelter kits that had not been restocked since 1992! Because of these students, the Greater Miami and the Keys Chapter is ready to face the upcoming hurricane season!"

Sean Kramer
Assistant Director, Volunteer Resources
American Red Cross of Greater Miami and the Keys

NATIONAL SERVICE DAYS



National days of service present numerous opportunities for keeping motivation high and provide fresh, timely ideas for volunteer involvement. Here are a few opportunities throughout the school year for keeping current volunteers involved and for bringing more young adults to the American Red Cross.

JANUARY

KINDNESS AND JUSTICE CHALLENGE

A perfect project for college students who wish to help younger kids, the annual “Do Something Kindness and Justice Challenge” begins on Martin Luther King, Jr., Day and focuses on character education, leadership training and community service. Youth and young adults across the country perform acts of kindness by helping others and acts of justice by standing up for what is right. While designed for use in schools, anyone can register and download the Do Something curriculum and leadership guide.

For more information, visit www.dosomething.org.

THE KING DAY OF SERVICE

In an effort to bring people together around the common focus of service to others and break down the social and economic barriers that divide us as a nation, the Corporation for National Service, in consultation with the King Center for Nonviolent Social Change, provides grants to public and nonprofit organizations to mobilize Americans to observe the Martin Luther King, Jr., federal holiday as a day of service to others.

For more information, visit www.mlkday.org.

NATIONAL VOLUNTEER BLOOD DONOR MONTH

National Volunteer Blood Donor Month (NVBDM) is a joint effort of the American Association of Blood Banks, the American Red Cross and America’s Blood Centers and has been held every January since 1970. A Presidential Proclamation designates January as NVBDM each year. Years may come and go, but one thing remains the same: the need for blood. There’s no better time to hold a drive and to donate than NVBDM.

FEBRUARY

GROUNDHOG JOB SHADOW DAY

Groundhog Job Shadow Day offers the opportunity for young people to “shadow” a workplace mentor as he or she goes through a normal day on the job, providing an up-close look at how the skills learned in school are put into action in the workplace.

For more information, visit www.jobshadow.org.

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MARCH

RED CROSS MONTH

Each year the President of the United States proclaims March “Red Cross Month.” Use this opportunity to promote your unit’s services to the campus community, recruit college student volunteers, raise funds and increase the visibility of the American Red Cross in your community.

APRIL

NATIONAL VOLUNTEER WEEK

During National Volunteer Week, thousands of volunteers participate in service projects while others become volunteers for the first time. Countless recognition ceremonies and events also are held to honor volunteers for their commitment and contributions.

For ideas and more information, visit www.pointsoflight.org.

NATIONAL YOUTH SERVICE DAY

Sponsored by Youth Service America, National Youth Service Day highlights the positive contributions that young Americans are making in their communities through service and volunteering. Every year, the American Red Cross works with Youth Service America and 39 other national organizations to encourage millions of young people in all 50 states and abroad to help, feed, tutor, mentor, share with and care for others.

For more information—including a comprehensive online resource guide on community involvement that features volunteer recruitment, project development, fundraising and public relations guidelines—visit www.servenet.org.

NATIONAL ORGAN AND TISSUE DONATION AWARENESS WEEK

National Organ and Tissue Donor Awareness Week provides an excellent opportunity for volunteers to begin encouraging more people to consider becoming organ and tissue donors.

To learn what young adults can do to promote organ and tissue donation, check out www.organdonor.gov.

EARTH DAY

Earth Day is the largest environmental event in history. Its objective is to mobilize and empower citizens around the world who care about the environmental challenges facing all of us.

For more information, visit www.earthday.net.

MAY

WORLD RED CROSS DAY

World Red Cross Day provides an opportunity for national societies as well as local units to express solidarity with the International Red Cross and its millions of supporters. It also provides an excellent way to involve young people in the Red Cross and to attract new volunteers.

NATIONAL STUDENT NURSE DAY

National Student Nurse Day is a great day to recognize the accomplishments of student nurses and the contributions they make to their communities. It also is a good opportunity for student nurses to participate in community health projects and educate the general population about the valuable services nurses provide.

For more information, visit www.nsna.org.

OCTOBER

FIRE PREVENTION WEEK

Fire Prevention Week honors the anniversary of the Great Chicago Fire and increases awareness of the dangers of fire. Every year the President of the United States proclaims the Sunday-through-Saturday period in which October 9 falls national Fire Prevention Week. The National Fire Prevention Association works to make fire prevention a priority and counts on the participation and effort of tens of thousands of fire and safety professionals, American Red Cross volunteers and individuals to reduce the risk of fire and the toll fires take on our society.

For more information—including a free online Fire Prevention Week Kit—visit www.nfpa.org.

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MAKE A DIFFERENCE DAY

Make A Difference Day is a national community service effort designed to challenge and reward volunteers. Every year, on the fourth Saturday in October, USA WEEKEND and the Points of Light Foundation co-sponsor Make A Difference Day. More than a million citizens spend one Saturday “making a difference” in their communities by participating in service projects.



For more information—including help with project ideas and award grants—visit www.usaweekend.com/diffday.

NOVEMBER

INTERNATIONAL RANDOM ACTS OF KINDNESS WEEK

Random Acts of Kindness Week is an awareness campaign and celebration of the power of random acts of kindness. The Random Acts of Kindness Foundation, established in 1995, creates and distributes information and educational materials to facilitate celebrations. It also recruits, trains and assists volunteer coordinators and counsels individuals, groups and institutions to help them design meaningful activities.

For more information on how to host a Random Acts of Kindness Week Celebration and a list of suggested kind acts, visit www.actsofkindness.org.

HUNGER AND HOMELESS AWARENESS WEEK

Hunger and Homeless Awareness Week combines a wide variety of activities that focus on educating the college campus population, increasing participation in community service and building coalitions. The week provides great fund-raising and education opportunities for the American Red Cross. The important Red Cross work of feeding and sheltering those in need both here and abroad fits perfectly with the goals of Hunger and Homeless Awareness Week.

For more information, visit www.pirg.org.

NATIONAL SERVICE DAYS

DECEMBER

INTERNATIONAL VOLUNTEER DAY

The fifth of December is International Volunteer Day—an annual celebration by communities, people and governments of the achievements of voluntary work and volunteers around the world. The United Nations encourages activities and events to mark this special day. UN Secretary-General, Kofi Annan said, “Year by year, generation by generation, there is progress. Behind that progress lie many factors. One is the willingness of many individuals to devote their time, efforts and resources to the welfare and advancement of all. We call them volunteers.” Why not recognize your volunteers on December fifth?

WORLD AIDS DAY

Red Cross youth and young adult volunteers are involved in helping to prevent the spread of HIV every day through peer education, community information booths and awareness events. World AIDS Day offers Red Cross volunteers the opportunity to be a part of the World AIDS Campaign.

For ideas on how to participate in World AIDS Day and to request a free World AIDS Day Pack that includes a display, posters, leaflets and stickers, visit www.avert.org/worldaid.htm.



INTERNSHIPS



Internships provide yet another opportunity for engaging young adults in your unit's programs and services.

TIP: For a more comprehensive look at internships, refer to the *American Red Cross Intern Program Handbook—Everything You Ever Wanted to Know About Running an Intern Program for Undergraduate and Graduate Students* (ARC 1230) available from GSD and on CrossNet.



Internships are school-sponsored learning experiences that occur outside of the traditional classroom. Through internships, young adults have the opportunity to—

- * Explore personal interests.
- * Improve their organizational and professional skills.
- * Put classroom theory to work.
- * Learn about the world of work.
- * Begin building a network of contacts.
- * Gain career-related experience prior to graduation.
- * Develop references.

Internships are a great way to introduce young adults to the work of the American Red Cross.

TIP: Students should be encouraged to find out if they can get credit for their placement at the Red Cross. Academic credit is often granted for internships developed with faculty consultation and supervision.



SETTING UP AN INTERNSHIP

STEP 1: IDENTIFY A NEED.

Before even considering taking in an intern, determine a meaningful task that needs to be accomplished. Perhaps the intern can conduct research for your unit, or create a Web site or design and implement a service project. The options are limitless.

However, establishing an internship requires more than just finding someone who can tackle the task at hand. Take the time to think the assignment through, clarify the goals and objectives and determine deliverables. Doing so will not only help the intern have a clear idea of what is expected, it will help you measure the impact of the internship on your unit. Also, make sure that the work to be done is substantive and realistic given the time an intern has to offer.


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STEP 2: CREATE A WRITTEN JOB DESCRIPTION.

Once needs have been identified and thoroughly considered, write a job description. Written job descriptions serve a number of purposes, including—

- * To help interns understand their duties and responsibilities.
- * To help interns decide if they want to take on the assignment.
- * To serve as marketing tools for the internship program. (You can put the job description on your Web site, on student union bulletin boards or in campus career or internship offices.)


You may find that some colleges and universities in your area use an internship contract, which is signed by the host organization, the intern and the supervisor/sponsor at the school. However, it is still a good idea to create and use a job description for the position.



TIP: The *Volunteer Administration Manual* available on CrossNet provides helpful guidance on developing a job description, as well as a sample job description form.

STEP 3: SCREEN AND INTERVIEW.

It's always important to ensure that you have the right person for the job. Hence, the importance of screening and interviewing prospective interns.



TIP: Refer to the *Volunteer Administration Manual* available on CrossNet for tips on screening and interviewing volunteers. Be sure to have the intern complete a volunteer application and review and sign the Code of Conduct.

During the interview and screening process, ask interns what they want to learn and what their expectations are. Review the job description forms and amend them, if necessary. Be sure to state expectations clearly from the beginning and examine and agree upon the deliverables.

STEP 4: ORIENT THE INTERN.

Since most college internships tend to last between 10 and 16 weeks, and because we are very interested in involving and retaining young adult volunteers at the Red Cross, interns should be given a thorough orientation. The type and intensity of an intern's placement will influence the kind and amount of orientation he or she should receive.

Through your orientation process, make sure each intern has a good sense of all that the Red Cross does. Remember, many students are still exploring career possibilities and expanding their knowledge about the world of work. Internships provide them with the ideal opportunity to learn about the types of careers that are out there. A complete orientation will also help them understand the context of the work they will be doing and how their work will contribute to helping others.

INTERNSHIPS



TIP: Two good videos to show to young people are *You're in Good Company* (ARC 2671V) and *Imagine What We Can Do Together: You and the American Red Cross* (ARC 1152V).

Be sure your orientation covers—

- * Appropriate office attire.
- * Procedures for answering the phone, transferring a call and so forth.
- * Use of the fax, the copier and other office machines.
- * Scope of responsibilities, including when and with whom interns need to consult before making a decision or taking action.

STEP 5: ACTIVELY SUPERVISE.

No matter how much initiative a student shows or how self-directed he or she may be, an internship site supervisor should do more than just sign a weekly time sheet. Internships enable students to explore and clarify educational goals through experience that is guided, evaluated and supervised by professionals—paid or volunteer.

To help ensure an appropriate and successful experience, the intern site supervisor should—

- * Orient, train, coach and provide a supportive environment for the intern.
- * Establish a rapport with the intern by setting aside time, listening and acting as a role model.
- * Develop meaningful assignments, clearly define tasks, give guidance and help the intern come to his or her own conclusions, whenever possible.
- * Provide feedback to the intern and the intern's school.

STEP 6: FOLLOW THROUGH.

Once the internship is under way, allocate a set time to meet with the intern each week. Use this time to review progress on the project(s) assigned, provide feedback on performance and listen to concerns. Be sure to limit interruptions during this time and give the student your undivided attention.

STEP 7: FOLLOW UP.

After the internship is concluded, don't forget to invite the intern to continue his or her work with the Red Cross. Young people are four times more likely to volunteer if asked. Even if volunteering doesn't fit into the student's schedule right now, he or she may return to the Red Cross later as a volunteer and/or be a future blood donor or financial contributor.

Section 9

PROMISING PRACTICES FOR INTERNSHIPS

OREGON TRAIL CHAPTER AND PACIFIC NORTHWEST BLOOD SERVICES REGION

The Oregon Trail Chapter and the Pacific Northwest Blood Services Region are empowering interns to strengthen their youth involvement efforts.

As part of their Youth Affirmation initiative, the chapter and the Blood Services region have developed internships to attract young adults from community and four-year colleges. Interns are matched with staff mentors from Blood Services, Disaster Services, Community Relations and Health and Safety Services and assist the departments in managing youth volunteers at the operational level.

Interns—

- * Form planning teams.
- * Provide coordination among their projects.
- * Conduct quarterly chapter/blood services activities for young people identified through school programs.
- * Design fundraising plans.

A database tracks youth activity for both the region and the chapter, allowing for customized reports on youth involvement.

Through this empowerment effort, interns are—

- * Supporting and training teams of high school students who direct classrooms of 30 or more elementary students in the Red Cross disaster preparedness program Be Ready 1-2-3. The plan is to replicate the model for the Red Cross Longfellow's Whale Tales program.
- * Assisting in assessing the most effective ways to involve youth and create a long-term plan for youth involvement in disaster services.
- * Ensuring that youth are active in high school blood drives and that they will be provided with opportunities to serve in leadership roles or volunteer in other service areas.

INTERNSHIPS

GREATER CLEVELAND CHAPTER

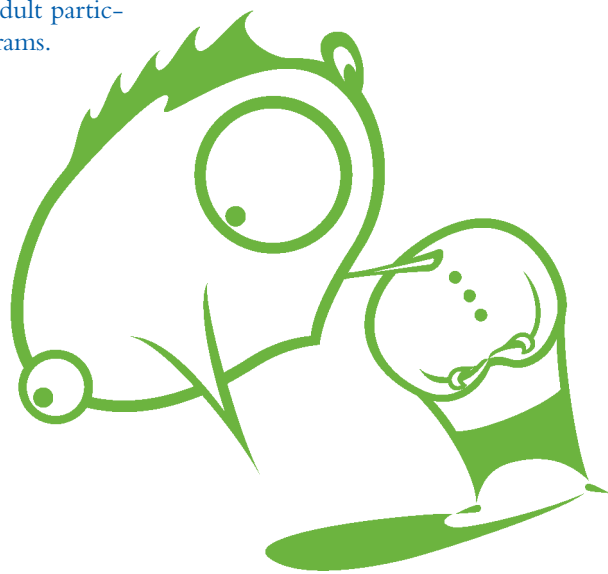
When the Greater Cleveland Chapter needed more volunteer instructors and wanted to increase youth and young adult participation, it sent chapter representatives to a local college with a proposal that would address these needs as well as the needs of students. Their efforts resulted in a program called the University Partnership Program.

The primary objective of the University Partnership Program is to provide students with the opportunity to gain hands-on experience through a community service initiative that enhances their professional and personal development. The program also benefits students by providing résumé-building skills useful for future job searches or applications to graduate school.

The program—which currently targets students considering work in education, health and physical education, sport safety and other allied health professions—offers the following three career-related opportunities in first aid and CPR through which volunteer students can develop valuable skills and gain field experience:

- * First Aid/CPR Volunteer for Credit. Students learn and then teach first aid/CPR to other students on campus and in the community. Students receive partial or full credit toward their field experience or community service requirements.
- * First Aid/CPR Skill Aide Volunteer. Students attend an abbreviated version of the first aid/CPR course and then assist instructors at training events.
- * First Aid/CPR Special Events Coordinator. Students recruit first aid/CPR volunteer instructors and organize training events on their college campus.

Through its University Partnership Program, the Greater Cleveland Chapter benefits by increasing its young adult participation in the delivery of American Red Cross programs. The chapter also has increased its pool of instructors and consequently the delivery of lifesaving skills to local college campus audiences and the community. Participating colleges and universities benefit by engaging their students in community service work, which in turn reinforces the school's ties to the community.



Section 9

PRESIDENTIAL INTERN PROGRAM, AMERICAN RED CROSS NATIONAL HEADQUARTERS

The Presidential Intern Program, offered through the American Red Cross national headquarters Corporate Diversity Department, is open to ethnic and racial minority candidates currently enrolled in undergraduate or graduate studies (or who graduated the spring immediately prior to their appointment). Students are recruited from colleges and universities in the Washington, D.C., area, but applications are accepted from any undergraduate or graduate student. Interns must be eligible to work in the United States.

Positions are available during the summer months and are listed with employment offices at colleges and universities in the Washington, D.C., metropolitan area. In addition, local university deans receive position information. Application information also can be requested from the Corporate Diversity Department at national headquarters.

In addition to their work assignments at national headquarters, interns have the opportunity to take Red Cross training courses and to attend monthly meetings with senior management and the Diversity staff to check their progress and discuss concerns.

In addition to a stipend, interns receive—

- * Information about career opportunities available at the Red Cross.
- * Opportunities to apply their knowledge and skills in an actual work setting.
- * A mentoring relationship with their assigned supervisor.
- * Red Cross training in CPR/first aid or Disaster Services courses.
- * Experience in their degree area to enhance their chances for securing employment upon graduation.

For more information, contact the American Red Cross Corporate Diversity Department.

RECOGNITION



Let's face it. We all like to be recognized and to know that our efforts and contributions are making a difference. This is especially true for young adults, many of whom are going through a time of self-discovery and perhaps a questioning of their self-worth.

It's important, therefore, to make young volunteers feel appreciated for their work. To ensure that your recognition efforts are successful, take the time to determine what would be meaningful to the particular individual or group you are trying to recognize.

Yes, we want our volunteers to feel part of the bigger picture and to get to know one another. But one big recognition event a year could not possibly meet the needs of your unit's diverse group of volunteers. Recognition is something that should take place throughout the year.

Here are some ideas to consider:

- * Take student volunteers out to dinner or have them over for a home-cooked meal—college students will especially appreciate that.
- * If possible, involve clients in saying thank you.
- * Hold a weeklong celebration during National Volunteer Week in April.
- * Get permission from the college or university to hang a specially made banner in the student union or other visible place on campus thanking your Red Cross student volunteers.
- * Create a photo display in your unit's lobby celebrating student involvement in the American Red Cross.
- * Institute a student-of-the-semester award.
- * Nominate volunteers for national awards, both Red Cross and others (see pages 48-53).
- * Send a note to the students' parents or hometown paper singing their praises. Don't forget to contact school newspapers too.
- * Nominate them for scholarships.
- * If they serve children, have the kids make thank-you cards.
- * Give your student volunteers care packages during exam times.
- * Send a personal note of thanks from your unit's board.
- * Join other countries around the world in recognizing your volunteers on December 5, International Volunteer Day.
- * Give your student volunteers Red Cross gear, such as T-shirts, hats and so forth.
- * Create a scrapbook of your Red Cross campus club activities throughout the year and present it to the group at year-end.

Section 10



TIP: For more ideas on how to recognize your young adult volunteers, refer to the *American Red Cross Youth Affirmation Handbook* or visit www.energizeinc.com.

RED CROSS AWARDS

Awards are another great way to recognize young adult Red Cross volunteers. Below is a list of American Red Cross awards, followed by awards given by other organizations. Red Cross units are encouraged to nominate outstanding young adult volunteers or programs involving young adults for the following American Red Cross awards:

■ ARMED FORCES EMERGENCY SERVICES AWARD

The Armed Forces Emergency Services Award may be presented to one volunteer who has made an outstanding contribution to strengthening or improving Armed Forces Emergency Services.

■ BIOMEDICAL ACHIEVEMENT AWARD

The Biomedical Achievement Award is presented to an American Red Cross Blood Services Region volunteer who has fostered innovative practices to achieve the strategic priorities.

■ BIOMEDICAL PARTNERSHIP AWARD

The Biomedical Partnership Award is presented to an American Red Cross Blood Services Region volunteer who fosters innovative relationships between a Blood Services Region and a chapter.

■ CERTIFICATE OF MERIT

Awarded to individuals who have saved or sustained a human life and successfully completed a Red Cross course in first aid, CPR or aquatics prior to the lifesaving or life-sustaining act. The nomination must be received within one year of the date of the incident. (ARC Form 5765)

■ CERTIFICATE OF RECOGNITION FOR EXTRAORDINARY PERSONAL ACTION

Recognizes individuals who save or sustain a person's life by action that exemplifies the aims of the Red Cross. Its purpose is to provide immediate local recognition for noteworthy acts not covered by the Certificate of Merit. (ARC Cert. 1718)

■ HARRIMAN AWARD FOR DISTINGUISHED VOLUNTEER SERVICE

The highest recognition presented for volunteer service in the American Red Cross. It is designed to promote superior performance among all volunteers and requires extraordinary accomplishments rather than merely length of service.

RECOGNITION

■ HEALTH AND SAFETY SERVICES AWARD

Presented to a Red Cross volunteer whose outstanding contributions within the last two calendar years have led to the expansion and improvement of American Red Cross health and safety services to the public at the local, state or national level.

■ INTERNATIONAL HUMANITARIAN SERVICE AWARD

The International Humanitarian Service Award recognizes an individual or group whose work exemplifies or inspires the humanitarian values of human dignity, respect, compassion and the protection and assistance implied in the Fundamental Principles of the International Red Cross and Red Crescent Movement.

■ LEADERSHIP AWARD

The Leadership Award recognizes distinguished volunteer service performed at the local or regional level for several years with or on behalf of the American Red Cross.

■ NATIONAL DISASTER PREPAREDNESS AND RESPONSE VOLUNTEER AWARD

Presented to a volunteer who has had a measurable impact on the American Red Cross and the community and clients we serve. Actions of merit undertaken during the current calendar year are considered, as well as the total years of service and combined impact on disaster-related activities.

AWARDS GIVEN BY OTHER ORGANIZATIONS

Following is a list of awards given by other organizations in recognition of youth volunteers:

■ BRICK AWARD FOR COMMUNITY LEADERSHIP DO SOMETHING

Do Something, a national nonprofit organization that empowers young people to change their communities, provides a way to recognize and support outstanding leaders under the age of 30 who are measurably strengthening their communities. BRICK Award winners each receive a \$10,000 grant to support their community work. A national grand-prize winner receives a \$100,000 grant at a gala awards event held each fall.

www.dosomething.org



Section 10

■ CONGRESSIONAL AWARD U.S. CONGRESS

The Congressional Award was established by the U.S. Congress in 1979. Each year young people, 14 to 23 years of age, may earn the awards by setting and attaining challenging individual goals in each of four activity areas. Bronze, silver and gold certificates and medals are awarded based on the number of service hours earned.

<http://congressionalaward.org/>

■ DAILY POINTS OF LIGHT AWARD POINTS OF LIGHT FOUNDATION

The Daily Points of Light Award is designed to honor those who have made a commitment to connect Americans through service to help meet critical needs in their communities, especially those focused on the goals for children and youth set by the Presidents' Summit for America's Future.

<http://www.pointsoflight.org/awards/>

■ FIRESTONE'S 100 WHO SERVE AWARD FIRESTONE

Firestone's 100 Who Serve Award recognizes "local heroes" who have gone beyond the norm to show kindness or to give service to others.

www.firestone100.com/100serve/100serve_fr.html

■ JEFFERSON AWARDS FOR PUBLIC SERVICE THE AMERICAN INSTITUTE FOR PUBLIC SERVICE

This award is given to encourage youthful achievement in public service. Young people with achievements in any field are eligible.

www.aips.org/nominate/national.html

■ HARRY S. TRUMAN SCHOLARSHIP FOUNDATION

The foundation awards approximately 80 merit-based scholarships in the amount of \$30,000 each year to junior class college students who plan to pursue careers in public service and wish to attend graduate or professional school to help prepare for their careers. Truman scholars participate in leadership development programs and have special opportunities for internships and employment with the federal government.

www.truman.gov

RECOGNITION

■ JEFFERSON AWARD THE AMERICAN INSTITUTE FOR PUBLIC SERVICE

A nationwide network of 51 media sponsors—including newspapers, TV stations, radio stations and cable systems—solicits nominations of individuals who work to better their communities through volunteer and community service. One representative from each media sponsor is chosen by the American Institute for Public Service to attend the Jefferson Awards National Ceremony at the U.S. Supreme Court Building in Washington, D.C. Five of these local recipients are then selected to receive the Jacqueline Kennedy Onassis Award for Greatest Public Service Benefiting Local Communities.

www.aips.org

■ J.W. SAXE MEMORIAL PRIZE

The J.W. Saxe Memorial Prize awards \$750 to undergraduate students working toward a career in public service. The award is designed to help students gain practical experience in public service by taking nonpaying or low-paying internships during the summer or other break period.

1524 31st Street, N.W.,
Washington, DC 20007

■ NATIONAL CARING AWARD THE CARING INSTITUTE

Through its National Caring Award, the Caring Institute identifies, honors and reinforces the activities of “caring” Americans—10 adults and five young adults, each year—who have created solutions where others have despaired of finding answers.

www.caring-institute.org

■ SAMUEL HUNTINGTON PUBLIC SERVICE AWARD THE SAMUEL HUNTINGTON FUND

This award provides a \$10,000 stipend to graduating seniors interested in the pursuit of public service for up to one year following graduation. The funding can be used to support an individual project or one that involves a community agency, such as the American Red Cross.

(508) 389-3900

■ THE HOWARD R. SWEARER STUDENT HUMANITARIAN AWARD CAMPUS COMPACT

The Howard R. Swearer Student Humanitarian Award is available to undergraduate students at Campus Compact member institutions. Each Campus Compact member president may nominate one undergraduate student from his or her institution. The Student Humanitarian Award honors five students annually for their outstanding community and public service, and supports their continued efforts to address societal needs. Each year, awards of \$1,500 are given to these five undergraduate students to support service programs designed or chosen by the recipients.

www.compact.org/ccawards/swearer/swearertitle.html

■ THE PRESIDENT'S VOLUNTEER SERVICE AWARD POINTS OF LIGHT FOUNDATION & VOLUNTEER CENTER NATIONAL NETWORK

The President's Volunteer Service Award was established in 2002 to honor outstanding individuals, families, groups, organizations, businesses and labor unions engaged in voluntary community service addressing unmet human service, educational, environmental and public safety needs.

www.presidentialserviceawards.gov

■ U.S. PRESIDENT'S STUDENT SERVICE CHALLENGE THE AMERICAN INSTITUTE FOR PUBLIC SERVICE

Young people up to age 25 who contribute at least 100 hours of service are eligible for the U.S. President's Student Service Gold Award. Students who are certified by the American Red Cross will receive a specially designed gold pin with the presidential seal, a presidential certificate and a letter from the President of the United States. Certification forms are accepted year-round, so you may honor your volunteers at any time with this award. The pins are available for a nominal fee to the Red Cross.

E-mail: *Info@aips.org*.

Phone: (302) 622-9101.

RESOURCES



The following list of resources supplements the information in this guide and will make your job of involving young adults in your unit activities much easier. These resources relate to—

- * Funding opportunities.
- * Program opportunities for young adults.
- * Publications.
- * Web sites.
- * Active Red Cross campus clubs.

FUNDING DO SOMETHING

Do Something awards grants to individuals under the age of 30 with creative community building ideas.

www.dosomething.org/awards/grants

EVERETT PUBLIC SERVICE INTERNSHIP PROGRAM GRANTS

The Everett Program encourages students to participate in the challenges and rewards of public interest work while gaining valuable internship experience. Grants are available to organizations interested in hosting Everett interns.

www.everettinternships.org/

OPPORTUNITIES FOR YOUNG PEOPLE PUBLIC SERVICE FELLOWSHIP FOR GRADUATING SENIORS

The Echoing Green Foundation's Public Service Fellowship is a full-time, one-year program for nine graduating seniors who want to develop and implement a community service project. Fellows have the opportunity to create a new nonprofit organization or initiate a project within an existing organization. Echoing Green provides the seed money and technical support to the individual fellows in their effort to create positive social change. A \$15,000 stipend is awarded to each fellow.

www.echoinggreen.org

PUBLICATIONS CAMPUS RED CROSS CLUB STUDENT LEADERSHIP GUIDE

This guide (ARC 1281) serves as a blueprint for establishing an American Red Cross club at a college or university. Written for student leaders, it is also a companion piece to *Campus Connections*, the guide for Red Cross field units.

Section 11

VOLUNTEER ADMINISTRATION MANUAL

The *Volunteer Administration Manual* available on CrossNet assists units in developing volunteer resources—including youth, young adult and adult volunteers—by defining the volunteer administration process and providing recommendations and tools for carrying out the 18 functions of volunteer administration.

YOUTH AFFIRMATION HANDBOOK

The purpose of the *Youth Affirmation Handbook* is to provide units with a guide for attracting and successfully involving youth in meaningful experiences with the American Red Cross. Intended as a reference tool and a basic resource for Red Cross youth programming, users will be able to touch down anywhere in the *Youth Affirmation Handbook* and find useful, concrete information at their fingertips.

YOUTH IN DISASTER SERVICES, EXPLORING THE POSSIBILITIES

Youth in Disaster Services is an up-to-date guide intended to provide leadership in disaster services, youth/young adult services and volunteer administration with the tools they need to open the doors of chapter disaster services programs to youth and young adult participation.

WEB SITES CAMPUS COMPACT

Campus Compact is a coalition of more than 640 college and university presidents, established to expand opportunities for public and community service and to advocate for the importance of civic responsibility in student learning. Campus Compact hosts meetings to exchange ideas and provides timely information and publications featuring current issues and trends, research findings and innovative model service programs. In addition, it provides funding and awards for outstanding service work.

www.compact.org/aboutcc

COLLEGEVALUES.ORG

Collegevalues.org includes two major resources, the *Journal of College and Character* and the *Character Clearinghouse*. The journal is an electronic peer-reviewed journal on character education issues, research and best practices in higher education. The clearinghouse provides a national information center for models, student perspectives, events and so forth that promote moral and civic responsibility among college students. The site has great character education links too.

www.collegevalues.org/

CROSSNET

Visit the Youth page of CrossNet for up-to-date information and announcements regarding youth and young adult volunteers. It contains information about and links to up-to-date market research designed to help you understand young adults, what your unit needs to do to attract them and how to communicate with them.

The Best Practices section of the Youth page, provides a systematic way to identify, certify and share the most innovative and successful ways to deliver service. Seeing what works well at other units may give you ideas for adapting those practices. Check it out and submit your unit's best practice(s).

Another great way to share information or to ask for input from your colleagues is through the American Red Cross CrossTalk Discussion Forums. CrossTalk is part of CrossNet, the corporate Intranet site, which is a secure site that excludes the general public. All employees and volunteers with access to CrossNet have access to CrossTalk. All you need to do is to "subscribe" to the forum for your area of interest. Once a new item has been posted on CrossTalk, subscribers are notified and have the opportunity to respond to the sender directly through E-mail, or the user may respond to the posting on the site so that all subscribers might benefit from the information sharing.

<https://corpweb.redcross.org/youth/>

NATIONAL SERVICE-LEARNING CLEARINGHOUSE (NSLC)

NSLC is a comprehensive information system that focuses on all aspects of service-learning. It covers school-based—from kindergarten through higher education—and community-based initiatives. The clearinghouse, headquartered at the University of Minnesota, is a consortium of institutions and organizations. The NSLC maintains and operates a Web site and national listserves, offers information services via a toll-free number, distributes free information packets, produces special publications and maintains a library of print and media materials dealing with service-learning and related topics. NSLC information specialists will answer your questions about resources for planning and implementing service-learning projects, integrating service into curriculums, evaluating programs, securing funding and more. Subscribe to the NSLC Higher Education Service-learning listserve and participate in discussions on service-learning in higher education settings.

www.umn.edu/~serve



Section 11

ACTIVE RED CROSS CAMPUS CLUBS 2004–2005

Following is a list of Red Cross campus clubs in existence when this document went to print. However, the list continues to change. For the most recent listing of all Red Cross campus clubs, visit <https://www.redcross.org>.

ALABAMA

Auburn University

CALIFORNIA

Sonoma State University

Stanford University

University of California,
Berkeley

University of California,
Santa Barbara

University of Southern California

DISTRICT OF COLUMBIA

American University

Georgetown University

The George Washington University

Howard University

CONNECTICUT

University of Connecticut

Yale University

FLORIDA

Embry-Riddle Aeronautical University

University of Central Florida

University of Florida

University of West Florida

GEORGIA

Medical College of Georgia

ILLINOIS

University of Illinois

at Urbana-Champaign

KANSAS

Kansas State University

University of Kansas

KENTUCKY

Georgetown College

Murray State University

LOUISIANA

Louisiana State University

MARYLAND

Frederick Community College

Johns Hopkins University

Towson University

MASSACHUSETTS

Boston College

Boston University

Clark University

Harvard-Radcliffe

Massachusetts Institute

of Technology (MIT)

Northeastern University

Wellesley College

MICHIGAN

Michigan State University

University of Michigan

MINNESOTA

Winona State University

MISSOURI

Washington University in St. Louis

NEBRASKA

BryanLGH School of Nursing

Creighton University

University of Nebraska-Lincoln

Wesleyan University

RESOURCES

NEW JERSEY

Princeton University
Rutgers University
Rutgers University–Newark
Seton Hall University

NEW MEXICO

University of New Mexico

NEW YORK

Binghamton University
Cornell University
Hamilton College
Herkimer County Community College
Ithaca College
Oswego State University

NORTH CAROLINA

Duke University
East Carolina University
North Carolina State University
University of North Carolina
at Chapel Hill

OHIO

Bowling Green State University
Kent State University
Ohio University
University of Dayton

OKLAHOMA

University of Oklahoma

OREGON

Central Oregon Community College

PENNSYLVANIA

Bloomsburg University
Penn State
University of Pennsylvania
University of Pittsburgh

RHODE ISLAND

Brown University

SOUTH CAROLINA

Furman University

TENNESSEE

University of Tennessee

TEXAS

Angelo State University
Texas State University–San Marcos
University of Texas

UTAH

Brigham Young University

VERMONT

University of Vermont

VIRGINIA

College of William and Mary
George Mason University
Hampton University
Radford University
University of Virginia
Virginia Tech

WASHINGTON

Western Washington University
Western Washington University
Red Cross Extension (WWURCE)

WEST VIRGINIA

Marshall University
West Virginia University