



**American
Red Cross**

Together, we can save a life

campusLINE

Student Leadership Guide

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.

www.redcross.org

This guide belongs to
American Red Cross Club of

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WELCOME



Welcome to the *Campus Red Cross Club Student Leadership Guide*. We at the Red Cross—the nation’s foremost volunteer human service organization—are delighted with your interest in carrying on the proud tradition of volunteering to help others. To assist you, we’ve developed this guide as a blueprint for establishing a Red Cross club on your college or university campus.

Why are we excited about your involvement in the Red Cross? One of the primary objectives of the American Red Cross is to help young adults achieve their goals, whatever they may be. And we’ve discovered that through volunteering many young adults—

- * Identify personal passions that they later convert into careers such as teaching, nursing, personnel management, social work and administration.
- * Meet new people, build career skills and get practical experience to put on their résumés.
- * Feel more connected to the communities in which their colleges and universities are located and want to make these communities better places.

At the same time, you are helping us achieve our Red Cross goals as well. For example, you—

- * Enhance our ability to provide Red Cross services to local communities and college campuses.
- * Bring fresh perspectives to our local Red Cross units.
- * Help us to meet our staffing needs in many important skill areas, including research, Web site development, special events, public relations, graphic arts and more.
- * Bring ethnic, cultural and age diversity to the Red Cross, making it more representative of the populations we serve.

In short, we greatly value your talents, ideas, energy and, in particular, your sincere desire to help others. After all, helping others is what the Red Cross is all about.

FYI: *This guide is the product of the time, talent and experience of students like you, who volunteer through Red Cross clubs on campuses around the country.*

Section 1

Whether you've been a member of organized service clubs in the past, or have little or no experience with this kind of activity, this guide holds something for you:

- Section 1** welcomes you and introduces you to the content of the guide.
 - Section 2** provides you with a brief history of the Red Cross so that you will be familiar with the long and proud tradition of humanitarian service, for which the Red Cross is known and respected worldwide.
 - Section 3** provides a step-by-step approach for starting your campus Red Cross club and information on how to run effective meetings.
 - Section 4** lists ways for your club to involve itself in Red Cross services and provides examples of existing Red Cross campus club activities.
 - Section 5** lists National Days of Service that can provide numerous opportunities for keeping your members involved and for helping to bring new members into your club.
 - Section 6** sets forth the American Red Cross Code of Conduct, which all Red Cross employees and volunteers must agree in writing to uphold.
 - Section 7** offers tips on how to go about recruiting members for your club, addresses orienting and training club members to provide Red Cross services, and suggests ways to recognize and retain club members. This section also includes an annotated list of awards for which club members and club programs may be eligible.
 - Section 8** provides insights into creating a Web site for your club.
 - Section 9** discusses the media and the importance of working with your sponsoring Red Cross unit with respect to build and handle media contact.
 - Section 10** lists resources, including funding and program opportunities, publications, relevant Web site addresses, active Red Cross campus clubs and Red Cross volunteer opportunities that exist beyond your local sponsoring Red Cross unit.
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- Appendix 1** Executive Board Officers' Roles and Responsibilities
 - Appendix 2** Job Descriptions for an Individual and a Group (Sample)
 - Appendix 3** Letter Requesting Funds (Sample)
 - Appendix 4** Constitution and Bylaws (General information and a sample)

BRIEF HISTORY OF THE RED CROSS



THE AMERICAN RED CROSS...ALWAYS THERE...TOUCHING MORE LIVES, IN NEW WAYS...UNDER THE SAME TRUSTED SYMBOL.

In 1862 Henry Dunant, a young Swiss businessman wrote *A Memory of Solferino*. In his book, Dunant described what he had witnessed on the northern Italian battlefield of Solferino, where 40,000 troops were killed or wounded and left to die. His concern led to the birth of the International Committee of the Red Cross (ICRC) and eventually to the creation of the Geneva Conventions, a series of international treaties designed to protect victims of war, the wounded and the sick, prisoners of war and civilians. The Geneva Conventions were first ratified in 1864, and they remain the rules under which wars between nations are to be waged.

Around the same time Dunant's book was published, Clara Barton was working tirelessly to provide immediate personal service to the men in uniform during the American Civil War. From her experience on the battlefield, Barton saw the need for a neutral, nonsectarian, humanitarian organization as provided for in the Geneva Conventions, and in 1881 she founded the American Red Cross, whose reputation and mission to help those in need quickly grew.

In 1900, the U.S. Congress officially chartered the American Red Cross to help meet the humanitarian needs of the American people and to assist internationally in times of calamity.

In 1919, looking beyond its borders, the American Red Cross was instrumental in founding the League of Red Cross Societies, now referred to as the International Federation of Red Cross and Red Crescent Societies. Today, nearly every independent country has its own counterpart to the American Red Cross—over 180 national societies in all. In most countries, the national societies are identified as the Red Cross. In many Islamic countries, they are identified as the Red Crescent. The national society in Israel is identified as the Red Shield (Star) of David, the Magen David Adom.

As part of a global network of more than 180 Red Cross and Red Crescent societies called the International Red Cross Movement, the American Red Cross works to relieve human suffering and empower people with the skills they need to help themselves. Guided by seven Fundamental Principles—Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality—the American Red Cross strives to restore dignity and hope to the most vulnerable people around the world. (See the inside front cover of this guide.)

Today, the American Red Cross is the largest humanitarian organization in the United States. Its nearly 1.2 million volunteers and over 32,000 employees provide an array of domestic and international emergency-related services. American Red Cross services include disaster relief; health and safety training; Biomedical Services; international programs and Armed Forces Emergency Services.

Section 2

Each year, for example, the American Red Cross—

- * Provides almost half the nation's blood supply.
- * Trains more than 15 million people in vital lifesaving skills.
- * Mobilizes relief to the victims of more than 70,000 disasters nationwide.
- * Assists victims of natural and human-made disasters and victims of armed conflict around the world.
- * Transmits over 615,000 emergency messages to members of the U.S. Armed Forces and their families.



TIP: Refer to Section 4 in this document for more details on American Red Cross Lines of Service and examples of how your Red Cross campus club can get involved.

THE AMERICAN RED CROSS AND YOU

All members of your Red Cross campus club join a long line of volunteers and blood donors that stretches all the way back to the early days of the American Red Cross.

In 1884—just three years after its founding—six children, calling themselves “The Little Six,” put on a play that raised funds for the Red Cross to help victims of floods in the Midwest.

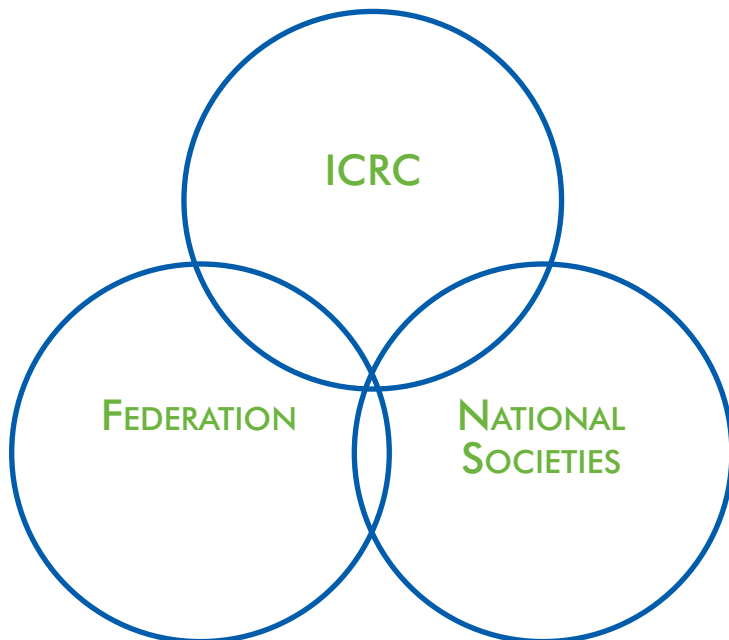
BRIEF HISTORY OF THE RED CROSS

In 1917, when the U.S. had just entered World War I, President Woodrow Wilson quickly started mobilizing the country behind the American Red Cross to support U.S. troops being deployed to Europe. With Wilson's strong support, the Junior Red Cross began that same year. It was an opportunity for young people in America to help their country by raising money, cultivating gardens and making relief items for war victims. By the end of the war, this force of young people was 11 million strong.

Young Americans are still helping their country and communities through the American Red Cross. And we're proud and pleased to have them in our ranks.

Today, youth and young adults are involved in almost every aspect of the American Red Cross. They respond to disasters, recruit blood donors and sponsor blood drives. As peer educators, young people teach members of their community about water safety, CPR, first aid, disaster preparedness, international humanitarian law and babysitting. Red Cross youth and young adult volunteers also provide a number of support services to patients in Veterans' Administration and military hospitals, raise funds for the organization, staff first aid booths in their communities and send assistance to people overseas. Young people serve on Red Cross chapter boards and national committees.

International Red Cross and Red Crescent Movement



The American Red Cross Is Not a Government Agency

It's important to note that the American Red Cross is not a government agency. It is a volunteer-based organization whose operations are financed by contributions from the American public. The organization's nearly 900 chapters and other field units are spread throughout the United States and its territories.

The American Red Cross national headquarters is located in Washington, D.C.

To learn more about the American Red Cross, visit www.redcross.org.

STARTING YOUR RED CROSS CAMPUS CLUB AND HOLDING EFFECTIVE MEETINGS



If you have this guide in your hand, you've already leaped a major hurdle in starting a Red Cross campus club. That is, you already possess interest and motivation. The rest is just details. But important details, nonetheless.

Following are 12 steps for getting your club up and active.

TWELVE STEPS FOR FORMING YOUR CLUB

STEP 1

Contact the Red Cross unit nearest your campus for guidance and approval.

You may already have done this. If so, you should know that the local Red Cross unit—whether it's your local chapter or Blood Services region—will be your greatest resource for information and support.

One of the first things a Red Cross representative should tell you is that your club will require formal recognition and approval from the unit's board or advisory council. Most Red Cross units are eager to sponsor a Red Cross campus club in their jurisdiction, so getting approval should be a relatively easy process.

Also, there are some realities you should be aware of up front. Namely—

- * When it comes to providing Red Cross services on campus or in the community, we encourage you to be creative and energetic. However, Red Cross campus clubs are not autonomous Red Cross units. Your club is a branch of the sponsoring Red Cross chapter or Blood Services region and, therefore, like any other division within the organization, is under its auspices and guidance.
- * All club projects and activities must be approved by the sponsoring Red Cross unit.
- * Your members, as representatives of the American Red Cross, must abide by the organization's Code of Conduct (refer to Section 6 in this document).

TIP: When you receive approval from the sponsoring Red Cross board or advisory council, be sure that you are assigned a Red Cross liaison. This person will be your most valuable asset in getting your club started and will help you navigate through some of the following steps. This person also will serve as advisor to the club, providing support and guidance as needed, as well as be available to respond to questions or concerns, keep you updated on the Red Cross and attend some of your Red Cross campus activities.



Section 3

STEP 2

Get your school's approval.

Once you've started the ball rolling with your local Red Cross unit, inform the appropriate office at your school about your intention to start a Red Cross campus club.



INSIGHT

At this stage, try to have a group of about three to six students to share the work and get things rolling. However, with more than six, you run the risk that no one will step forward to make sure things get done.

Most colleges and universities have procedures that must be followed before any group can form an officially recognized student club on campus. For example, your school may require that you name officers, appoint a faculty or staff advisor or submit a statement of purpose or constitution. Frequently, you must meet the requirements to—

- * Secure meeting space on campus.
- * Use the name of the school.
- * Apply for funding from college sources.

Since most colleges and universities provide funding for official student groups, it's always wise to follow the proper procedures.

TIP: After you have reviewed your school's procedures for establishing a Red Cross club on campus, share them with your Red Cross unit liaison. He or she may be able to help you get through some of the details.

STEP 3

Name your club.

Your American Red Cross campus club should be officially titled "American Red Cross Club of school name." This will help ensure consistency across the country—plus there's the added benefit of having your club listed at the top of alphabetical club lists at your school!

STEP 4

Begin thinking of Red Cross-related activities in which you'd like to see your club become involved.

Your Red Cross campus club's activities and projects should mirror the services offered by your sponsoring Red Cross unit. Your Red Cross liaison should be able to provide you with an abundance of ideas to get you started.

Keep in mind that your club activities and projects need to be related to the Red Cross mission. (See the inside front cover.)

It helps to determine general areas of focus for your club before the first official club meeting. While you want to consider members' interests and ideas, you'll want to have an

STARTING YOUR CLUB/HOLDING EFFECTIVE MEETINGS

initial framework for the club, otherwise things will appear disorganized—which could turn off prospective club members. Refer to Section 4 for ideas on different areas of focus.

STEP 5

Develop a structure for your club.

Once it appears that your club will receive approval from both the Red Cross and your college, and you have determined the general areas of service your club will focus on, start developing a structure for your club.

Red Cross campus clubs typically have a president and other officers, such as a secretary and a treasurer, who form the executive board. Many clubs 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 and is one that we recommend.

For example, in addition to your officers, your club structure may include a—

- * Health and Safety Committee.
- * Disaster Services Committee.
- * International Services Committee.
- * Blood Services Committee, where applicable.
- * Armed Forces Emergency Services Committee.
- * Local Community Outreach Committee.
- * Special Events Committee.

Each of your committees should be chaired by a club member.

TIP: Consider holding elections in early spring each year to provide an opportunity for new officers to work with the existing club officers. This will encourage a smooth transition.

It also is helpful to have a board of advisors made up of club members, the local Red Cross liaison assigned to your club and at least one representative from your college or university.

In addition, when structuring your club, be sure to clearly articulate such things as—

- * How often your club will meet.
- * The minimum volunteer hours required from each member.
- * What kinds of behavior may result in disciplinary action or expulsion from the club.

For information on the key responsibilities for each club officer and sample job descriptions, see appendices 1 and 2.

STEP 6

Create job descriptions.

You will need individual job descriptions for leadership positions as well as group job descriptions for committee members.



Section 3



TIP: Ask your sponsoring unit for a copy of the *Volunteer Administration Manual*. This document will walk you through the process of creating job descriptions, conducting a needs assessment, recruiting and retaining volunteers and much more!

STEP 7

Create a budget for your activities.

Start developing a preliminary budget. This will help you prioritize activities. Also, having a well-thought-out budget is often the first step to obtaining funds from your college or university.

Your Red Cross unit liaison should be able to help you get started formulating a budget for your club. In addition to budgeting for service projects, you'll want to plan for things like recruitment campaign costs, refreshments and recognition.

American Red Cross campus club members report that there are many sources of funding for clubs right on campus, if you are willing to ask. Some clubs have been successful in securing funds from—

- * The Student Government Association.
- * The president's or dean's discretionary fund.
- * The Office of Student Affairs.
- * Religious organizations on campus, such as the chapel.
- * Schools or departments, such as International or Area Studies Centers.
- * The Student Health Center.
- * The Women's Center or other interest groups, such as the Black Students' Association.
- * The university store.

For example, the Duke Red Cross Club receives funds from the university chapel, which helps support the First Aid for Children Today program. Club members have also been successful in having the university store donate store credit for miscellaneous supplies the club needs. See appendix 3 for a sample letter to request funds.

STEP 8

Write a constitution for your club.

A constitution (or a statement of purpose) will help formalize the club's structure and spell out procedures that have been agreed upon, such as the election of officers, Code of Conduct, meeting schedule and so forth.

STARTING YOUR CLUB/HOLDING EFFECTIVE MEETINGS

RESOURCE: See appendix 4 for a sample constitution and bylaws. Your constitution will need to be approved by your sponsoring Red Cross unit and, most likely, by your school.



STEP 9

Communicate with your local Red Cross unit.

Designate one of your members (usually it's the club president) as the primary contact with the unit. This student leader could provide reports to the local unit's board of directors, and perhaps even serve as a board member, if invited by the unit. The important thing is to make sure the lines of communication stay open between your club and your local Red Cross unit.

RESOURCE: A great way to help ensure that club members are kept up to date about the Red Cross is for the club president to request CrossNet access. CrossNet is the American Red Cross Intranet site, which contains a wealth of information and is free to those with Internet access. Because it is a secure site, the campus club president must work with the sponsoring Red Cross unit to get permission to access CrossNet.

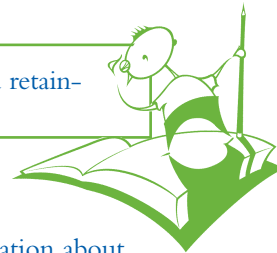


STEP 10

Start recruiting members for your club.

To initially recruit members, start with flyers, e-mails, ads in the student newspaper, volunteer and club fairs, and table tents in the cafeteria. Word of mouth from your core group of founding members is invaluable. Their enthusiasm and passion about the club is probably your best form of advertising.

RESOURCE: For more information on recruiting, orienting, training and retaining club members, refer to Section 7.



STEP 11

Use your first meeting as a brainstorming session.

Use your first club meeting not only as an opportunity to pass on information about your club but also as a brainstorming session. Ask those who attend the meeting for their ideas about the kinds of projects they'd like to be involved with. The more your club's activities mesh with its members' interests, the more successful it will be.

To encourage discussion—

- * Inform members about the range of services offered by your sponsoring Red Cross unit. (See Section 4 for the entire spectrum of services offered by the Red Cross and to learn what other Red Cross campus clubs are doing with respect to these services.)
- * Describe the club's initial structure and service areas.

Section 3

- * Ask your members what kinds of activities interest them the most and how those interests fit into providing Red Cross services. For example, are they interested in health and safety issues? Would they like to participate on Red Cross Disaster Action Teams? Are some interested in organizing a campus-wide blood drive? Many members will be interested in honing career skills. Encourage them to target a Red Cross service that will help them accomplish their personal goals.
- * Be creative and allow for free-flowing discussions. You'll be surprised at the ideas that will be generated.

STEP 12

Register your Red Cross campus club with American Red Cross national headquarters!

Visit CrossNet to register your club (https://crossnet.redcross.org/chapters/administer/vol/clubs_contact.asp). This will ensure that national headquarters is aware of your club and that your club will be informed of Red Cross opportunities at the national level. Your Red Cross club will become part of the growing club network that shares ideas and best practices.

HOW TO RUN AN EFFECTIVE MEETING*

Meetings have several functions. They give members a chance to discuss goals and objectives and keep updated on current events. They provide a chance to communicate and keep the group cohesive. But most of all, meetings allow groups to pull resources together for decision making. Start with careful planning, finish with a thorough follow-up, and the meeting will almost run itself.

BEFORE THE MEETING

Choose an appropriate meeting time.

Set a limit and stick to it. Remember that members have other obligations.

Choose a suitable location.

Choose a location suitable to group size. Small rooms with too many people get stuffy and create tension. A larger room is more comfortable and encourages individual expression.



TIP: If possible at meetings, arrange members so they face each other. For larger groups, try U-shaped rows. A leader has better control when he or she is centrally located.

* Adapted from *Running Effective Meetings*, Student Activities and Leadership, University of Michigan, www.umich.edu/~salead/sal.qnotes/organizational.strct/run.effectiv.meeting.html

STARTING YOUR CLUB/HOLDING EFFECTIVE MEETINGS

To create a “Red Cross atmosphere,” use visual aids, such as posters. Your sponsoring unit can probably provide Red Cross items to create interest and impart information.

Vary meeting locations, if possible, to accommodate different members.

Define the purpose of the meeting.

If you can't come up with a purpose, don't have a meeting.

Develop an agenda with the officers and advisors.

A typical agenda would include—

- * Call to order.
- * Approval of agenda.
- * Correction and approval of minutes.
- * Announcements.
- * Officers' reports.
- * Committee reports.
- * Unfinished business.
- * New business.
- * Open forum.
- * Advisor's report.
- * Adjournment.

TIP: Distribute the agenda and circulate background material, such as lengthy documents or articles, prior to the meeting so members will be prepared and feel involved.



During the Meeting

- * Greet members and make them feel welcome, even the late ones.
- * If possible, serve light refreshments; they are good ice breakers.
- * Start on time.
- * End on time.
- * Review the agenda and set priorities for the meeting.
- * Stick to the agenda.
- * Encourage group discussion to get all viewpoints and ideas.
You will have better-quality decisions as well as highly motivated members.
- * Encourage feedback.
Ideas, activities and commitment to the organization improve when members see their impact in the decision-making process.
- * Keep conversation on topic, toward an eventual decision.
- * Ask for only constructive comments.
- * Keep minutes.
Minutes of the meeting are helpful for future reference in case a question or problem arises.

Section 3

- * Be a model.
The leader must model good social skills by listening to, showing interest in, appreciating and having confidence in members. Admit your mistakes.
- * Keep it positive.
Summarize agreements reached and end the meeting on a unifying or positive note. For example, have members volunteer thoughts on what they felt was successful.

After the Meeting

- * Follow up.
Be timely. Propose and distribute minutes within 48 hours. Quick action reinforces the importance of meetings and reduces error of memory.
- * Discuss problems that arose during the meeting with officers.
- * Follow up on delegation decisions.
See that all members understand and carry out responsibilities.
- * Give recognition and appreciation for excellent and timely progress.
- * Put unfinished business on the agenda for the next meeting.
- * Conduct a periodic evaluation of the meeting.
Weak areas can be analyzed and improved for more productive meetings.

WAYS TO GET INVOLVED



This section discusses the many kinds of services the Red Cross offers. You may already be familiar with some of these; others you may be pleasantly surprised to learn about.

As mentioned in Section 2, the American Red Cross offers many services. As a result, the Red Cross is able to provide a great deal of variety and many service opportunities for young adults. Some of your members may prefer the excitement of working on a Disaster Action Team; others enjoy the satisfaction that comes from organizing a campus-wide blood drive. Therefore, we encourage your Red Cross campus club to offer as many services as possible.

Following are brief descriptions of American Red Cross services. As you read through them, reflecting upon what your club could do to implement or enhance these services, either on campus or in the community. Following each description is one or more examples of what current Red Cross campus clubs are doing within that particular service.

WITHIN THE LOCAL UNIT

DISASTER RELIEF AND PREPAREDNESS TRAINING

Each year, Red Cross employees and volunteers respond to more than 70,000 disasters, ranging from single-family house fires to major disasters, such as hurricanes, floods and tornadoes. They help hundreds of thousands of their neighbors by providing food, clothing, shelter and other emergency needs—free of charge.

In addition, local Red Cross units are involved long before disasters occur, educating the community on how to stay safe should a disaster strike. Red Cross club members on several campuses join Red Cross Disaster Action Teams (see the example below).

Some students active in these services decided to join the American Red Cross Disaster Services Human Resources (DSHR) system. DSHR dispatches highly trained and experienced Red Cross disaster volunteers to disaster relief operations that may be five blocks or 5,000 miles from home. DSHR members are called into action whenever the scope of a disaster exceeds the capacity of the local unit. Your members can learn more about responding on national disaster relief assignments and the DSHR system by contacting your sponsoring Red Cross unit.

EXAMPLE

Several members of the Brown University Red Cross Club serve on the local Red Cross Disaster Action Team (DAT) responding mostly to local house fires. However, in 1999, the DAT responded to the Egypt Air Flight 990 airplane disaster. As workers recovered and reconstructed the aircraft, 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.

Section 4

BIOMEDICAL SERVICES

Each year, Red Cross volunteers help collect more than six million units of blood from volunteer blood donors. These donations amount to nearly half the nation's blood supply and help save countless lives.

EXAMPLE

The Badger-Hawkeye Region's Youngblood program, a permanent blood donation center located in one of two student unions on the University of Wisconsin–Madison campus, has collected blood for more than 25 years for the Red Cross. 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 success factor for these drives. Traveling plaques are used each academic year to recognize the class or organization with the highest percentage of donors.

HEALTH AND SAFETY TRAINING

The Red Cross each year trains more than 15 million people in lifesaving skills, including CPR, first aid use of an automated external defibrillator (AED), lifeguard training and swimming.

Red Cross health and safety workers in the community also may offer—

- * Blood pressure screening, referral and follow-up.
- * Red Cross first aid stations at public events.
- * Red Cross home health care courses.
- * Red Cross babysitting training.
- * Red Cross training for child care providers.
- * Red Cross first aid and water safety education—like Longfellow's Whale Tales and Basic Aid Training—to school-age children.

EXAMPLE

The Duke Red Cross Club recently co-sponsored its first Health Awareness Week at the university in an effort to encourage students and campus friends to develop healthy and safe lifestyles. The club also is very active in the American Red Cross First Aid for Children Today (FACT) program and has a FACT committee. Each year, student instructors typically reach out to three elementary schools in Durham, teaching approximately 75 elementary-school children about health and personal safety.

EXAMPLE

University of Dayton Red Cross club members are trained in CPR and first aid and as instructor's aides, and they assist the sponsoring Red Cross chapter with its community CPR event, "Save-A-Life Saturday."

EXAMPLE

The University of Nebraska Red Cross Club (at Lincoln) has a Basic Aid Training committee. Members of the committee are trained as instructors and then teach basic first aid and CPR skills to children in the fourth grade at local elementary schools.

WAYS TO GET INVOLVED

The club also has a First Aid Team. Members are trained in Community First Aid and CPR and are responsible for providing first aid when necessary at large campus events. An advantage of being part of this committee is free admission to campus events.

ARMED FORCES EMERGENCY SERVICES

Red Cross employees and volunteers provide emergency-related services to members of the U.S. Armed Forces, veterans, their families and civilians.

Some of these services include—

- * Making the Red Cross emergency communication network available to the men and women of our Armed Forces and their families during times of personal emergencies. This network operates 24 hours a day, every day of the year and transmits or receives over 615,000 messages a year—at no cost to service personnel or their families.
- * Providing military members and their families interest-free loans and grants, if needed, when urgent personal crises arise, such as a death in the family.
- * Assisting veterans during discharge procedures and helping them complete forms for military benefits.
- * Offering counseling and other social services to military families.

EXAMPLE

For active duty U.S. service members, being separated from loved ones is often a trying experience, made even more difficult during the holidays. Many Red Cross units prepare holiday packages to send to men and women in uniform deployed far from home. Items typically include—

- * *Writing paper, envelopes, pens and blank holiday cards.*
- * *Individually wrapped hard candy, gum and cookies.*
- * *Toiletry items, such as shaving cream, razors, toothbrushes, toothpaste, soap and foot powder.*
- * *Books and videos.*
- * *Small board games and playing cards.*
- * *Holiday merchandise catalogs, which are always in great demand because they allow service members to order and ship gifts directly to their loved ones.*

INTERNATIONAL PROGRAMS

Through Red Cross national headquarters, each American Red Cross chapter, Blood Services region and station is linked to the International Red Cross and Red Crescent Movement. As a result, local units are able to offer a number of unique international services, which might include—

- * Fundraising in response to appeals for assistance during times of international disaster.
- * Tracing services for people separated from their relatives because of war, civil disturbance or natural disaster.
- * Education about the work of the Red Cross worldwide, International Humanitarian Law, the Geneva Conventions and the Red Cross Principles.
- * Language banks that meet local emergency translation needs.

Section 4

Opportunities exist for Red Cross units and Red Cross campus clubs to collaborate on international projects of mutual interest. Based on student interests and unit needs and resources, club members are encouraged to become involved in both the local and global community through Red Cross service.

EXAMPLE

The Duke Red Cross Club sponsors hunger banquets each year in an effort to raise money for American Red Cross International Services. For the price of a typical meal at Duke, students are treated to a meal and entertainment. However, the meal and entertainment are not what everyone expects. A few randomly selected students receive an extravagant four-course meal while the rest of the participants “dine” on a meager portion of rice and beans. The different meals demonstrate in a real and vivid way the growing disparities among industrialized and developing countries. For “entertainment,” experts on international issues from the Duke community are invited to share their stories and experiences. As a result of this event, Duke students have learned about and contributed to relief efforts in several African countries. In all, the Duke Red Cross Club has raised nearly \$1,500 for Red Cross International Services.



TIP: A long-running project that meets immediate needs overseas is the American Red Cross School Chest Program. School chests provide critical school supplies to vulnerable children affected by armed conflict and natural disasters. School chests have been sent to many international destinations, such as Kosovo, where supplies were distributed to children in psycho-social centers who had been traumatized by violence, and Venezuela, where supplies were distributed among new schools built after devastating mud slides. This program offers a wonderful way for volunteers to work together as a team and make a positive international impact. Contact your sponsoring unit for more information.

COMMUNITY SERVICES

The needs of the community help determine which Red Cross services a unit may provide. Locally tailored Red Cross services underscore the length and breadth of Red Cross responsiveness and flexibility.

Following are examples of American Red Cross community-based activities:

- * Staffing Red Cross information booths at community or campus events
- * Sponsoring blood drives
- * Staffing first aid stations
- * Adopting a park beautification project
- * Helping involve more youth and children in the Red Cross
- * Holding a Hunger Banquet to raise awareness about world hunger

WAYS TO GET INVOLVED

- * Helping staff a neighborhood soup kitchen
- * Helping 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, toilet paper
- * Creating thank-you cards for blood donors
- * Collecting and distributing toys for the holidays for children who are victims of disaster or living in shelters
- * Singing at a children's hospital or nursing home during the holidays
- * Sending greeting cards to service members overseas
- * Organizing a fundraiser, such as a bake sale, rummage sale, car wash, serve-a-thon or dress-down day at local businesses
- * Assembling Thanksgiving boxes of food for those in need
- * Creating a colorful display of posters or pictures promoting Red Cross services for your unit, the local library, city hall or your campus
- * Reading to children in shelters and hospitals
- * Making presentations about the Red Cross at high schools, junior highs and elementary schools
- * Sending school chests overseas
- * Grocery shopping for the homebound
- * Holding a "Health Competition" with a rival college
- * Sponsoring a "Week of Giving to the Red Cross" to get others involved in community service
- * Holding a "Clean-up Day" to help local seniors with yard work
- * Creating and performing an anti-crime, anti-drug or anti-violence play
- * Holding a "Celebrating Our Differences Day" to promote tolerance and understanding of differences

EXAMPLE

One year, members of the Red Cross club of The College of William and Mary initiated a community beautification project for their campus-sponsored "Spring Into Action" event. Members planted trees and cleaned up their community.

In addition to providing Red Cross services on campus and in the community, many college students work directly with sponsoring Red Cross unit staff, helping with unit Web site development, event management, accounting, public relations, case management and more.

Section 4

Most Red Cross units have young people, ages five to 18, involved in Red Cross activities. Many Red Cross campus clubs help these young people by—

- * Providing Red Cross health and safety programs in schools.
- * Counseling them against drug and alcohol abuse.
- * Organizing youth-sponsored and youth-led blood drives.
- * Running leadership development programs.
- * Preparing school chests for young people in other countries.
- * Visiting nursing homes and delivering meals to the homebound.

EXAMPLE

The Boston College Red Cross Club offers its members the opportunity to serve as mentors to young people under 18 who participate in Red Cross clubs and volunteer programs. Club members can get involved in the administration of the chapter's youth program as well as assist a group of young people with a school chest initiative or train younger volunteers in health and safety or disaster services. Club members also help support the chapter's leadership development program for youth volunteers.

EXAMPLE

The American Red Cross of the University of Dayton has a School Clubs Committee. Members of this committee help create and advise Red Cross clubs at area elementary, middle and high schools. They support youth volunteers with their service projects and provide leadership and guidance to the clubs.

In short, there are no limits to how your Red Cross campus club can help others.

WAYS TO GET INVOLVED

BEYOND THE LOCAL UNIT

Red Cross service opportunities for interested young adults exist at the state, regional and national levels. They include, but are not limited to, positions on the National Youth Council, where council members represent young Red Cross volunteers and enhance youth involvement in the organization, and service on the Content Committee of the organization's public Web site, where committee members oversee the youth portion of the site. Service at these broader levels provides college students with opportunities to—

- * Serve the larger community.
- * Develop professionally and personally.
- * Expand their volunteer experience.
- * Network.

You can learn more about Red Cross service opportunities that exist beyond the local unit from your local Red Cross.

AMERICAN RED CROSS ANNUAL CONVENTION

The American Red Cross Convention, held alternate years in Washington, D.C., provides the opportunity to welcome delegates from across the nation. It is a unique Red Cross gathering that focuses on priority leadership issues as well as celebrating our achievements. Youth and young adult delegates at the convention represent chapters, military installations and Blood Services regions. The sessions and activities provide opportunities for young people from across the country to meet, exchange ideas for Red Cross involvement in their communities back home and learn new leadership skills and program delivery techniques. Young delegates are important participants in the overall convention sessions and activities, including plenary and general sessions. A limited number of scholarships are usually available for young people to attend the convention. Contact your local Red Cross unit for information.



Section 4

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 Washington, D.C.-area colleges and universities, 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 national headquarters Diversity Department 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 response courses.
- * Experience in their degree area to enhance their chances for securing employment upon graduation.

For more information, contact your local Red Cross.

NATIONAL SERVICE DAYS



It's important to keep your members interested and motivated. One way to accomplish this is to continually present them with fresh, timely ideas for volunteer involvement. National service days can help.

Following are descriptions of a number of national service day opportunities that will keep your current Red Cross campus club members involved, as well as help you to recruit potential new members.

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 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.

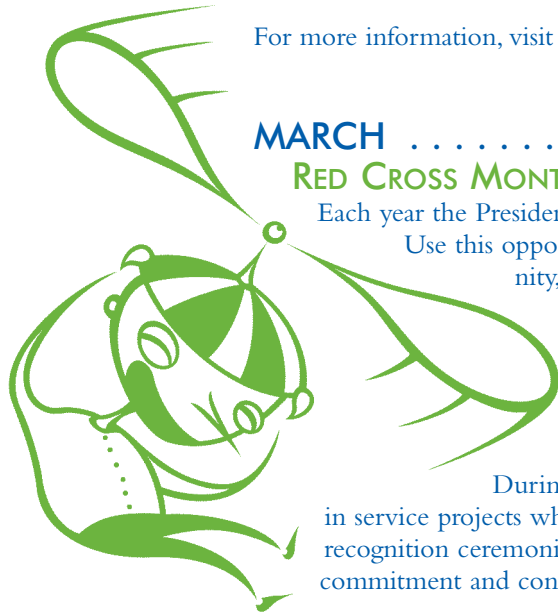
Section 5

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.



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 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.

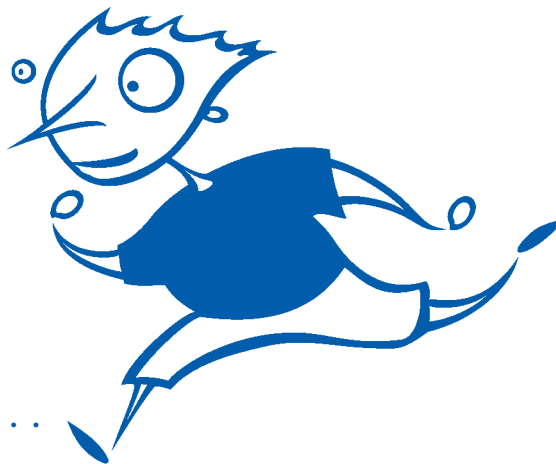
For more information—including a comprehensive online resource guide on community involvement that features volunteer recruitment, project development, fundraising and public relations guidelines—visit www.servenet.org.

NATIONAL SERVICE DAYS

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.

Section 5

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.



AMERICAN RED CROSS CODE OF CONDUCT



It's impossible to overemphasize the fact that your campus club is a representative branch of the nation's most recognized, trusted and respected human services organization—the American Red Cross. Everything you do, both positive and negative, will reflect on that reputation. Subsequently, it is critical that everyone affiliated with the American Red Cross—employees and volunteers alike—carry out their responsibilities in a competent, efficient and ethical manner.

To this end, all employees and volunteers—including your club members—are required to familiarize themselves with the American Red Cross Code of Conduct and sign a certification form that states that they understand the Code of Conduct and agree to comply with it. Make sure that you send your sponsoring Red Cross unit both a copy of the completed volunteer application and the signed Code of Conduct for each member.

See the Code of Conduct below. Certification forms can be obtained from your sponsoring unit.

INSIGHT

In addition to familiarizing all of your club members with the American Red Cross Code of Conduct, it would be helpful for everyone to review the Fundamental Principles of the International Red Cross and Red Crescent Movement on the inside front cover and the “Brief History of the American Red Cross” on page 5.



AMERICAN RED CROSS CODE OF CONDUCT

All volunteers and employees are prohibited from—

1. Authorizing the use of, or using for the benefit or advantage of any person, the name, emblem, endorsement, services or property of the American Red Cross, except in conformance with American Red Cross policy.

The resources used by the American Red Cross are entrusted to us by the American public. This fundamental trust requires that all of our resources, including the Red Cross name, emblem, physical property, endorsement, services, time, information and intellectual property, are properly allocated and used.

You are expected to use Red Cross resources efficiently and effectively, and to guard against waste and abuse. Be cost-conscious and alert to opportunities for improving performance while reducing costs.

Section 6

2. Accepting or seeking, on behalf of themselves, or any other person, any financial advantage or gain of other than nominal value which may be offered as a result of a volunteer's or employee's affiliation with the American Red Cross.

This prohibition refers to any present, gift, gratuity, hospitality or favor from persons or firms with whom the Red Cross maintains or may establish a relationship, and for which fair market value is not paid by the recipient. Examples are meals, entertainment (including tickets and passes), recreation (including golf course or tennis fees), transportation, discounts, promotional items or use of a donor's time, materials, facilities or equipment. This prohibition does not extend to the acceptance of benefits or items of nominal value incident to Red Cross activities, including reasonable hospitality or social courtesy.

3. Publicly utilizing any American Red Cross affiliation in connection with the promotion of partisan politics, religious matters or positions on any issue not in conformity with the official position of the American Red Cross.

You should not engage in activities that could raise questions about the honesty, impartiality or reputation of the Red Cross or otherwise cause embarrassment to the Red Cross. Your affiliation with the Red Cross should not be used to promote your personal activities. This does not preclude participation in private activities by volunteers and employees, provided that your affiliation with the Red Cross cannot reasonably be construed as an endorsement of the activity by the Red Cross.

4. Disclosing any confidential American Red Cross information that is available solely as a result of a volunteer's or employee's affiliation with the American Red Cross to any person not authorized to receive such information, or use to the disadvantage of the American Red Cross any such confidential information, without the express authorization of the American Red Cross.

The protection of confidential or proprietary information is vital to the interests and success of the Red Cross. If you improperly use or disclose confidential or proprietary business information, you will be subject to disciplinary action, up to and including termination, regardless of whether any benefit was derived from the disclosure. Employees are required sign a Confidential Information and Intellectual Property Agreement as a condition of employment.

AMERICAN RED CROSS CODE OF CONDUCT

5. Knowingly taking any action or making any statement intended to influence the conduct of the American Red Cross in such a way as to confer any financial benefit on any person, corporation or entity in which the individual has a significant interest or affiliation.

A conflict of interest may exist when you are involved in an activity or have a personal interest that might interfere with your objectivity in performing your Red Cross duties and responsibilities. For example, having a financial investment or acting as an officer, director, partner, agent, representative, employee of a supplier, competitor, customer, distributor or alliance company of the Red Cross could create a conflict of interest under certain conditions. Any actual or potential conflict of interest must be reported immediately, and any individual with an actual or potential conflict of interest must refrain from voting or participating in the decision-making process at the Red Cross with respect to any issue relating to the outside organization. Reports of actual or potential conflicts of interest must be made—

- For unit staff, to the chairman or his/her designee.
- For biomedical (including NTL) staff, to the chief executive officer.
- For members of the board of governors, to the general counsel.
- For national headquarters staff, to the immediate supervisor, the ethics officer or the Office of the General Counsel.

You are not precluded from expressing your opinions or position on issues, provided that the nature of any actual or potential conflict of interest is disclosed and you do not vote or participate in the decision-making process.

6. Operating in any manner that is contrary to the best interests of the American Red Cross.

You are expected to conduct yourself in accordance with the highest standards of professional and ethical conduct in the performance of your responsibilities at the Red Cross. You should not engage in activities that could raise questions as to the honesty, impartiality or reputation of the Red Cross or otherwise cause embarrassment to the Red Cross. If your obligation to operate in the best interests of the Red Cross conflicts with the interests of any organization with which you are affiliated or in which you have a financial interest, disclose the conflict immediately and refrain from voting or participating in any decision-making process relating to the other organization.

RECRUITING, RETAINING AND RECOGNIZING MEMBERS



RECRUITMENT

One of the best recruitment strategies also happens to be one of the easiest—simply ask people to join your club.

Studies consistently show that young people are four times more likely to volunteer if they are asked, especially if it's by someone they know and respect. So encourage your core group of founding members to get out there. Ask friends and classmates to join in this exciting new venture to volunteer to help others through your Red Cross campus club. You may be pleasantly surprised at the response.

The best recruiter is a satisfied volunteer who shares the experience with friends, neighbors and co-workers by asking them to volunteer. Being asked to volunteer by someone you know increases the likelihood that you will say yes.

While all members should help spread the word about the club, you might want to appoint someone to oversee targeted recruitment efforts.

Recruitment is an ongoing process. A year-round, structured, recruitment plan, which takes into account the entire club's needs, should be developed and maintained. Episodic needs for volunteers, such as for a large-scale campus CPR day, large blood drive, fundraising event or World Red Cross Day, should also be included in the annual recruitment plan.

Listed below are steps to follow in your volunteer recruitment process. A thorough recruitment plan requires attention to each of the steps listed.

- * Identify the club's volunteer needs.
- * Identify the target audiences on campus that might meet the needs.
- * Identify the human and material resources needed to conduct a recruitment campaign.
- * Develop strategies for collecting the required resources and for reaching target audiences.
- * Develop a recruitment calendar for implementing the strategies.
- * Ensure that the club is ready to begin interviews for new volunteers.
- * Implement the strategies.
- * Evaluate the results of the recruitment efforts and make any changes necessary.

TIP: Ask your sponsoring unit for a copy of the *Volunteer Administration Manual* or print it out from CrossNet if you have access to it. This document covers the 18 functions of volunteer administration and will be an invaluable resource to club leaders as they manage this volunteer program.



Section 7

Your club's recruitment message can be delivered in both formal and informal formats. Personal phone calls, presentations to campus groups, flyers or endorsements by campus radio stations can all be effective in recruiting volunteers.

Regardless of the medium of the "ask," the recruitment message needs to contain these components:

- * Statement of the need,
- * Explanation of how the potential volunteer can help meet the need,
- * Outline of the benefits the potential volunteer will receive and
- * The "ask" or request for the person to volunteer.

Because the Red Cross is so well known and respected, it's easy to recruit students who have an interest in helping others. Sell prospective new members on club membership by emphasizing that, through volunteering with the Red Cross, they will—

- * Meet new people.
- * Build career skills.
- * Get experience that they can include on their résumés.
- * Use their skills to help others, both on campus and in the local community.
- * Have a good time doing all of the above.

Remember, the benefits listed above could be obtained through volunteering with other organizations. Be sure to emphasize the unique aspects of the American Red Cross and why students should choose the Red Cross from among the many volunteer options available to them.



RESOURCE: The American Red Cross has developed a number of templates that can be converted into colorful brochures using text that your club has created. The Red Cross images depicted on these templates are compelling and make for great professional-looking recruitment brochures. Ask your sponsoring Red Cross unit about the templates available in the Red Cross Signature Line products.

REACH OUT FOR NEW MEMBERS

There are countless avenues for reaching out to students on any college campus. Major areas for tapping into possible sources of new club members are outlined below.

Campus Community Service Center

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 students and the community. Make sure you let the center know about your club and your interest in recruiting new members.

RECRUITING, RETAINING AND RECOGNIZING MEMBERS

Campus Media

Recruiting new members through an ad in the campus newspaper is an easy way to get your message out there. Often, though, ads can be expensive. Therefore, consider writing a letter to the editor as an option for getting the word out about your club. Create a Web site (see Section 8) and consider using the campus radio station to promote your club.

IMPORTANT: Be sure to work closely with your sponsoring Red Cross unit's public relations department before speaking with members of the media (see Section 9).

Common Areas

Place recruitment flyers in well-trafficked locations both on and off campus, such as the student union, cafeteria, bookstores, local fast-food outlets, music stores and other places frequented by students. Don't forget residence hall bulletin boards.

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.

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. Consider reaching out to existing clubs and organizations on your campus, particularly when you are in need of a large number of volunteers to assist for a specific project.

Departments or Schools on Campus

Identify departments or schools on your campus in which the subject area relates to the Red Cross. Share your recruitment materials and, if allowed, post flyers in the building where students are sure to see them. For instance, a School of Social Work may have students interested in providing casework to disaster victims or international tracing services through the chapter. A School of Nursing may have public health education requirements that may be satisfied by teaching community first aid and CPR courses.

Volunteer and/or Club Fairs

Make sure your club 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 club is an active participant in these campus events not only ensures that your club provides service to the campus population but also gives your club 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!

Be creative. There are countless recruitment methods you can employ.

ORIENTING NEW MEMBERS

Because your Red Cross campus club is a highly visible representative of one of the nation's foremost human service organizations, it's important that every member become familiar with the organization.

Your sponsoring Red Cross unit should take on the responsibility of orienting your club members to—

- * A brief history of the International Red Cross and Red Crescent Movement and the American Red Cross, and the work that they do.
- * The specific services provided by your sponsoring Red Cross 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 taking part in a World Red Cross Day event or staffing a booth at a health fair. In such cases, a one-page job description that addresses specific job responsibilities and the Red Cross Code of Conduct may suffice.

TRAINING NEW MEMBERS

Whether it's teaching CPR/first aid, providing disaster services or organizing a campus-wide blood drive, it's important that each club member be trained in the particular Red Cross service he or she volunteers to provide.



INSIGHT

To ensure a healthy and strong membership, make recruitment a year-round process.

RECRUITING, RETAINING AND RECOGNIZING MEMBERS

Again, your local unit is your resource for Red Cross training. Work through your unit liaison representative. He or she will be able to help schedule your club members for unit training sessions.

RETENTION

Retention is key to the stability and viability of any organization, including your Red Cross campus club. Given the inherent makeup of your membership, you can expect to lose members due to college transfers and graduations. Retention of volunteers depends on various factors, some beyond the influence of the Red Cross. However, good volunteer management practices can affect a volunteer's decision to continue involvement with the Red Cross.

Based on experience and research, it has been determined that critical time periods for volunteer retention occur during the first six months and when volunteer hours or credits needed are completed. The volunteer management functions associated with this period (placement, matching the volunteer and the job, orientation training) set the stage for satisfaction or dissatisfaction.

Your club will want to establish a system for monitoring volunteer retention. This could be as simple as recording how many volunteers are leaving and the reasons they are leaving. One way to gather this information is by doing a brief exit interview, by phone or e-mail if need be. Follow up on this information-gathering by educating members about the reasons volunteers leave. This should help your club minimize barriers and correct any problems that may cause volunteers to leave.

Remember, the more your club's activities reflect member interest, the more likely it is that members will remain engaged.

Following are some suggestions for retaining members:

- * Give all the feeling that they have a stake in the club. This can be accomplished by listening to and giving serious consideration to everyone's ideas and opinions.
- * Create a structure for your club that provides for multiple leadership positions. For example, create committee leadership positions for each of the service areas your club offers; offer special committee leadership positions as well as possible task force positions. Be careful, however. Having too many chiefs creates its own set of problems.
- * Create a healthy, fun-loving environment for your club. Have fun! Socialize together to help form a bond.
- * Recognize members for their good work (see pages 40-41).

Section 7

EPISODIC VOLUNTEERS

Many potential volunteers prefer time-limited assignments, such as a project, a specific annual event or a spontaneous offer to meet an immediate need in the community. Actively listening to the potential volunteer will help you become aware of the volunteer's need and expectation for a time-limited assignment. Next, determine how that need can be matched with the needs of the club.

Creating a positive, single experience should be the primary focus for spontaneous and episodic volunteers, rather than regarding the event as an opportunity to recruit long-term volunteers. A positive image of the Red Cross for the first-time volunteer will create a "friend of the Red Cross" on your campus. This individual will share that positive experience with family and friends, thus elevating the image of the Red Cross on your campus, the community and beyond. The volunteer is also more likely to return as a volunteer, a financial donor or a blood donor.

A strong recruitment push at an event involving episodic volunteers can leave a bad impression. However, a number of the organization's traditional volunteers first came to the Red Cross as spontaneous or episodic volunteers. It's best to ensure that information on additional club volunteer opportunities is posted at events and that someone is available to answer any questions about volunteering with the Red Cross that may arise.

INSIGHT



As well as being an excellent skills-building opportunity, training for certification in any Red Cross service is a wonderful personal asset that club members should be proud to include on résumés and job applications.

RECOGNITION

Let's face it. We all like to feel wanted. And we all want to know that our efforts and contributions are noticed and valued by others.

Being formally recognized for your service and good work says, "Others are aware of me and what I'm doing. I'm appreciated not only for my successes but also for my positive efforts." Messages such as these create goodwill among members and help you retain people who might otherwise feel that their time and energy is not valued.

RECRUITING, RETAINING AND RECOGNIZING MEMBERS

TIP: Try to find opportunities to recognize the good work of your members throughout the year, rather than at just one end-of-term or end-of-year recognition event.



Recognition can take many forms. Following are some suggestions:

- * Create a bulletin board that features pictures of your members' activities and accomplishments and display this board in a prominent, well-trafficked area.
- * Have the school newspaper publish articles whenever your club members engage in a special project or deserve public recognition for whatever reasons.
- * Feature a volunteer on your club Web site each month.
- * Give the name of any member of your club who has provided outstanding service to your sponsoring Red Cross unit. This may enable the unit to nominate the person for a national American Red Cross award (see "American Red Cross Awards" below).
- * Send stories of your members' activities to Red Cross national headquarters so that they can be posted on the American Red Cross public Web site.
- * Host a recognition party for deserving members.
- * Present members with certificates, pins or T-shirts for their efforts.

INSIGHT

You'd be surprised how far a simple written or spoken "thank-you" goes for a job well done.



AMERICAN RED CROSS AWARDS

Awards are another great way to recognize your Red Cross campus club members. Below is a list of American Red Cross awards, followed by awards given by other organizations. You are encouraged to nominate outstanding club members or club programs.

■ 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.

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■ 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.

■ 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.

RECRUITING, RETAINING AND RECOGNIZING MEMBERS

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

■ 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



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■ 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

■ 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

RECRUITING, RETAINING AND RECOGNIZING MEMBERS

■ 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.

CREATING A WEB SITE FOR YOUR CLUB



It's highly likely that one or more of your members has the technological know-how to create a Web site for your club. However, because of graphic standards and technology guidelines specific to the American Red Cross, it's important that you consult and work with your local Red Cross unit when creating your club's Web site.

INSIGHT

Not all Red Cross units have Web sites. If your sponsoring unit does not, you may want to take the opportunity to help it launch one. Talk with your Red Cross liaison about initiating such a project.



USING THE RED CROSS EMBLEM

Remember, your club represents the nation's foremost human services organization. The Red Cross emblem symbolizes more than a century of tradition of humanitarian protection. For example, the Red Cross emblem is used to identify and protect medical and relief workers, military and civilian medical facilities in combat zones, mobile units and hospital ships. It also identifies the programs and activities of Red Cross national societies throughout the world.

Moreover, the Red Cross emblem communicates to the world who we are and what we do. Maintaining strict graphic standards—when developing a Web site or any other Red Cross-related communication product—helps to ensure visual consistency as well as a strong corporate identity and image for the Red Cross.

Graphic standards, for example, include—

- * The precise color to be used for the “red” cross.
- * How much white space needs to surround the emblem.
- * How to use the emblem with unit names.
- * How to use the emblem in conjunction with other organizations and their logos or emblems.

For more information regarding corporate identity standards, visit www.redcross.org/logos/sig.html.

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You should also know that—

- * Whatever links you include on your club's Web site must be appropriate and not constitute an endorsement of a product or service.
- * All other organizations and individuals linked to your site must be reputable.
- * Logos of other organizations and companies should not appear on your Web site unless approved by your local Red Cross unit.
- * Spamming is not allowed. The Red Cross sends e-mails only to people who want them.

Working with your local unit will shed light on all of these issues.



RESOURCE: Ask your local Red Cross unit for helpful guidelines for developing American Red Cross Web sites. And for great photos for your Web site, ask your local Red Cross to provide you with CrossNet access.

TIPS FOR CREATING A SUCCESSFUL WEB SITE

Once you've received some guidance from your local Red Cross unit regarding the development of your club's Web site, keep the following tips in mind. They will help to make your site more readable and user friendly.

- * Think of your home page as the cover of a magazine.
- * Present only as much information as the average user will be able to absorb at one time. Don't put the user into information overload.
- * Be concise.
- * Use simple, easy-to-understand language.
- * Make navigating through your site simple by using key words to identify sections and to link to more in-depth information.
- * Keep pages "clean" and uncluttered. *Note:* optimal page size is 60k or less.
- * Don't inflict slow download on your site's visitors by using too many graphics.
- * Use bold instead of underlines to draw attention. *Note:* underlining usually indicates a link.
- * Use bullets when possible to highlight the most important information on the page.
- * Make redundant links so visitors can get anywhere in the site quickly and easily.
- * Always have a "home" button so users can return quickly and easily to the home page.

INTERACTING WITH THE MEDIA



Interacting with the media can be tricky. Because of its influence and broad reach, one misstatement or factual error can turn an otherwise positive opportunity into a public relations fiasco.

That's why every American Red Cross unit assigns specially trained people, such as public affairs officers and communication directors, to interact with media representatives and respond to media inquiries.

If you are approached by a representative of the media for an interview, comments or information you should—

- * Refer the reporter to the local unit's public affairs officer or communication director.
- * Be courteous and professional.

When you have the sponsoring Red Cross unit's go-ahead to speak to a reporter, remember that you are never "off the record." Even if a reporter puts away his or her notebook, or turns the camera off, you can still be quoted. Anything you say should be consistent with the Red Cross principle of neutrality. That is, under no circumstances should you discuss politics, factions, conflicts between groups or anything else that would violate the principle of neutrality, no matter what you have seen, what you know or what your personal opinion may be.

Remember, be discreet in public places. Reporters are never off duty, and neither should you be.

Under very unusual circumstances, you may be faced with having to talk to a reporter without the benefit of guidance from your Red Cross unit. In such a situation, you should—

- * Be courteous and professional.
- * Limit your remarks to human need—that is, what the Red Cross is doing, what your role is and the importance of your work. Choose words that display warmth, caring and compassion.
- * Answer questions only if you know the answer. If you don't know the answer to a question, don't wing it. Tell the reporter that you don't know and that you will get the answer for him or her.

IMPORTANT: Never take it upon yourself to contact the media on behalf of the Red Cross. Always check with your sponsoring unit first. The unit may be able to provide you with media training. Contact your unit's club liaison to learn more about this issue.

RESOURCES



The following list of resources supplements the information in this guide and will make your job of recruiting and retaining members 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/

HARRY S. TRUMAN SCHOLARSHIP FOUNDATION

The foundation awards approximately 80 merit-based scholarships in the amount of \$30,000 each year to junior-level 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

OPPORTUNITIES

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

Section 10

PUBLICATION

IT'S WHAT'S INSIDE THAT COUNTS

It's What's Inside That Counts is a Red Cross guide for planning a Red Cross blood drive (ARC 1067). Inside this booklet students will find guidance for planning their drive, recruiting volunteers, recruiting and scheduling donors and tips for making the whole process easier.

WEB SITES

CAMPUS COMPACT

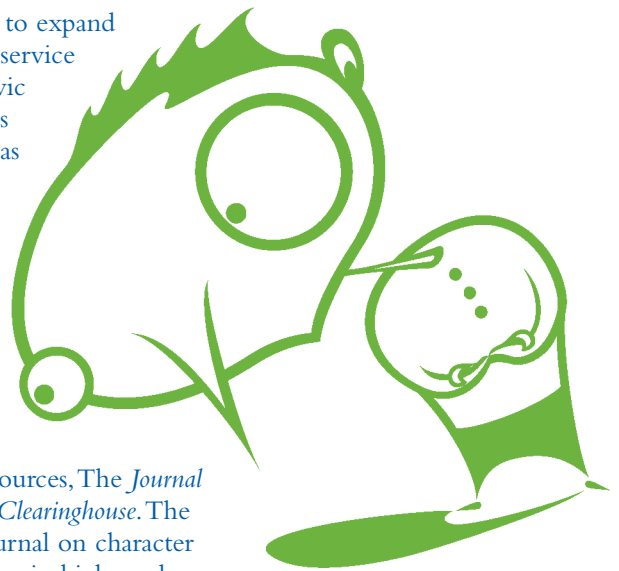
Campus Compact is a coalition of more than 640 college and university presidents, established to expand opportunities for public and community service and to advocate for the importance of civic responsibility in student learning. Campus Compact hosts meetings to exchange ideas and provides timely information 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/about

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/



RESOURCES

CROSSNET

Visit the Youth page of CrossNet for up-to-date information and announcements regarding youth and young adult volunteers. The Young Adult section of the site contains information about and links to up-to-date market research designed to help you understand young adults, what your club 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 clubs may give you ideas for adapting those practices. Check it out and submit your club'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 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.servicelearning.org/

Section 10

ACTIVE CAMPUS RED CROSS CLUBS, 2003–2004

Following is a list of campus Red Cross clubs in existence when this document went to print. However, the list continues to grow. For a complete listing of all campus Red Cross clubs, visit www.redcross.org/services/youth/ya/clubs.html.

Note: As of August, 2001, all new clubs must use this naming convention:

American Red Cross Club of (or at) _____
(name of school)

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



APPENDIX 1



EXECUTIVE BOARD OFFICERS' ROLES AND RESPONSIBILITIES*

PRESIDENT

- * Represent the club to the local Red Cross and the university community.
- * Prepare for all meetings.
- * Preside at club meetings.
- * Serve as spokesperson for the executive board and the club.
- * Facilitate executive board meetings.
- * Inform the executive board of other meeting information.
- * Coordinate the executive board transition.
- * Meet weekly with the advisor.
- * Be aware of all money matters.
- * Help coordinate club programming.
- * Serve on various committees or task forces.
- * Prepare prior to all interviews with new candidates.
- * Provide follow-up to organizational tasks.
- * Be open to all input and opinions.

VICE PRESIDENT

- * Preside at organization meetings in the absence of the president.
- * Serve as parliamentarian.
- * Direct constitutional updating and revision.
- * Facilitate elections.
- * Serve as a liaison to committees.
- * Perform other duties as directed by the president.

TREASURER

- * Prepare the organizational budget.
- * Chair the finance committee.
- * Prepare purchase orders, requisition forms or supply requests.
- * Audit books twice per year with advisor (and university representative, if required).
- * Maintain a financial history of the organization.
- * Coordinate solicitations and fundraisers.
- * Maintain an inventory of all equipment and its condition.

* Adapted from *Advising Student Groups and Organizations*, by Norbert W. Dunkel and John H. Schuh, 1997, Jossey-Bass.

Appendix 1

SECRETARY

- * Record and maintain minutes of all club meetings.
- * Distribute minutes to all appropriate members and institutional staff.
- * Prepare an agenda with the president for all meetings.
- * Keep the club informed of all activities and meetings.
- * Maintain attendance at all meetings.
- * Maintain a calendar of events.
- * Maintain a phone and e-mail directory of all members.
- * Perform other duties as directed by the president.

RED CROSS LIAISON/ADVISOR

- * Meet weekly with the club's president.
- * Meet weekly with the executive board.
- * Attend all club meetings.
- * Give a report during club meetings when appropriate.
- * Keep the club informed on institutional matters.
- * Audit finances with the treasurer.
- * Provide developmental activities to the executive board to assist in developing group cohesiveness.
- * Assist the club with election concerns.
- * Respect and encourage all club functions.
- * Maintain a history of the club.
- * Hold a goal-setting meeting for the executive board.
- * Assist with risk management decisions.

APPENDIX 2



INDIVIDUAL JOB DESCRIPTION (SAMPLE)

Position Title	Chair of FACT Committee
Location	American Red Cross Club of XXXX University
Purpose	To organize and oversee regular instruction of the American Red Cross FACT curriculum by Red Cross club members in local elementary schools.
Key Responsibilities	<ul style="list-style-type: none">• Train at least 20 new volunteers as FACT instructors during first semester.• Coordinate a FACT program at 3 elementary schools throughout the year.• Organize weekly one-hour lessons for elementary students, ensuring that 2–3 club members are present for each lesson.• Maintain inventory of FACT instructor materials.• One week prior to each executive board meeting, produce a summary report detailing the number of children taught, total number of course hours, names of instructors and total hours volunteered.
Appointed by	(As determined by your club)
Reports to	Club president
Relationships	Works closely with administrator and teachers at XYZ elementary school in arranging for lessons.
Length of Appointment	August 1, 20XX–August 1, 20XX

Appendix 2

GROUP JOB DESCRIPTION (SAMPLE)

(for use with committees or for projects and events)

Position Title	FACT Committee
Location	American Red Cross Club of XXXX University
Purpose	To provide instruction of the American Red Cross FACT curriculum to local elementary school students
Key Responsibilities	<ul style="list-style-type: none">• Teach FACT curriculum to elementary students at XYZ elementary school for one-hour session once a week during the school year.• Provide feedback to chair regarding number of students taught.
Reports to	Chair of FACT Committee
Relationships	Works closely with teachers at XYZ school
Length of Appointment	August 1, 20XX–August 1, 20XX
Time Commitment	2 hours per week

APPENDIX 3



LETTER REQUESTING FUNDS (SAMPLE)

Mr. Joseph Smith
Center for International Studies
XYZ College

Mr. Smith:

I hope this letter finds you well. It is with great excitement that I write to share with you the success of the American Red Cross Club of (your school's name). Our club was founded (number) months/years ago by students interested in extending and developing the services of the American Red Cross on the (name of school) campus and in surrounding communities. Beginning as a small group of students, the club sponsored (number) programs targeted primarily at individuals and groups on campus. Now, the organization proudly sponsors (number) initiatives, which range from on-campus events and (name of town) outreach programs to international services aimed at sending aid abroad and increasing awareness about humanitarian issues.

We thought that you would be particularly interested in our international services program. During this upcoming semester, all of our general body meetings will be focused on international relief. Our International Services Committee will be leading these meetings, and we all look forward to what promises to be an exciting series of engaging dialogues. In addition, we have many important objectives for this upcoming semester. To foster a greater understanding of international humanitarian issues, we plan to—

- Produce one hunger banquet and arrange for the proceeds to be sent abroad in support of Red Cross international relief and development efforts.
- Work with local schools to engage students in the American Red Cross international school chest program, providing school supplies to children in countries affected by war or natural disaster.

I have attached a complete copy of our budget proposal so that you can review our programs in more detail. In order to make these initiatives work, however, we would specifically like to request funding for the international services program. So far this year, this program has been largely underfunded. In order to ensure its continued success, we would like to request \$(number) of the program's \$(number) budget. Your generous donation would be gratefully appreciated.

On behalf of all the students interested in the American Red Cross club, I would like to extend my gratitude to you for taking the time to review our proposal. We look forward to hearing from you in the near future. If you have any questions, please do not hesitate to contact me.

Sincerely,

(Club President)

attachment

APPENDIX 4



CONSTITUTION AND BYLAWS

In most cases, a constitution and bylaws are needed for a club to be recognized by the college or university. But there are other important reasons to develop this written document for your club.

Your Red Cross club constitution will help set the foundation for a successful group by—

- * Clarifying your club's purpose and structure.
- * Ensuring that current and potential members have a better understanding of what the Red Cross club is and how it functions.
- * Unifying your members by informing them about opportunities for participation and the procedures they should follow to be active members.

WHAT SHOULD BE COVERED BY YOUR CLUB'S CONSTITUTION?

Your club's constitution should include the following articles:

Article I	The Name of Your Club
Article II	Authority (affiliation with local Red Cross unit)
Article III	Statement of Purpose
Article IV	Membership
Article V	Officers and Committees
Article VI	Advisor
Article VII	Meetings
Article VIII	Quorum (number of members required to transact business)
Article IX	Parliamentary Authority
Article X	Amendments

While the articles of the constitution clearly describe the basic framework of your club, they do not cover specific procedures for operating the club. The bylaws detail the procedures your club must follow to conduct business in an orderly manner. We recommend that they be included with the constitution so you have just one document.

WHAT SHOULD BE INCLUDED IN THE BYLAWS?

The bylaws provide further definition to the articles of your constitution and can be changed more easily as the needs of your club change.

Bylaws generally contain specific information on the following topics:

- * Membership (selection requirements, resignations, expulsion, duties)
- * Duties of Officers (responsibilities, specific job descriptions, procedures for filling unexpired terms of office, removal from office)
- * Executive Board (structure, composition)
- * Committees (standing, special, how formed, chairpersons, meetings, duties)

Appendix 4

- * Parliamentary Authority (provisions for rules of order, generally Roberts Rules of Order)
- * Amendment Procedures (means of proposals, notice required, voting requirements)
- * Other specific policies and procedures unique to the club necessary for its operation

Also, constitutions usually require a two-thirds vote of the membership for adoption. Bylaws require only a simple majority for passage. Once developed, they should be reviewed often. The needs of your club will likely change over time. Therefore, it is important that its constitution and bylaws are kept up-to-date to reflect the current state of affairs.

Make sure every new member of your club has a copy of them. This will help unify your members by informing them about the opportunities that exist for participation and the procedures they should follow to be an active, contributing member.

CONSTITUTION AND BYLAWS

CONSTITUTION AND BYLAWS (SAMPLE)

Note: Check with your university first; it may have a standard constitution and bylaws that your club must adopt to be formally recognized. If not, please consider the following as a sample format that you may adapt to suit your club's specific needs.

CONSTITUTION OF THE AMERICAN RED CROSS CLUB OF (school name)

Article I. Name

The name of the club shall be The American Red Cross Club of (school name).

Article II. Authority

The American Red Cross Club of (school name) is under the guidance and auspices of (name of sponsoring Red Cross unit) and is considered a branch of that unit rather than an independent Red Cross entity.

Article III. Purpose

The purpose of this club shall be to provide Red Cross services to the local community and students on the campus of (school name), with club members delivering these services acting in accordance with the American Red Cross Code of Conduct.

Article IV. Membership

4.1 Members

The American Red Cross Club will consist of currently enrolled students at (school name).

4.2 Membership Requirements

a. The responsibilities of all members shall include...

Note: *Include any requirements you wish such as meeting attendance, serving on a committee, participating in activities, donation of time, etc.*

b. All members must complete a Volunteer Application and Code of Conduct certification.

4.3 Duties

Club members will serve on at least one committee and represent the American Red Cross through participating in school or community-based service projects.

4.4 Voting

Each member is entitled to one vote. Voting by proxy shall not be permitted. Decisions on any questions shall be by majority vote of members present and voting.

Appendix 4

Article V Officers and Committees

5.1 Officers

The officers of the American Red Cross Club of (school name) shall be the President, Vice President, Secretary and Treasurer and will form the Executive Board. The Executive Board shall be comprised of the elected officers of the club and shall meet to finalize agenda items, prepare reports and collaborate on the business of the club.

These officers shall perform the duties prescribed by this Constitution and by the parliamentary authority adopted by the club.

a. Qualifications

All officers must be enrolled students in good standing at (name of school).

Note: *Another qualification for holding office may include length of membership. However, you'll want to be sure to have officers with varying years of graduation to avoid having all of your officer's terms ending at the same time.*

b. Election

Note: *Include when and by whom the officers are elected, e.g., "Officers shall be elected for the following academic year by a simple majority vote of the members present during the meeting occurring during the first week of April." Also include the length of the term and the procedure your club will follow in the event of a tie.*

c. Removal From Office

Any officer not acting in accordance with the American Red Cross Code of Conduct or who does not meet or fulfill the standards or duties established for the office he/she holds (see below), may be removed from office by a majority vote by the membership.

d. Duties and Responsibilities

Note: *Include the title of each office and a brief delineation of duties.*

For example:

The President shall preside at all meetings of the club, represent the club to the university and others, and shall convene the Executive Board at least biweekly when school is in session.

The Vice President shall assume the duties of the President in his/her absence and assists the President with the management of the club. The Vice President also collects nominations, creates the ballot, administers elections and tallies the votes.

The Secretary shall keep all records of official business.

The Treasurer shall keep all records of financial transactions.

CONSTITUTION AND BYLAWS

5.2 Board of Advisors

A board of advisors shall be selected either by the Executive Board or be self-appointed. The board of advisors might consist of some club members, the local Red Cross liaison assigned to the club, another unit representative and the club advisor.

5.3. Standing Committees

a. The American Red Cross Club is comprised of (number) committees. They are (Disaster Preparedness Services), (Disaster Response Services), (Health and Safety Services), (International Services), (Biomedical Services) and (Fundraising) Committees (can be more). Club members must serve on at least one committee of their choice. Committee members meet monthly and perform at least two committee-related service projects per semester. The President may appoint others to committees as needs arise.

1. The (Disaster Preparedness Services) Committee shall...

2. The (Disaster Response Services) Committee shall...

3. The (Health and Safety Services) Committee shall...

4. The (International Services) Committee shall...

5. The (Biomedical Services) Committee shall...

6. The (Fundraising) Committee shall...

7. The () Committee shall...

5.4 Committee Chairs

Note: *Include information about each committee being led by a chair as well as the election process for these positions to include timing of election.*

Article VI. Advisor

6.1 Advisor

a. A full-time (school name) employee/faculty member shall serve as the advisor for the club and does not have voting rights.

b. The Club Advisor shall be selected and removed by a two-thirds vote of the Executive Board.

Note: *The university may prescribe other mechanisms for assigning and removing a club advisor.*

6.2 Term

a. The Club Advisor shall serve a minimum term of one full academic year, however, there is no term limit.

Appendix 4

6.3 Duties

- a. The Club Advisor must attend one Executive Board meeting per month and Advisory Board meetings as scheduled.
- b. The Club Advisor must attend two general meetings per semester.

Article VII. Meetings

Note: *Include the frequency of meetings and how special meetings are called.*

7.1 General Meetings

General meetings will be held once a month while school is in session.

a. Notice

Notice of all meetings of the club shall be given by posting of notice, e-mail or telephone at least seven days before the meeting to each member of the club.

7.2 Executive Board Meetings

Executive Board meetings will be held biweekly while school is in session.

7.3 Advisory Board Meetings

Advisory Board meetings will be held twice per semester.

7.4 Special Meetings

The President and Vice President each have the authority to call special or emergency meetings of the club members. Special meetings may be called upon written request of one-third of the members.

Article VIII. Quorum

8.1 Quorum

- a. A quorum shall constitute a minimum of 50 percent of the membership in attendance at a scheduled meeting. The process for general decision making, including the expenditure of funds, shall be a simple majority of a quorum unless otherwise specified in this Constitution.
- b. The Executive Board may, with a majority vote, authorize expenditures of up to (\$____) for routine operational expenses.

Article IX. Parliamentary Authority

The rules contained in the current edition of *Robert's Rules of Order Newly Revised* shall govern this club in all cases to which they are applicable and in which they are not inconsistent with these bylaws and any special rules of order the club may adopt.

Article X. Amendments

10.1 Amendments

Amendments to these bylaws consistent with the Red Cross club constitution may be adopted at any meeting of the club in which a quorum is present, provided that a statement setting forth the substance of such proposed action is included in the notice of the meeting.

CONSTITUTION AND BYLAWS

- a. All active members will be notified of a final meeting before the close of the spring semester during which proposals for amendments to the constitution can be made.
- b. Any active member may propose an amendment to the club's constitution in order to ensure that the club is administered properly.
- c. At the final meeting, proposals will be read aloud and all active members will vote on the proposal.
- d. A two-thirds majority vote of a quorum of all active members is required to approve an amendment.

Note: *Check with your school for any requirements it may have.*