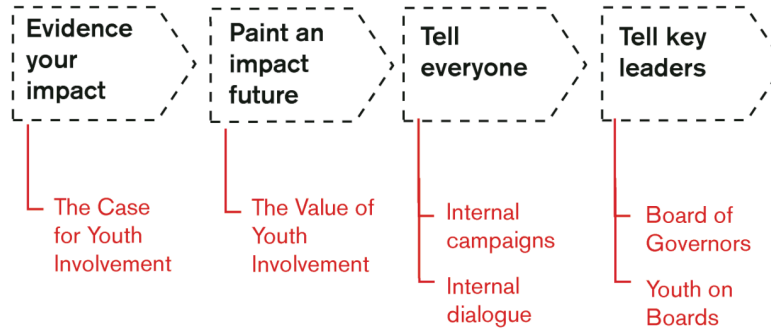
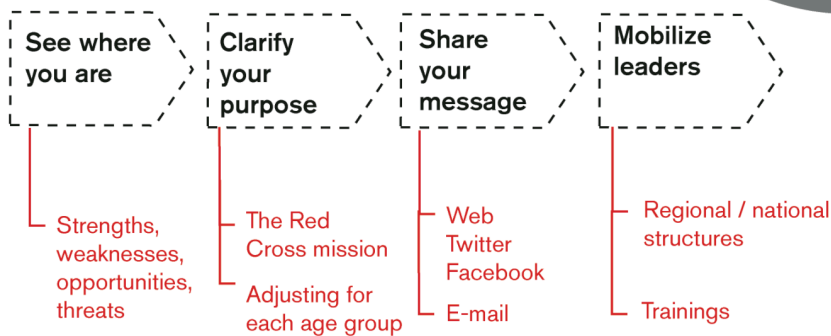


2. Overcome Organizational Resistance

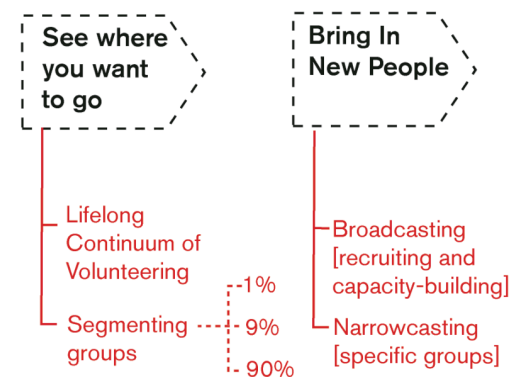
- Big ideas
- Key steps
- Red Cross examples



1. Unite Toward a Shared Vision



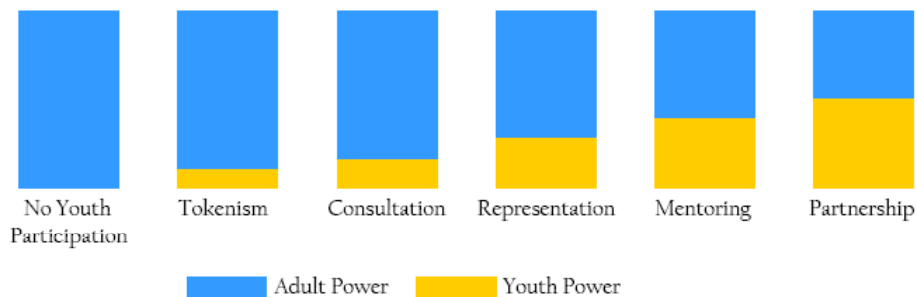
3. Provide Paths to Grow



Sample Strengths, Weaknesses, Opportunities and Threats Analysis

Strengths	Weaknesses
Hands-on Continuous opportunities Instant brand recognition	No consistent regional or national structures Inconsistent communication of mission to local youth leaders
Opportunities	Challenges
International connections National organizational resources and opportunities for advancement Partnerships with local and national organizations	Lack of funding Internal barriers to youth involvement Training and age constraints NHQ disconnect with field

Youth Power Continuum



Notes

Notes

Part 1

Unite Toward a Shared Vision

Organization Name:

A SWOT of the Youth Program in Your Organization

Strengths:

- 1.
- 2.
- 3.

Weaknesses:

- 1.
- 2.
- 3.

Opportunities:

- 1.
- 2.
- 3.

Threats:

- 1.
- 2.
- 3.

Draft an Elevator Speech:

Part 2

Overcome Organizational Resistance

Brainstorm: What are some ways to overcome organizational resistance to direct youth involvement and representation?

Directions: Discuss, in groups, ways you can overcome organizational resistance in your organization. Use the prompts below to guide you.

How would you explain the value and impact of youth to your organization?

Who is available or could represent youth within your organization?

What audiences can your organization reach out to, internally or externally, to make the case for greater youth involvement and representation?

Reflection

Directions: Answer the questions below about your organization.

1. The mission of our organization is to _____. This mission would be furthered if our organization increased its youth involvement _____.

Example: The mission of our organization is to provide relief to victims of disaster and help people prevent, prepare for, and respond to emergencies. This mission would be furthered if our organization increased its youth involvement by the disaster relief fundraising youth can engage in.

2. A youth representative body within our organization could increase youth involvement within the organization by _____.

Example: A youth representative body within our organization could increase youth involvement within the organization by providing mediums through which Red Cross youth can communicate and interact with one another, like redcrossyouth.org.

3. A youth representative body would primarily need to address _____ in order to enter a partnership with the leadership of my organization.

Example: A youth representative body would primarily need to address the Board of Governors in order to enter a partnership with the leadership of the organization.

Part 3

Provide Paths to Grow

Brainstorm

Circle the age bracket you are discussing:

secondary school

university students

young professionals

Appoint a facilitator in your group as well as a speaker. Then, respond to the guiding question below in your groups.

What do volunteers in your age bracket need to grow and develop?

Example: Our young professionals clubs make fundraisers at bars or clubs to get people to come out.

Reflection

Fill in the blanks below about your organization.

We currently involve a lot of _____ (group). One way we could grow is by involving _____.

To do this, we might need to _____.

Example: We currently involve a lot of high school students. One way we could grow is by involving college students. To do this, we might need to get our high school students to start clubs at universities when they go.

Think-Pair-Share

What if I involved _____ by _____?

Action Prompts

In our ideal world, we would reach out to _____.

If we got a \$1,000 grant, we'd show _____ that our organization has a place for them by _____.

If we could partner with anyone, we would love to partner with _____ so we could _____.

Learn More

The American Red Cross

As a member of the International Red Cross and Red Crescent Movement, the American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies nearly half of the nation's blood; teaches lifesaving skills; provides international humanitarian aid; and supports military members and their families. The Red Cross is a charitable organization — not a government agency — and depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit www.redcross.org or join our blog at <http://blog.redcross.org>.

The National Youth Council and the National Young Professionals Council

The **National Youth Council of the American Red Cross** is a group of 13 youth members and 3 adult advisers who work to better serve volunteers of the American Red Cross between the ages of 13 to 21. It advocates for youth involvement throughout the organization and creates resources to support over 30,000 Red Cross youth. The Council strives to further the humanitarian mission of the American Red Cross by empowering youth and young adult volunteers to become community and organizational leaders. Drawing upon the creativity, dedication, and energy of Red Cross youth, the National Youth Council seeks to promote young volunteers as an organizational resource and help young volunteers reach their full potential in serving their communities through the American Red Cross.

The **National Young Professionals Council of the American Red Cross** builds the capacity of the Red Cross by engaging and supporting volunteers and donors between the ages of 21 and 35. Led by young professional volunteers committed to fulfilling the Red Cross mission, including national youth leadership alumni, local young professional Red Cross leaders and members, and subject matter experts, the Council leverages the work experience and broad skill sets of young professionals to further the mission of the American Red Cross and provides strategic advice to the Office of the National Chair of Volunteers and the Department of Marketing.

Connect With Us

RedCrossYouth.org

[Facebook.com/ARCNyc](https://www.facebook.com/ARCNyc)

[Twitter.com/AmRedCrossYouth](https://twitter.com/AmRedCrossYouth)

About the Presenters

Justin Lam has volunteered with the American Red Cross for ten years, joining at age 13. He serves as secretary of its National Young Professionals Council, and has served on its National Youth Council, at his university club, and on his chapter's board of directors. Mr. Lam has led leadership trainings for youth across the United States and internationally, briefed Red Cross leaders on strategies needed for increasing youth volunteerism, and has also volunteered with the British Red Cross. Mr. Lam graduated from the University of California, Los Angeles, studied at the London School of Economics, served with Teach for America, and currently works at Educators 4 Excellence, an organization that helps teachers to learn, network, and take action around education issues.

Contact him at LamJ@usa.redcross.org.

Brielle Stark has volunteered with the American Red Cross since 2006, first as a youth board member, helping to develop the first youth program in her county. She presently coordinates successful blood drives at her university. Ms. Stark sits on the Leadership Team of the American Red Cross National Youth Council and chairs the Connect Tour Working Group, where she and her team is developing a national workshop to connect youth volunteers with the Council and national initiatives. She will graduate from Bryn Mawr College with an honors degree in Psychology and concentration in Neural and Behavioral Science this spring.

Contact her at BCStark.NYC@gmail.com.

Alison Inceu is currently a sophomore at The George Washington University in Washington, D.C. She has served the American Red Cross at both the chapter and national levels. Ms. Inceu was previously an intern and then a staff member of the Emergency Services department of the American Red Cross of Northeastern New York. For the past year, she has also worked to support the youth educational program "Exploring Humanitarian Law" at the American Red Cross National Headquarters. Most currently, Ms. Inceu serves on the National Youth Council, concerning herself primarily in re-launching the website redcrossyouth.org, of which she is blog master.

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