

Young Professionals Group Toolkit



Join Us!

When you volunteer with the American Red Cross, you become a part of one of the largest humanitarian organizations in the world and are able to make a positive impact on your peers and in your community. Working with the Red Cross is an excellent way to make a meaningful difference in other people's lives while maximizing your talents, learning new skills, improving your resume and meeting new people.

One way to become a Red Cross volunteer is to start or join a **Red Cross Young Professionals Group**.

Red Cross young professionals groups are committed to targeting and incorporating an important segment of the population—21- to 35-year-olds—in all aspects of the Red Cross. Young professionals groups are assemblies of dedicated volunteers who support the Red Cross mission. They build awareness for the Red Cross among young, civic-minded professionals by promoting opportunities in fundraising and service delivery, including disaster relief, blood services, and preparedness education. Young professionals across all industries and backgrounds and with differing levels of Red Cross experience join young professionals groups because of a common interest in the mission of the Red Cross.

Starting a young professionals group requires passion and commitment. This toolkit will guide young professionals through the process of starting and maintaining a young professionals group at their local Red Cross unit.

Who Should Use This Guide?

- Young professionals between the ages of 21 and 35.
- Red Cross volunteers and staff looking to start a young professionals group at their local unit.
- Young professionals looking to strengthen their current young professionals group.

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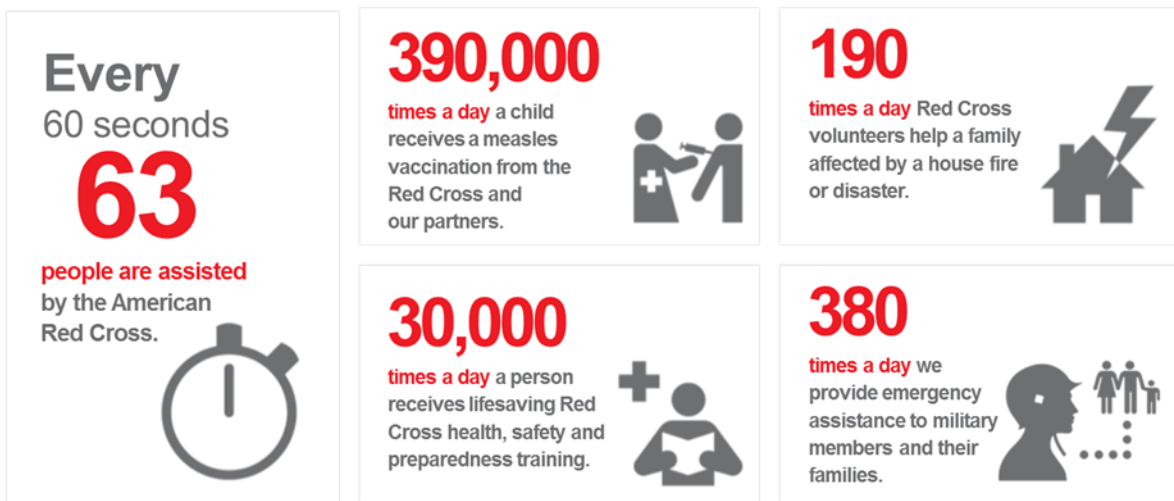
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The Red Cross Story

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission.

Our Work Impacts Lives Every Day



Mission of the American Red Cross

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

Vision

The American Red Cross—through its strong network of volunteers, donors and partners—is always there in times of need. We aspire to turn compassion into action so that...

...all people affected by disaster across the country and around the world receive care, shelter and hope;

...our communities are ready and prepared for disasters;

...everyone in our country has access to safe, lifesaving blood and blood products;

...all members of our armed services and their families find support and comfort whenever needed; and

...in an emergency, there are always trained individuals nearby, ready to use their Red Cross skills to save lives.

Values

We affirm our commitment to the Fundamental Principles of the International Red Cross and Red Crescent Movement and add to these principles five values that are essential to our continued success in meeting our mission.

Compassionate: We are dedicated to improving the lives of those we serve and to treating each other with care and respect.

Collaborative: We work together as One Red Cross family, in partnership with other organizations, and always embrace diversity and inclusiveness.

Creative: We seek new ideas, are open to change and always look for better ways to serve those in need.

Credible: We act with integrity, are transparent guardians of the public trust and honor our promises.

Committed: We hold ourselves accountable for defining and meeting objectives, delivering on our mission and carefully stewarding our donor funds.

American Red Cross Lines of Service Delivery

Blood Services - The American Red Cross is the nation's largest blood collection organization, supplying approximately 40 percent of the blood and blood products used in our country. The Red Cross is also a leader in research and testing to protect the safety of the blood supply. We were among the first to develop and implement testing for many infectious diseases including, HIV, hepatitis B and C viruses, West Nile virus, and more recently, the agent of Chagas disease.

Disaster Response - Each year, the American Red Cross responds to more than 70,000 disasters, including house or apartment fires, hurricanes, floods, earthquakes, tornadoes, hazardous material spills, transportation accidents, explosions, and other natural and man-made disasters. The Red Cross provides information about disaster preparedness that reaches millions of Americans.

International Services - American Red Cross International Services works as part of the International Red Cross and Red Crescent Movement, the world's largest humanitarian network, to restore hope and dignity to the world's vulnerable people, bringing emergency relief to disaster victims and improving the basic living conditions of those in chronically-deprived areas of the world.

Preparedness & Health and Safety - The Red Cross has been the go-to source for more than a century for information, skills and confidence to act in an emergency at home, in school and in the workplace. With a wide array of Lifeguarding, Caregiving and Babysitting, and Swimming and Water Safety courses, the Red Cross can provide you with the training and skills you need to prevent, prepare for and respond to emergencies.

Service to the Armed Forces - The Red Cross Movement began on the battlefield. Today, that same spirit is present wherever United States military troops are located. The American Red Cross provides reporting and communication services through a network which links members of the military any place in the world with their loved ones back home.

The Seven Fundamental Principles

Proclaimed in Vienna in 1965, the seven Fundamental Principles bind together the National Red Cross and Red Crescent Societies, the International Committee of the Red Cross and the International Federation of the Red Cross and Red Crescent Societies. They guarantee the continuity of the Red Cross Red Crescent Network and its humanitarian work.

HUMANITY

The Red Cross, 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 Red Cross may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

INDEPENDENCE

The Red Cross 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 Red Cross principles.

VOLUNTARY SERVICE

The Red Cross 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 Red Cross is a worldwide institution in which all societies have equal status and share equal responsibilities and duties in helping each other.

Our commitment to the Fundamental Principles brings us together with a common purpose and inspires us to excel and to behave in ways that inspire the trust of the American people. Each of us is responsible for upholding and living in accordance with the principles every day.



The Case for Young Professional Groups

A great draw of Red Cross young professionals groups is the opportunity to network with other young professionals. Young professionals may be living in a new city and looking for social activities to connect with their peers, and young professionals groups capitalize on this need. Many large corporations encourage their employees to volunteer and give money, often matching their financial contributions and encouraging philanthropic endeavors in the workplace. This unique mix of social and career opportunities makes young professionals groups an attractive experience for young professionals across the country.

Red Cross young professionals groups present the opportunity to involve talented and generous young people on their terms, and encourage them to support the Red Cross throughout their lives. Young professionals groups allow young professionals to have a more meaningful experience with the Red Cross by leveraging the volunteer's unique skills and talents so that they can pursue their interests and develop their skills, all the while supporting the Red Cross mission.

Young professionals bring a number of things to the local Red Cross unit, including diversity, expertise in new areas and additional fundraising opportunities. Groups can be an important method for creating lifelong supporters of local chapters and the Red Cross mission.



The National Young Professionals Council

The American Red Cross [National Young Professionals Council](#) was formed July 1, 2008 by former National Youth Council members who wished to continue their leadership at the national level of the American Red Cross. The National Young Professionals Council builds the capacity of the American Red Cross by engaging and supporting volunteers and donors between the ages of 21 and 35. The group is led by young professional volunteers including national youth leadership alumni, local young professional Red Cross leaders and group members, as well as subject matter experts in fundraising, volunteer engagement and youth marketing. This advisory board provides strategic advice to the Youth and Young Adults team at National Headquarters and seeks to leverage the work experience and broad skill sets of young professionals in order to further the mission of the American Red Cross.

Interested young professionals can [apply to serve on the National Young Professionals Council](#). The ideal candidate for the National Young Professionals Council will be a young working professional 21 to 35 years old who has access to a network of young professionals (i.e. through work at a corporation), as well as experience in a Red Cross young professionals group. Those with fundraising experience are highly encouraged to apply. Candidates should be registered Red Cross volunteers. Serving on the National Young Professionals Council is an opportunity to build a unique skill set, strategize for the world's largest humanitarian organization, implement national initiatives, and network with fellow young leaders and senior management of the American Red Cross. All members serve a two-year term where they are expected to bring enthusiasm, dedication and creativity to the role.

The National Young Professionals Council hosts [monthly phone calls](#) to share best practices and builds partnerships with young professionals across the nation. Young professionals group members and their Red Cross unit coordinators can join the monthly National Young Professional's calls. The calls take place on the first Tuesday of the month at 1pm EST.

Dial in: 202-969-1221

Guest Access Code: 598927

Starting Your Red Cross Young Professionals Group Checklist

Recruit a few “start-up” people from your inner circle

- Recruit 3-6 people from your inner circle to help you get your young professionals group up and running. Share this guide with them so you can work together to set up your young professionals group.

Get approval from your local Red Cross unit

Your local Red Cross unit should be the nearest chapter, blood region or Service to Armed Forces (SAF) station to where you live.

- Identify [your local Red Cross unit](#) by zip code at redcross.org. Ask to speak to the person responsible for volunteers.
- Set up a meeting to visit the unit and find out about the requirements it has for starting a young professional group. During that meeting, get someone from the unit to be your primary contact. This person will be key to helping you and your group get connected. If your local chapter is far away, you could also have a phone or video conference meeting.

Register your young professionals group

- All members of your young professionals group are considered volunteers for the Red Cross and must register with your Red Cross unit in [Volunteer Connection](#), our online volunteer management resource.
- You'll also need to register your young professionals group in Volunteer Connection. Click [here](#) for step-by-step instructions on how to register your young professionals group on Volunteer Connection.

Establish a leadership committee and host a meeting

- Have group members fill the initial leadership committee positions of Chair, Co-Chair and Committee Member.
- Host a group meeting and begin setting goals.

Determine the structure for your group

- Discuss a group structure that would work best for the group members. Consult the example young professional group leadership and membership structures and guidelines included in this guide.

Plan your calendar

- Plan at least 3 events for the upcoming year that your group will do.

Create a page on the local Red Cross unit's website

- Work with your unit to add a webpage explaining your group on the local unit's website. This will be a place you can direct interested group members.

The page should include:

- A brief introduction of when the group was founded and its purpose.
- Group's mission statement.
- How to join and contact information for questions.
- Upcoming events.
- Benefits of membership.
- Link to the local Red Cross unit's blog.
- Social media including Facebook, Flickr, LinkedIn, Twitter, etc.
- List of group members on the leadership committee, with possible individual pictures and description of their roles

Discuss social media with the local Red Cross unit

- Set up a time to meet with the Red Cross unit to discuss social media plans.
- Consult the [Leveraging Social Media Guide](#) for Red Cross young professionals groups social media guidelines, standards and best practices.

Host a kick-off event

- Plan a fun and engaging kick-off event to help recruit new members to your group. Check out the [Kick-off guide](#) for information about preparing, hosting and following up after the kick-off event.

Keep in touch with your Red Cross unit

- The Chair should make sure to keep in touch with the Red Cross unit. The unit should know about all events the group has planned.
- Submit your group events form after every event and/or service project on your Red Cross [GroupShare](#) page in Volunteer Connection.
- Track and submit the hours that your group members spend volunteering for activities.
- Stay up-to-date on Red Cross news and updates by visiting Volunteer Connection and [The Exchange](#), Red Cross' intranet, which can be accessed through Volunteer Connection.

☐ Select a member of your group to participate in the National Young Professionals Council’s monthly phone call for young professional groups.

- ☐ The calls take place on the first Tuesday of the month at 1pm EST. Dial in: 202-969-1221, Guest Access Code: 598927
- ☐ The calls provide a great opportunity to discuss best practices for starting groups and hosting events. Even if your Group isn’t established, you are encouraged to participate on the call.



Listen Up!

Starting a young professionals group takes time and commitment. The following sections will guide new young professionals groups through six aspects of starting and leading a group:

1. Engaging your Network
2. Establishing a Leadership Committee
3. Working with the Local Unit
4. Determining the Group's Focus
5. Membership Fees
6. Creating the Calendar of Events



Engaging your Network

When starting a young professional group, focus on recruiting from your network of friends and co-workers. Recruiting from your network will create a group that is engaged and committed.

Things to keep in mind:

- Group member recruitment must be personal. Take time to talk with or meet possible recruits in person individually to explain the group and find out their interests.
- Personally ask people in your network to attend events. Talk to friends and co-workers about events in person, through social media, emails, individual texts and phone calls.
- Engage the local Red Cross unit's inner circle of volunteers. Ask your unit if there are any current Red Cross volunteers within the 21-35 age range that you can invite to participate in the group. Your local Red Cross can use Volunteer Connection to search for current Red Cross young professional volunteers.
- Encourage group members to become **Red Cross Ambassadors** at their workplace. Ambassadors help spread awareness for the Red Cross and the young professionals group. As co-workers learn about your Red Cross involvement, they may have a stronger desire to become engaged with the Red Cross and the group. Ambassadors can:
 - Keep a Red Cross first aid kit visible on their desk or cubicle.
 - Have a Red Cross sign or emblem on your desk or cubicle showing your support for the organization and the young professionals group.
 - At staff or company meetings, discuss with your co-workers why you volunteer and the benefits of volunteering (monetary contributions are tax deductible, networking with young professionals, etc.)
 - Attach information for upcoming Red Cross events on your company's online bulletin or firm-wide weekly/monthly email update.
 - Share Red Cross information and stories on LinkedIn, Facebook and other social media platforms during disaster responses and major Red Cross initiatives.
- Always encourage all group members to engage their own personal networks to attend events and become involved with the group.

The goal for a young professional group should be to maximize the number of actively engaged members.

Engaging your network is the single best way to have committed group members and large turnouts at events. It takes time and commitment, but at its core, young professionals groups thrive when group members engage their inner circles.

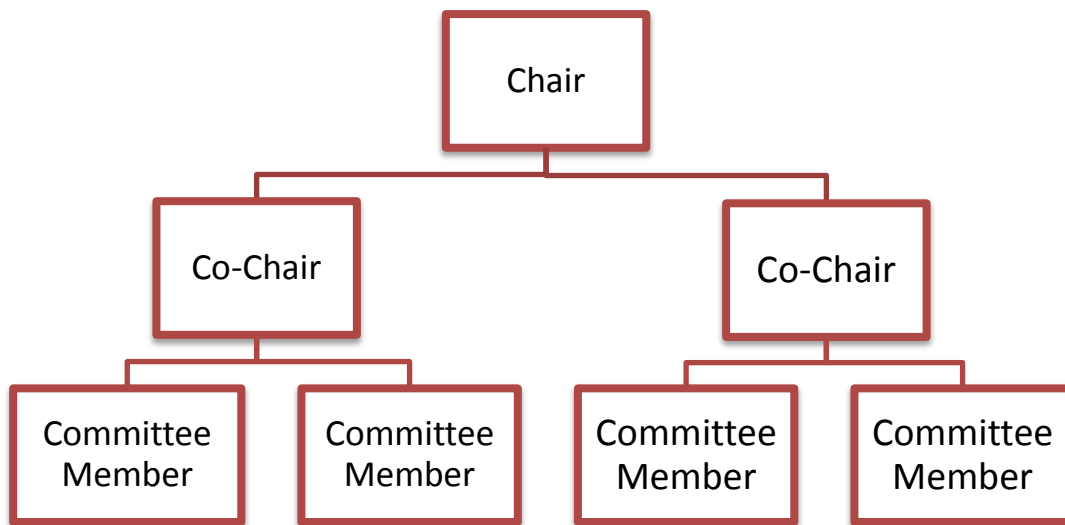
Remember: Start small and set realistic goals. Create a strong and engaged base for your group, then focus on growth.



Establishing a Leadership Committee

Young professionals groups are driven by their leaders. Having an effective structure is critical to a group's success. Keep in mind that the leadership structure for each group will differ depending on the size of the group, the skill sets of the leaders and the number and type of events the group hosts.

Here is a sample leadership committee structure that a new young professionals group can begin with:



See position descriptions for Chair, Co-Chair, Committee member and other leadership committee positions in [Appendix 3](#) on pages 27 – 30.

Remember to start small and set realistic goals. Begin with the basic structure and allow the leadership structure to grow and develop as time goes on.

Note: See [Appendix 4](#) for more possible leadership committee positions when the group expands.

Working with the Local Unit

Successful Red Cross young professional groups have built a great relationship with their local Red Cross unit. Creating a strong partnership and working with your local unit adds value and builds capacity for your group. Take time to build a relationship with the local unit, and ask if a Red Cross staff member would be willing to serve as the Group's liaison. It is important to find a Red Cross staff member who is passionate, eager and excited to work with your Group. Feel free to share the [Young Professionals Quick Start Guide](#) with the unit if they have questions about Young Professional Groups.

Young professionals groups must communicate their needs to their local Red Cross unit, and also understand the local unit's perspective. Share your calendar, structure, events, meeting times and other information with the unit. Also ask the unit for guidance and resources the group may need, and work alongside the Red Cross unit to plan events.

One of the first projects groups can work on with the local unit is creating a page for the group on the local Red Cross unit's website. The [Young Professionals of the Chesapeake Region](#) and the [Dallas Young Professionals Auxiliary](#) are two examples of young professional group pages on the local Red Cross unit's website.



Determining the Group's Focus

Young professional groups can focus on different aspects of the Red Cross for different events. Groups can alternate between fundraising, networking, service delivery and professional development, or choose to focus specifically on one area. Resources for planning events can be found on redcrossyouth.org. Whatever area the group decides to focus on, always work closely with the local chapter and ensure activities and events are related to the Red Cross mission and values.

Possible Focus Areas and Activities:

Fundraising and Networking:

- [Networking Night](#) is one of the easiest ways to raise awareness, build a relationship with a locally-owned business and raise money. Ask the owner of a locally-owned restaurant to host a networking night for your group. The owner will be happy to get clients in the door and group members will be happy to socialize and network after work. This can work several ways:
 1. The restaurant can offer discounted prices to anyone wearing a wrist band and donate the difference to your group.
 2. The restaurant can charge full price but offer to donate 10% of the night's sales to your Group.
 3. Group members can buy tickets in advance to attend your event (\$10) and the restaurant can offer free drinks (up to 2) to anyone who bought a ticket.
- [Mingling for a Mission](#) is a large scale social networking event where young professionals from your area converge to mingle, network, learn about and raise money for the Red Cross. This event allows you to spread the word about the work of the Red Cross and provides an opportunity for your young professionals group to engage new members, donors and volunteers. In addition, the money raised funds important services such as providing shelters for victims of disaster and lifesaving training for local volunteers. For more information consult the [Mingling for a Mission activity guide](#).
- Work with the local Red Cross unit to host a summer [golf outing](#) at a country club. Participants pay an entry fee and local businesses can sponsor the event. A golf outing is another large-scale event where the local unit and governing board are very involved in planning alongside the young professionals group.

Service Delivery:

Offering a wide range of training and volunteer opportunities can be mutually beneficial as incentives for young professionals to stay involved with the Red Cross and become instructors, teachers and mentors. Service delivery activities can help keep people engaged. This is also a great opportunity for young professionals to learn more about the Red Cross mission

- [Fire Safety Canvassing](#) is an activity where your Group members will distribute lifesaving fire safety information as well as American Red Cross information to residents of local neighborhoods and businesses.
- [Prepare and Share](#) is an activity in which essential preparedness items are collected, assembled in a kit and delivered to those who need it most.
- [Hosting a Blood Drive](#) is an event that gives community members the opportunity to donate blood with the American Red Cross.
- [Zombie Apocalypse Party](#) is a party that utilizes an impending 'zombie apocalypse' to help educate your friends and co-workers how to prepare for disasters like a zombie outbreak.
- [Citizen CPR Train-a-thon](#) is a 30-minute program developed by the American Red Cross to teach people how to perform Hands-Only CPR.

Professional Development:

Young professionals groups can offer professional development opportunities for group members. Professional development can include a speaker series, workshops, or serving as mentors to members of the local Red Cross Club, to name a few. Offering group members leadership positions within the group also allows members to gain valuable experience and develop skills in the group.

Consult the [Red Cross Young Professionals Group Menu of Opportunities](#) and [Redcrossyouth.org](#) for more activity ideas.

Membership Fees

Young professional groups have the option to collect a membership fee. When group members pay a membership fee, there is a potential that it will strengthen members' commitment to the group. However, group members must feel that they are getting something in return for paying their membership fee. Typically, if group members pay a membership fee, they will receive discounted ticket prices for events and their name will be featured on the group's webpage on the unit's website. Understand the value proposition of a membership fee and talk with your local unit about establishing a membership fee and managing funds.

If your young professionals group decides to collect a membership fee, research other successful young professional organizations in your area. Position your membership fee to compete with these groups.

Red Cross Young Professionals Groups have a variety of different membership fees:

- [Club Red – The American Red Cross Young Professionals Club of the Silicon Valley](#) does not charge a membership fee. The group is more focused on service-related events and is still in the early stages of its development.
- [Dallas – Fort Worth Young Professionals Auxiliary](#) has membership dues of \$75 annually and has a volunteering, fundraising and networking focus. The Dallas – Fort Worth Young Professionals Auxiliary also allows Auxiliary membership to be purchased with a [Piper the Puppy](#) sponsorship of \$100. Piper the Puppy is a special Red Cross program in the East Texas area that gives a Piper the Puppy stuffed animal to children immediately after a fire or other disaster.
- [The Auxiliary Society of Greater Chicago](#) has two membership levels:
 1. The **Gold membership level** costs \$250 annually and is for Auxiliary members who are on the leadership committee.
 2. The **Silver membership level** costs \$100 annually and is the membership fee all non-leadership Auxiliary members pay.

In Chicago, young professional groups typically have more expensive membership fees than what the Auxiliary Society of Greater Chicago charges. The Auxiliary is also flexible and will create monthly installment payment plans for members.

Creating the Calendar of Events

At the first leadership committee meeting, work on creating a calendar of group events for the year. Once the calendar is created, share it with the local Red Cross unit.

The most important event for year will be the kick-off event. Check-out the [Kick-off Event Guide](#), which includes an event overview, a planning timeline, sample follow-up email and a venue partnership agreement form.

It is important to plan the calendar of events before your group begins planning the kick-off event. By planning the calendar, your group can share upcoming event details at the kick-off event and get new members excited about joining and becoming involved in the group.

Things to keep in mind:

- Identify the events that are taking place in your community and take them into account when planning your activities.
- Take into account busy times for professionals throughout the year. Avoid having events during the financial year-end and times when professionals typically travel and take vacation.
- Make a calendar that is easy to customize and update. You can use Volunteer Connection for organizing all your upcoming events. Mark all dates that are relevant to the Red Cross. Work with your Red Cross unit to make sure you don't miss any.
- Research and identify what is happening in the Red Cross. At times, the organization has different focus areas including:
 - National Preparedness Month—September
 - Make a Difference Day—4th Saturday in October
 - National Youth Involvement Month—November
 - March is Red Cross Month—March
 - World Red Cross Day—May 8

Get Started!

You now have the basic information needed to start and lead your Red Cross young professionals group. Soon you will be on your way to becoming a major fundraising and volunteer force in your community.

If you have any questions, email youthinvolvement@redcross.org



Appendix 1: Group Naming Conventions

While young professionals groups have the freedom to choose their name, the name should include the city or region the group is located in and “American Red Cross” in the full group name. Otherwise, the Group is free to identify as an auxiliary, society, or simply as young professionals.

Here are some example Red Cross young professionals group names:

- [The American Red Cross Auxiliary Society of Greater Chicago](#)
- [American Red Cross Young Professionals of the Chesapeake Region](#)
- [The Greater New York Young Professionals Council](#)
- [Club Red, The American Red Cross Young Professionals Group of Silicon Valley](#)
- [American Red Cross Dallas – Fort Worth Young Professionals Auxiliary](#)
- [The Boston Young Professionals Society of the American Red Cross](#)

Appendix 2: Red Cross Brand Guidelines

The Red Cross stands as a worldwide symbol of goodwill and humanitarianism. A trusted and respected emblem is invaluable; through consistent usage, our organization is stronger and able to communicate a unified message.

Young professionals groups must follow [Brand Guidelines](#) and style guidelines in all external communications.

Young professionals groups can use the Young Professionals logo available on Brand Central, request sub-brand lockup logo, or use one of the three American Red Cross logo families (button, classic, wordmark).

Your local Red Cross unit can provide access to promotional materials on Brand Central as needed for group recruitment, group events and fundraisers.

Young professionals groups may obtain promotional products from the national branded merchandise vendor. Your local Red Cross unit can provide your group with access and/or assistance with placing an order with the national vendor.

Style Guidelines

When talking about the American Red Cross on any official material, it is important to follow the approved Red Cross style. Here are the basic guidelines:

- Refer to the organization as the American Red Cross in the first sentence, and the Red Cross thereafter
- Don't use the acronym ARC to represent the organization
- The legal name of the organization is The American National Red Cross (Note that the word "The" is capitalized). Use the legal name only in legally binding documents and in publications committing the Red Cross to the expenditure of funds
- In materials, you should use the Akzidenz-Grotesk or Georgia fonts

Appendix 3: Leadership Committee Position Descriptions

The Chair is often the founder of a young professionals group. The Chair is the passionate driving force leading the Group and represents the Group to the local Red Cross and the community.

Position description for the Chair:

- Represents the young professionals group to the local Red Cross and the community.
- Serves as spokesperson for the leadership committee and the group.
- Maintains regular contact with the local Red Cross unit.
- Attends all events and personally welcomes attendees.
- Supports all group members as they organize events and communicate with their own networks about the group.
- Communicates regularly with leadership committee chairs on group affairs.
- Prepares and delivers speeches at group events.
- Engages network of co-workers and friends about the group.
- Knows of financial matters pertaining to the group.
- Ensures that all group activities are related to the Red Cross mission.
- Prepares meeting agendas and facilitates meetings.
- Utilizes Volunteer Connection. Registers/renews the group each year in Volunteer Connection.
- Works with the leadership committee to record all group events/activities in Volunteer Connection.
- If possible, personally meets with anyone interested in joining the group, and personally welcomes all new group members.

A new leadership committee may have one or two Co-Chairs. A Co-Chair is responsible for planning events or leading a committee. The first event Co-Chairs will plan is the kick-off event. Depending on the size of the new group, the Chair may also serve as a Co-Chair of the kick-off event.

Position description for the Co-Chair:

- Responsible for planning and organizing group events or leading a committee.
- Assigns specific event tasks to the committee members.
- Organizes and prepares all event planning.
- Maintains regular contact with the local Red Cross unit when planning events.
- Scouts potential event locations.
- Promotes events within personal networks, and assists all group members as they promote the event within their personal networks.

- Fundraises for events and works closely with committee members to collect and allocate donations.
- Regularly updates the group members at meetings on the event planning progress.
- Works closely with the Chair.
- Records meeting minutes and logs attendance.
- Directs the follow-up efforts after an event.

Committee Members act under the direction of a Co-Chair by performing specific fundraising and promotional actions for events or a committee.

Position description for an Events Committee Member:

- Performs specific fundraising, promotional and planning activities for Group events or committees.
- Regularly attends Group meetings and participate in activities and events.
- Assists the Co-Chair with recording minutes and attendance.
- Performs other duties as specified by the Co-Chair.
- Recruits personal network to join the Group and attend events.
- Assists in brainstorming event ideas.

All Leadership Committee Members (Chair, Co-Chair, Committee members) should:

- Seek new members and work to maintain current membership.
- Be open to input, opinions and new ideas.
- Greet members at meetings and make them feel welcome.
- Make preparations for new leaders at end of the term, including reserving ample time for mentoring.
- Recognize fellow Group members for achievement and commitment.

Position description for a Red Cross Young Professionals Group Member:

- Regularly attends meetings and participates in Group activities and events.
- Engages friends and co-workers in personal network to join the Group, attend events and learn about the Red Cross.
- Serves as a Red Cross Ambassador at their workplace and in their personal life.
- Pays membership dues if applicable.
- Registers as a Red Cross volunteer and maintains personal profile in Volunteer Connection.
- Learns and follows the American Red Cross Mission Statement, Code of Conduct, and the Principles of the Global Red Cross Network.

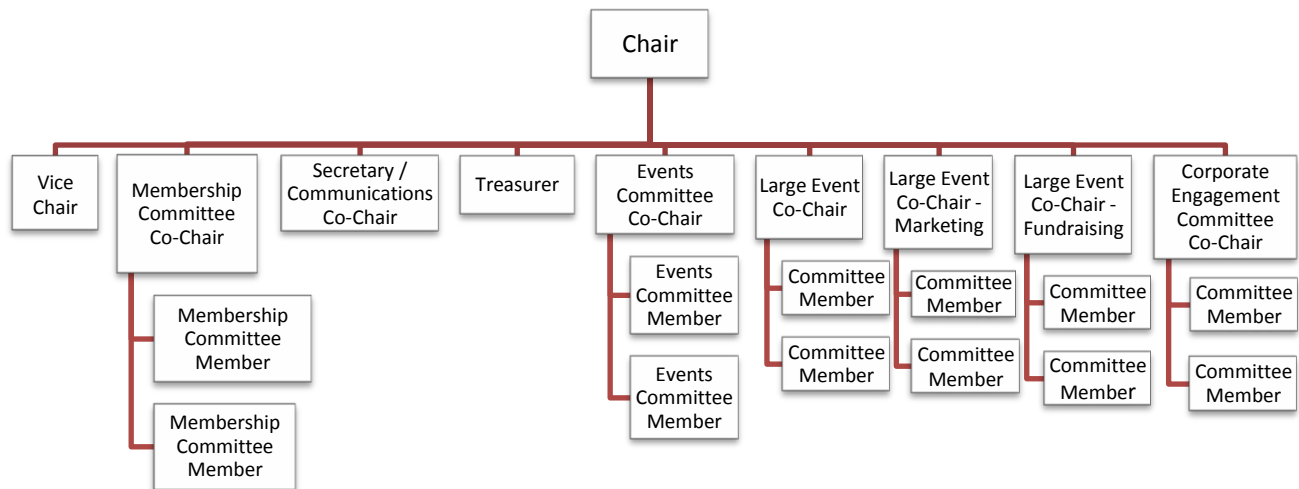
Appendix 4: Expanding the Leadership Committee

As the young professionals group grows, more leadership committee positions can be added. Group committees can also be created to focus on membership, corporate engagement, communication and awareness and events, to name a few. Additionally, there may be Co-Chairs who focus specifically on planning one large event annually or semi-annually.

Offering a group member a leadership committee role can be impactful. The offer shows the group member that he or she is a valued part of the group and has the potential to further strengthen the group member’s commitment.

When expanding the leadership committee, create positions that play to the strengths and interests of your group leaders.

Sample expanded leadership committee structure for a Red Cross Young Professionals Group:



Position description for the Vice Chair:

- Works closely with the Chair and performs duties assigned by the Chair.
- Attends and assists at all meetings, presides at organization meetings in absence of Chair, and provides follow-up to organizational tasks.
- Performs Chair's duties in absence of Chair.
- Engages personal network of co-workers and friends about the group, and supports all group members as they engage their own networks about the Group.
- Personally meets with anyone interested in joining the Group, and personally welcomes all new Group members.
- Helps manage financial matters pertaining to the Group.
- Attends all Group events and personally welcomes attendees.

Position description for the Membership Committee Co-Chair:

- Directs the actions of the Membership Committee members.
- Answers all Group membership questions.
- Works closely with the Chair and Membership Committee to create the Group membership dues and ensure all dues are paid annually.
- Creates and maintains a list of group members.
- Engages personal network of co-workers and friends about the group, and supports all Group members as they engage their own networks about the Group.

Position description for Secretary/Communications & Awareness Co-Chair:

- Works closely with Red Cross unit communications staff to promote the Group.
- Works with the Chair, Co-Chair, and leadership committee members to create internal and external Group communications.
- Logs attendance and minutes at meetings.

Position description for Treasurer:

- Knows of financial matters pertaining to the Group.
- Maintains a financial history of the Group.
- Reports on status of funds to the Group at meetings.
- Utilizes Volunteer Connection to record all Group fundraising events/activities.
- Works closely with the Chair.
- Performs other duties as directed by the Chair.
- Ensures expense requests are appropriate and tied to mission-related activities or general Group operations.

Position description for [Insert Event Name] Marketing Co-Chair:

- Manages the marketing activities for an event.
- Assigns marketing event duties to committee members.
- Works closely with other event Co-Chairs.
- Regularly updates the Group on the marketing event planning progress for events at Group meetings.

Position description for the [Insert Event Name] Fundraising Co-Chair:

- Manages the fundraising activities for an event.
- Assigns fundraising event duties to committee members.
- Works closely with other event Co-Chairs.
- Regularly updates the Group on the fundraising event planning progress for an event at Group meetings.
- Organizes weekend afternoon when Group members will go to local businesses together for three hours and ask the businesses to donate to events.
- Manages financial matters pertaining to the event.
- Maintains a financial history of the event.

Position description for the Corporate Engagement Committee Co-Chair:

- Uses the Red Cross corporate engagement guide to develop and sustain relationships with corporations and local businesses.
- Identifies businesses in the area that would qualify as strong donors.
- Represents the Red Cross young professionals group at local businesses.
- Works with other Group members as they engage corporations and local businesses.

