

# ADGP/Disaster Responder Program Membership Resources

## ADGP/Disaster Responder Program Employee Engagement: Supporting Volunteer Efforts During COVID-19

Every day, people rely on the American Red Cross to prevent and alleviate their suffering. It's the contributions of our wonderful volunteers, who work tirelessly to support those we serve, as well as our generous donors like you who make the Red Cross mission possible.

During the coronavirus (COVID-19) pandemic, life's emergencies don't stop—and neither does the work of the Red Cross. Our need for volunteers is constant and continues to evolve as we navigate this health crisis. We are working with public health officials to help keep local communities and our volunteers safe, and currently have much-needed volunteer opportunities to include remote (virtual, at-home) work.

We know many of your employees have generously asked how they, too, can help others during this time of uncertainty. This resource highlights **Individual Volunteer Opportunities** with the Red Cross that your employees may pursue on their own, as well as available **Hosted Opportunities** should you wish to work with us on a coordinated effort to engage your employees in the coming weeks. For more information about anything listed below, please contact your Red Cross Relationship Manager.

### Individual Volunteer Opportunities

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Your employees may individually explore these service opportunities with the Red Cross.

#### Volunteer Opportunities

Volunteers carry out 90% of the work of the American Red Cross. The need for volunteers is always exists, and continues to evolve as the organization navigates this public health crisis. Right now, the Red Cross has a wide variety of needs through which volunteers can lend their time and talents, and engage safely in the community or virtually. Current needs include volunteering at blood drives and helping to transport blood donations, providing disaster relief services and a wide variety of remote (virtual, at-home) opportunities, like help with disaster casework, finance and IT.

#### **To get started:**

- Individuals can [locate available volunteer opportunities here](#).
- If you select an opportunity, you will be asked to complete a profile (if you do not already have one) within the Red Cross volunteer portal, Volunteer Connection. Completing your profile will take about 30 minutes.
- Note that position availability may vary based on location and the needs of the community.

## Donate Blood

The need for blood is constant, and volunteer donors are the only source of blood for those in need. Every day patients rely on lifesaving blood transfusions including those who need surgery, victims of car accidents and other emergencies, or patients suffering from cancer. In times of crisis, the Red Cross is fortunate to witness the best of humanity as people roll up a sleeve to help those in need. Right now, people are following public health guidance to keep their families safe—and that includes contributing to a readily available supply of blood for hospitals. Each Red Cross blood drive and donation center is following the highest standards of safety and infection control ([learn more here](#)). Blood is perishable and cannot be stockpiled, so with no known end date in this fight against coronavirus, the Red Cross encourages healthy blood and platelet donors to make an appointment to give blood in the weeks to come.

### **To get started:**

- If you are healthy and feeling well, please make an appointment to donate in the weeks ahead by using the Red Cross Blood Donor App, visiting [RedCrossBlood.org](https://www.redcrossblood.org) or calling 1-800-RED CROSS (1-800-733-2767).

## Hosted Opportunities

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Your Red Cross Relationship Manager and national employee engagement team is available to work with you to stand up these programs for your employees in the coming weeks.

### Host a Virtual *Be Red Cross Ready* Presentation

*Be Red Cross Ready* is a free preparedness curriculum for adults designed to help people understand, prepare for and respond appropriately to disasters in a way that's manageable, action-oriented and affordable. Able to be taught virtually by a certified presenter, *Be Red Cross Ready* has various modules that you can select from based on geography, time and audience (to include earthquakes, hurricanes, tornadoes, preparedness essentials, etc.), as well as a **\*new\*** COVID-19 module. The COVID-19 module includes an overview of this health crisis, how households can prepare and ways to cope with the stress. The virtual presentation can be delivered to employees in one or multiple offices.

### **To get started:**

- Contact your Relationship Manager to learn more.
- We will work with you to determine mutually-agreeable date(s) and length(s) (30 or 60 minutes) for the presentation(s).

### Host a Blood Drive

Over 80% of blood collected comes from drives at workplaces and schools. Partners like you play a critical role in ensuring a stable supply throughout this pandemic. Like a hospital, grocery store or pharmacy, a blood drive is vital to community and individual health. You can help by scheduling a blood drive for the weeks and months ahead. At a high level, blood drive hosts provide:

- Location: A large open room with enough space to space beds far apart. If you don't have enough space within your facility, we may be able to accommodate your donors elsewhere.
- Volunteers: For recruiting, scheduling and supporting donors.
- Donors: You'll need to recruit and schedule donors for your drive.
- We recommend 300+ employees at a location to generate enough appointments to collect blood.

The Red Cross provides planning assistance, donor recruitment tools and equipment, supplies and staff trained to collect blood on the day of your drive. Each Red Cross blood drive and donation center is also following the highest standards of safety and infection control ([learn more here](#)).

**To get started:**

- Contact your Relationship Manager to schedule a blood drive.

### **Host a Virtual Blood Drive (aka SleevesUp Campaign)**

You can encourage employees and/or customers to donate blood by hosting an online SleevesUp virtual blood drive campaign. Through SleevesUp, individuals can pledge their support by making an appointment to donate blood at a local drive. A SleevesUp campaign can be created in just four easy steps.

**To get started:**

- Step 1: Create a SleevesUp account at [RedCrossBlood.org/SleevesUp](https://RedCrossBlood.org/SleevesUp) or log in with an existing Facebook or Twitter account.
- Step 2: Personalize the campaign with video, pictures or the story behind why blood donation is important. A personalized hashtag and web address can be created with each campaign.
- Step 3: Set a goal and time frame for the campaign.
- Step 4: Invite employees to join the campaign.