



**American
Red Cross**

Youth & Young Adults

ACTIVITY GUIDE

Impact Starts Here

The American Red Cross has developed fun activity guides for youth volunteers to use to help spread the word about the Red Cross and its mission: to prevent and alleviate human suffering in the face of emergencies, by mobilizing the power of volunteers and the generosity of donors.

Activity Guides can be used by Red Cross Clubs, general youth groups or any other students who want to organize Red Cross mission-related activities. With these helpful resources and guidelines, you are well on your way to a successful activity!

Partnering with Local Businesses for the Measles and Rubella Partnership

About

Measles kills 373 people every day, mostly children under five years old. Rubella can have serious consequences for pregnant women and their children. For about \$2, a child can be vaccinated against measles and rubella.

Vaccinate a Village is a fundraising activity to raise awareness for the Measles & Rubella Partnership (M&RP) and increase access to vaccines. The Measles & Rubella Partnership (M&RP) is led by the American Red Cross, the Bill & Melinda Gates Foundation, Gavi the Vaccine Alliance, the United Nations Foundation, the U.S. Centers for Disease Control and Prevention, UNICEF and the World Health Organization.

The M&RP aims to achieve a world without measles and rubella by supporting countries to raise coverage of measles, rubella and other vaccines; fund, plan, implement and monitor quality supplementary campaigns; investigate outbreaks and provide technical and financial support for effective outbreak response, propose and participate in solutions to strengthen immunization delivery; and support a global laboratory network for measles and rubella.

Purpose

This activity provides an opportunity for volunteers to make a positive impact in communities in need, gain experience in healthcare initiatives, and learn more about public health issues affecting vulnerable populations. Through fundraising, volunteers will save children from these deadly, yet preventable, diseases and make a huge impact in the Red Cross mission to promote health and wellbeing by preventing measles and rubella around the world.

How to Get Started

Step 1: Set Clear Goals and Objectives

- Define what you want to achieve through the activity and create measurable goals (e.g., to raise a specific amount of money) and objectives to guide the planning process.
- We encourage you to integrate Environmental, Social and Governance (ESG) considerations into your activity and here are some tips:
 - Environmental considerations: Incorporate environmentally friendly practices, such as providing digital copies instead of printing, into the activity.
 - Social considerations: Engage with the community in a respectful and culturally appropriate manner.
 - Governance considerations: Define roles and responsibilities and facilitate a transparent decision-making process.

Step 2: Plan the Key Logistics

- Identify Potential Partners: Reach out to local businesses that align with the Red Cross mission and are willing to support your fundraising efforts. Consider businesses such as restaurants, cafes, boutiques, gyms, or any establishments frequented by your community.
- Contact Information: Draft a formal email or letter to the businesses introducing your fundraising initiative. Include your name, organization or group name (if applicable), contact information, and a brief explanation of the Measles and Rubella Partnership cause and how their involvement can make a difference.
- Proposal: Clearly outline the collaboration proposal. You can specify how the business can contribute, which can include financial donations, in-kind support, or hosting fundraising events. Following that, you should highlight the benefits for the business, such as positive PR, community engagement, and greater audience reach.
- Customization Options: Give businesses flexibility on how they can participate. They may choose to donate a percentage of sales on a designated day, offer a specific product or service where proceeds go towards the cause, or just display your promotional materials to raise awareness.
- Educational Materials: Offer to provide educational materials about the Measles and Rubella Partnership for businesses to display in their establishment. This could include

posters, brochures, or digital slides containing relevant information and statistics that will help spread information.

- **Promotional Strategy:** Collaborate with businesses to develop a promotional strategy that maximizes outreach and engagement. This may involve creating joint marketing materials, utilizing social media platforms, and leveraging the business's existing customer base.
- **Fundraising Logistics:** You should decide on the fundraising method and logistics. If businesses are selling a particular item, you can determine the pricing strategy and how proceeds will be collected and remitted. Provide clear instructions for businesses on how to handle monetary donations.
- **Payment Instructions:** Help businesses to transmit proceeds from the fundraiser. If physical financial donations are accepted, you can offer instructions on making checks payable to the American Red Cross. If online donations are preferred, you can offer help in setting up QR codes or directing donors to the designated fundraising website. For more guidelines on how to remit the proceeds of your fundraiser, please see the final step.
- **Tracking and Reporting:** It is important to establish a system for tracking donations and reporting progress to participating businesses. Provide regular updates on the total funds raised and the impact of their contribution in combating measles and rubella.
- **Express Gratitude/Provide Feedback:** Lastly, express gratitude to the businesses for their support and commitment to the cause. You should consider sending personalized thank-you notes, acknowledging each business' individual contribution on social media, or offering them recognition at fundraising events. Establishing these relationships can lead to future collaborations and continued support for your cause.

Step 3: Prepare for the Activity

- **Set a date and time**
 - Depending on your fundraising goals, you can host the fundraiser for a day or a few days.
- **Secure a partnership**
 - Find a business in your community that has high foot traffic, such as a coffee shop or grocery store.
- **Assign roles and responsibilities**
 - This activity requires at least 3 lead volunteers. Lead volunteers should be prepared to educate prospective partners about the Measles and Rubella Partnership to increase their level of support for the cause.
- **Gather supplies**
 - Prepare a paper banner for donors to write their names, recognizing them for supporting the Measles and Rubella Partnership and Red Cross missions.
 - Create a list of needed supplies and make arrangements to acquire them in advance.

- Spread the Word
 - Through various channels such as social media, email, and school announcements. Encourage volunteers to educate their families and friends, and ask them to participate.

Step 4: Host the Activity

- Run through the logistics (Step 2 and 3) with your lead volunteers in advance and engage the participants throughout the activity.
- We recommend tracking the number of participants.

Step 5: Debrief and Thank Your Volunteers

- Invite participants to discuss their experiences and capture any lessons learned, you can also create a post-activity survey to gather feedback from participants.
- Thank everyone who participated and helped plan the activity.
- **Remind volunteers to record their volunteer hours through Volunteer Connection.**
- To remit the proceeds from your fundraiser, please do the following:
 - Make the check payable to American Red Cross
 - Ensure that “International Services - AP2099” is clearly noted in the memo line of the check.
 - Mail the check to this address:

American Red Cross
Box 37864
IA 50036

PO
Boone,

Additional Resources

These resources include more information about MR&P or may be used to promote your event:

MeaslesRubellaPartnership.org

[Measles & Rubella Partnership Fact Sheet](#)

[Measles and Rubella Partnership Photo Gallery](#)

[Measles & Rubella Partnership Video Gallery](#)

Red Cross Club Toolkits:

Review youth volunteer resources on [Red Cross Youth](#). Share the [Red Cross Club Toolkits](#) with students at the event who may be interested in learning about Red Cross Clubs.

Share with Us

Share pictures and videos of your activity by posting them in the [American Red Cross Youth Network Facebook Group](#) or posting on Instagram and tagging [@americanredcrossyouth](#).

Looking for More Information?

If you're interested in organizing another activity, visit our Activity Guides Archive [here](#). Have more questions about volunteering with the American Red Cross as a youth volunteer? Email youthinvolvement@redcross.org!