October Edition

American Red Cross

YOUTHWIRE

Impact Starts Here

Latest from the National Youth Council

SPOOKTACULAR SERVICE
BEGINS WITH
YOU!

Thank you to everyone who applied to the National Youth Council's Youth Ambassador and Young Adult Ambassador Programs. We enjoyed learning more about you through your applications and can't wait to begin working with our new group of ambassadors.

October is here, and with Halloween just around the corner, we want to encourage you to practice safety and caution. If you're planning to go trick-or-treating, wear reflective gear or carry a flashlight so you're visible, stick to sidewalks and cross at corners, travel with friends and plan your route, and never drive impaired or ride with someone who has been drinking. Check out Halloween Safety Tips for Trick or Treaters of All Ages for additional information.

National Youth Involvement Month

NATIONAL YOUTH
INVOLVEMENT MONTH

November is right around the corner, which means National Youth Involvement Month (NYIM) is almost here! NYIM is a month to recognize and celebrate the contributions of youth and young adult volunteers across every Red Cross line of service.

Whether you support blood drives, preparedness activities, Red Cross Clubs, International Humanitarian Law programs or other mission areas, your service makes a difference!

There's plenty planned throughout November to help youth volunteers connect, celebrate and discover new ways to get involved. This year's NYIM will feature webinars designed to help you learn new ways to connect and get involved with the Red Cross.

To learn more about NYIM, click here.

To register for the webinars, click here.

Ignite the Red Cross

IGNITE THE
RED CROSS
FROM IDEAS, TO ACTION, TO IMPACT

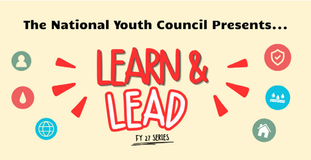
Introducing Ignite the Red Cross, a new National Youth Council project launching this National Youth Involvement Month!

This month-long youth innovation challenge invites Red Cross volunteers ages 13–24 to work in teams of 3–4 to develop a creative, practical solution to an organizational challenge within the Red Cross.

Teams will submit a one-page written proposal, and selected finalists will advance to a live pitch at the NYIM Finale on November 30. The winning team will receive national recognition and support to explore the potential implementation of their solution.

Learn more here.

Learn and Lead FY27 Series


The National Youth Council Presents...
LEARN &
LEAD
FY 27 SERIES

We hosted our first FY27 Learn & Lead Series on September 3 where we explored responsible AI use, ethics, sustainability, critical thinking and practical strategies for learning, creativity and productivity with one of our corporate partners, Hewlett Packard (HP). To register for our upcoming sessions, head to the Youth & Young Adult Events Calendar.

November 5: National Youth Volunteer Month —Learn directly from youth and young volunteers who have made an impact across all lines of service.

December 3: Lessons from Those Who've Been There: Hear directly from Navin Narayan Scholarship recipients, Youth & Young Adult Ambassadors, and National Youth Council members as they reflect on their Red Cross journeys.

Lead Red: Red Cross Club Officer Trainings

Lead Red is a new monthly training series designed for Red Cross Club officers, covering a different topic each month to equip club leaders with the skills, resources, and strategies needed to run successful clubs. Through interactive training calls, our Red Cross Club Program Leads will guide student leaders through club management challenges, community service initiatives, fundraising guidelines, and mission-focused campaigns.

To sign up, visit the Youth and Young Adult Events calendar under "My Shifts" in Volunteer Connection! Our calls will be held on the third Monday of every month at 7:30 p.m. ET.

International Humanitarian Law Youth Action Campaign

The **International Humanitarian Law (IHL) Youth Action Campaign (YAC)** is an American Red Cross volunteer program that brings together youth ambassadors from around the world to promote awareness of International Humanitarian Law. The IHL Youth Action Campaign is a self-guided, self-paced volunteer opportunity for youth ages 13–24.

Participants can join as an IHL YAC Ambassador Trainee and complete four online training modules, including this year's theme, **Healthcare and Armed Conflict**, by January 1. After completing the trainings, IHL YAC Ambassadors design and execute awareness campaigns in their communities, putting their knowledge into action while meeting specific program requirements. By submitting a Campaign Summary Report before May 1, participants become eligible for consideration to attend the annual IHL Youth Summit, a fully funded trip to Washington, D.C., in July. Ready to get involved?

Learn more here.

Social Media Ambassador

Become a
Social Media
Ambassador!

Looking for a meaningful way to support the American Red Cross all year long? Join the Social Media Ambassador Program and help amplify the Red Cross mission through your personal social media channels.

As a Social Media Ambassador, you'll receive opportunities throughout the year from the National Social Media Team to support key campaigns, awareness initiatives, disaster response efforts and other mission-focused activations. We'll provide everything you need, including campaign details, important dates and ready-to-share content.

By sharing Red Cross messages with your network, you'll help connect more people to opportunities to donate blood, volunteer, prepare for emergencies and support communities in need!

Interested in joining? Complete this form by October 31, 2026 to join our year-round ambassador community.

Blood Donors Needed!

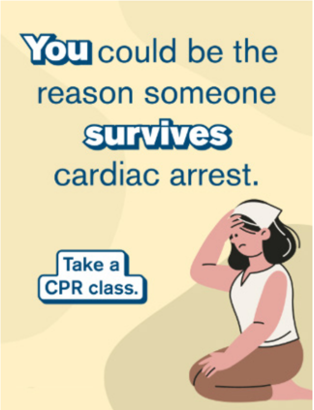
Don't delay.
BOOK TODAY!

Seasons may change, but the need for blood is constant. We're thanking all who come to give blood **September 21–October 18** (make your appointment here) with a $15 e-gift card to a merchant of choice! Starting from **October 19–November 22** (make your appointment here), you can earn 200 bonus points toward your Blood Donor Rewards PLUS a $10 Amazon Gift Card by email.

Sudden Cardiac Arrest Awareness Month

October is Sudden Cardiac Arrest (SCA) Awareness Month and October 16 is World Restart a Heart Day.

More than 350,000 people experience cardiac arrest outside of a hospital each year in the U.S., and more than 70% of these emergencies happen at home. Immediate CPR can double or even triple a person's chance of survival. Sign up for a CPR/AED training (online/in person/blended learning) today!

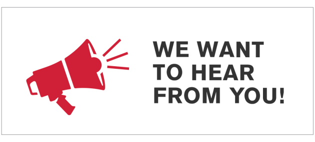

You could be the reason someone survives cardiac arrest.
Take a CPR class.

Other Youth and Young Adult Stories

- At just 9 years old, Trinity is already making a difference through Red Cross volunteerism...
- Brothers Jayden and Jaxon Grayson used their Red Cross training to rescue nearly 20 people from dangerous rip currents at a Rhode Island beach...
- Young people are driving the Red Cross lifesaving mission! We celebrate Bryan Aleman, Marisa Leong, and Kaylee Kim...

Share Youth Success Stories

We are gathering the great things happening with our youth and young adults across the country and we need your help. No example is too big or too small. Click here to submit your success story!


WE WANT TO HEAR FROM YOU!

Not sure what to share? Here are a few ideas to get you started:

- What makes your Red Cross Club successful?
- How does your region recognize young people's efforts?
- What makes a good onboarding experience for young people?

WHAT IS YOUTHWIRE?

Created by your National Youth Council, YouthWire is a monthly e-newsletter containing important Red Cross youth volunteer opportunities, stories and resources for youth, young adults and youth champions! We always want to highlight great stories and hear what awesome things are happening in your region!

Let us know what's new for you!
Questions about youth volunteering with the American Red Cross? Email YouthInvolvement@redcross.org.

Get Social and Share!
Share YouthWire with your peers and invite them to subscribe.

Log Your Hours on Volunteer Connection!
Make it count! Remember to log your hours.

Follow us on social media!
Instagram: @americanredcrossyouth.

If you no longer wish to receive YouthWire, click here to unsubscribe

Subscribe | **Contact Us** | **Privacy Policy** | **View in browser**

Staying in touch via the American Red Cross email list is the best way we have of keeping in regular contact with supporters like you, letting you know about how you can protect yourself and your loved ones from disasters and other emergencies, and how you can support our lifesaving work.

Click here to unsubscribe from our list, but please know that if you leave, it will be harder for you to stay involved with the Red Cross and continue the work of which you've been such a critical part. It is only because of supporters like you that the Red Cross is able to respond when a disaster strikes or a home is impacted by fire, when someone needs CPR or a lifesaving blood transfusion, or when a family needs to contact a deployed service member in an emergency. And we don't want to lose you! Thanks for your support!

Please do not reply to this email as we are not able to respond to messages sent to this address.

© **2026 American Red Cross** | 431 18th Street NW Washington DC 20006
Donate by phone: **1-800-HELP NOW** 1-800-435-7669) | **Donate by Mail.**

Help people affected by disasters big and small.
A gift of any size supports all of the urgent humanitarian needs of the American Red Cross.
Prepare, respond and help families recover from home fires.
Your gift will help ensure that those who serve our country have our unwavering support.

The Red Cross is proud that an average of 91 cents of every dollar we spend is invested in delivering care and comfort to those in need.