

August 29th, 2025

August Crash Course Call:

Power Up Your Red Cross Year

QOTD: Would you rather have the power to read minds or to be able to teleport wherever you want?

This call will be recorded!

Topics Covered

1. Introducing Crash Course Calls (CCCs)
2. Applications for the Youth and Young Ambassador Program are open!
3. Club Rush Tips for a Successful School Year

1.

Introducing Crash Course Calls



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What are Crash Course Calls?

Each month, the National Youth Council will host calls on various topics to inform youth volunteers on ways to get involved and grow their impact as members of the American Red Cross.

These meetings are designed to be an easily accessible avenue to get to know what other volunteers are up to, gain insights into creating and improving regional objectives, and build a strong connection toward the ARC mission.

Tentative Crash Course Call Schedule

Please note that these topics are tentative and could be subject to change

August (8/29): Introducing Crash Course Calls, Youth and Young Ambassador Program, Club Rush Tips

September (9/12): Sickle Cell Awareness Month + Campaign + VCN Updates

October (10/06): Fire Prevention Month

November (11/06): National Youth Involvement Month + Holiday Mail for Heroes

December (12/11): Diversity, Equity, and Inclusion Opportunities

January (1/08): Blood Donor Month

February (2/05): Navin Narayan Month + Scholarship

March (3/05): Red Cross Month

April (4/09): Measles & Rubella Initiative (Vaccinate a Village)

May (5/07): Summer of Service: Engagement Opportunities

June (6/11): Preparing for the International Humanitarian Law Youth Action Campaign

July (7/09): How to Prepare for the New School Year



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Why Join Crash Course Calls?

- Each Crash Course Call will feature an interactive element or Red Cross Leader to guest speak on a topic of their expertise
- From games, to activities, to presentations, we will provide something of value to take away from in each call
- Great way to form friendships with volunteers nationwide

2.

Youth and Young Ambassador Program

What is the Youth and Young Ambassador Program?

What the Role Entails

Empower youth (<18 years old) and young adults (18-24 years old) within the American Red cross

Create and participate in cohort programming led by the NYC Ambassador Program Leads

Perks of Being an Ambassador

Meet and interact with Red Cross leaders from various lines of service

Gain leadership and project management experience at the regional and national levels

Collaborate with the National Youth Council to share ideas and improve youth involvement nationwide

Examples of Ambassador Duties

- Amplify local and national youth campaigns, stories, and events through regional and personal networks
- Attend professional development sessions hosted by the National Youth council (ex: Enhance Your Red Cross Resume, Get Involved in Disaster Series...)
- Collaborate with regional leaders to identify and resolve challenges such as member retention or difficulties starting new chapters through leading a regional project
- Present a summary of all accomplishments and ambassador work at an end-of-the-year symposium attended by Red Cross leaders

Project Examples

- Bi-monthly youth newsletter to foster interconnectedness among clubs and spotlight outstanding volunteers
- Visual guide to participating in the International Humanitarian Law Youth Action Campaign Program
- Peer mentorship program to create collaboration between high school and college clubs
- Mental health support workshops for youth, veterans, and front-line disaster relief volunteers
- Fire safety campaign materials and presentations to increase youth participation in local Sound the Alarm events

Qualifications

Attributes

- Reside in a participating region
The application will only show up on VCN for applicants whose region opted into the program
- Meet the age requirement: **14-24 years old**
- Reliable access to resources needed to volunteer 100% virtually
- Registered in Volunteer Connection
- At least **one school year** of ARC volunteer experience
- Willingness to comply with current public health and Red Cross policies

Time Commitment

- Approximately **10-15 hours total per month**
- Biweekly cohort meetings led by the National Youth Council's Ambassador Program leads
- Monthly planning calls with program partners

Timeline

Aug 18 - Sep 5

Youth and Young Ambassador
Program Applications are open!

Sep 22

All selected Ambassadors will be
notified by the National Youth
Council

Sep 29

FY26 Ambassador Cohort
Onboarding led by NYC

Oct-May

Ambassadors carry out projects
and attend monthly cohort calls
and regional engagement

How to Apply

Step One: Log into Volunteer Connection

Step Two: Click on the 'Opportunities' tab

Step Three: Search for the 'Youth and Young Adult Ambassador' position

Step Four: Click 'Apply'!

Upon applying, you will be contacted by a member of the NHQ screening team within 2-3 business days with the complete application. Please note that the application will require a one-page resume.



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Any Questions? Ask the Ambassador Leads!



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3.

Club Rush Tips for a Successful School Year

Elevator Pitch Workshop

Elevator pitch: a 30-60 second, engaging, and memorable spiel that answers questions passersby may have including: *Who are we? What do we do? Why should you care?*

Tips:

- Avoid jargon or overuse of sophisticated language. Speak in relatable terms
- Practice smiling to create a welcoming impression
- Tailor to your audience

Breakout Time!

In small groups, act as board members in charge of promoting the Red Cross Club table at Club Rush.

Delegate one person in charge to present, or split the pitch into several parts for multiple people

Make Your Booth Eye Catching

- Themed posters (Red Cross red is great, but you can also do seasonal or pop-culture themes to stand out)
 - Ex: BeReal frame, Instagram post frame, “hold this and pose”
- Photos of past events or of events that national chapters or other chapters in general have had
- Freebies: stickers, merchandise, candy, handmade bookmarks/slips with Red Cross facts



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Keep Close Track of Sign Ups

- Physical sign up sheets
- QR codes that link directly to a sign up form. Additionally useful for access to:
 - Communication: Google Classroom, Remind, GroupMe, Slack, Discord etc;
 - Social Media: Instagram, Tiktok, etc;
 - Central hub: Linktree with all of the above

IMPORTANT:

- Follow up with all sign-ups within the first 24-48 hours.
- Follow up again when approaching day of first event
- Use one form of communication.

Have an Event Ready to Promote

The earlier, the better: If prospective members only hear about a future event weeks later, they will lose the interest they had during club rush

A solidified deadline at sign-up compels people to show up

Examples of Easy First Events

- Icebreaker social with snacks, meet the board
- Quick service project (making cards for patients, assembling disaster prep kits)
- Red Cross informational session with trivia or Kahoot (+ Prizes!)

Make sure to have flyers ready to pass out and put up around campus!

Immediate Volunteer Connection

- Run a mini “VCN Sign-Up Workshop” after Club Rush so everyone can register as soon as possible
 - Waiting too long might make them lose interest or forget
- Have chromebooks accessible or notify members to bring personal devices

Why the need?

Having all volunteers' information stored in Volunteer Connection under your club's group helps you know your exact roster and collective number of volunteer hours.

Enables efficient and accurate sign up count for events

Questions?

Feel free to unmute your mic and ask, use the "Raise Hand" feature, or type it into the chat!