

# Mingle for a Mission

**What it is** Mingle for a Mission is a social networking event where youth and young adults from your area converge to mingle, network, learn about and raise money for the American Red Cross.

**How it helps** This event allows you to spread the word about the work of the American Red Cross and provides an opportunity for young adults 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.

**Get started** Before beginning, contact your local Red Cross chapter for assistance. You can search for your local chapter by zip code on [redcross.org](http://redcross.org) – when you call the chapter, ask to speak to a Volunteer Specialist or the Youth Engagement Lead. They will guide you to available resources that can make this an impactful and successful event. Once you have established contact with your chapter, here are three steps to get the event planning started:

**1. Find a venue** – Secure a location for the event that is suitable for a large group of people. Consider places such as local restaurants popular with youth and young adults. Ask the venue to sponsor the event by allowing your group to use the space for free and offering free/discounted food and drink specials - see the venue agreement resource for more guidance.

**2. Form a planning committee** – Gather a group of committed volunteers from your Red Cross Club to help organize the event. The planning committee should:

- a. Market the event to their networks.
- b. Assist with logistics planning of the event.
- c. Gather donations for event activities and door/drawing prizes.

**3. Find sponsors for the event** – To help with expenses for the event, reach out to local businesses and vendors to see if they will sponsor it, or partner with you to add value to the event (i.e. having a local café provide a coupon for a free cup of coffee or appetizers from a local restaurant). Ask local businesses for in-kind donations that can serve as door/drawing prizes, including gift certificates to restaurants, spas, local yoga studios, or tickets to the local theater or college or professional sporting events.

Want more information?  
Email us!

[YouthInvolvement@redcross.org](mailto:YouthInvolvement@redcross.org)



## DID YOU KNOW?

Only 53% of Americans think they know what to do during the first five minutes of a disaster.

## What's Next?

Once you have the location secured and your planning committee in action, there are a few more promotion and marketing things to do. View the timeline resource for more details and tips on how far in advance to plan:

- **Sell tickets** – In addition to selling tickets at the door, create an online site where attendees can purchase event tickets in advance. Charge attendees an entrance fee, informing them it will be a monetary donation to the American Red Cross.
- **Promote the event** – Your planning committee should get to work spreading the word about the upcoming event. Ask members of your group to help promote the event through their social media channels.
- **Host a raffle** – It's always great to have more than one revenue generator (in addition to ticket sales) at your event. Mention drawing raffle prizes in promotions, so attendees are excited, and sell raffle tickets prior to the event and throughout the evening.
- **Share information** – Plan how to promote the American Red Cross and your Red Cross Club at the event.
- **Develop a day of event schedule** – Work with the planning committee to ensure that the event will run smoothly the day of. Assign tasks to all committee members – see timeline resource for more insight.
- **Make your attendees feel welcome** – When attendees arrive, greet them and welcome them to the event. Give them a nametag and let them know about the food specials and activities happening throughout the night.

After a successful Mingle for a Mission event, remember to send a thank you message to all attendees and let them know about your next event. Also, make sure you thank all sponsors and partners! Post pictures on your group's social media accounts, and ask if your regional office will do the same. Lastly, drop off all donations to your local Red Cross, debrief, and start planning your next event.

*This guide was inspired by the Flirting for Disaster event hosted by the Auxiliary Society of the American Red Cross of Greater Chicago.*

Before beginning, get in touch with your local Red Cross Region or station for assistance. You can find contact information at [redcross.org](http://redcross.org)

### Shake it up!

- » Ask a few members of your group to wear red, and have them wear a button that says "Ask me about Red Cross" – it can be a great conversation starter.
- » Make your event quarterly and feature a different line of service each time.
- » Invite a local celebrity who is passionate about a line of service – ask him/her to make brief remarks.

### Show and tell

- » Share pictures and videos of your Mingle for a Mission Event by sending them to [YouthInvolvement@redcross.org](mailto:YouthInvolvement@redcross.org).
- » Share pictures and videos on Instagram, Facebook, [redcrossyouth.org](http://redcrossyouth.org), and your other social media channels

