

## Cover Page

<<American Red Cross Youth & Young Adults logo>>

<<ACTIVITY GUIDE Impact Starts Here logo>>

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. No matter which activity you choose, get in touch with your local Red Cross region or Service to the Armed Forces (SAF) station. With these helpful resources and guidelines, you can definitely make your activity a success!

## Vaccinate a Village

### About

Approximately 351 children die from measles-related complications each day, or 14 deaths every hour. Rubella can have serious consequences for pregnant women and their children. For \$1, a child in a low-income country can be vaccinated against measles. For \$1, 1 child can be vaccinated against both measles and rubella. (\*\*Some sources may state that it takes \$2 to vaccinate a child, but the updated statistic is \$1).

Vaccinate a Village is a fundraising activity to raise awareness for the Measles & Rubella Partnership (M&RP) and increase access to vaccines by selling M&RP inspired lapel pins. The International Services Department provides M&RP inspired lapel pins for use during fundraising and advocacy events. The lapel pins are provided free of charge to all Red Cross regions and Clubs with the request that any funds raised are remitted to the M&RP.

### 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*

**Commented [NJ1]:** For vaccinate a village we usually use the messaging \$1 equals 1 child vaccinated against measles. That goes along with our suggestion of selling the lapel pins for \$1.

- 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*

- Contact [measles@redcross.org](mailto:measles@redcross.org) to request pins and provide the following information in your message: Contact Name, Chapter Address, Phone Number and Quantity of Pins Needed (bags of 100). Please CC your local chapter liaison on the message so that they are informed of the activity and can provide their approval.
- Note: Pins do not have to be the item sold during the fundraiser. You may decide on the item to sell based on current interests. Pins are one possible idea.
- When you conduct your fundraiser, we suggest a \$1 donation per pin, if you choose to sell pins. If you choose to sell a different item, you may adjust prices accordingly.
- Create posters or PowerPoint presentations to educate potential donors about Measles & Rubella and encourage them to join you raising funds to “vaccinate a village”. See the [Additional Resources](#) section for the M&RP website, infographic, videos and fact sheet.
- Create catchy promotional materials that will increase attention towards your fundraiser.
- **(In-person fundraiser) When you are ready to remit the proceeds from your fundraiser, please follow these instructions depending on the scenario:**
  - If you choose to accept physical monetary donations:
    - Many high schools have red tape that may make it difficult to donate money to external organizations. Please determine if your school uses a centralized financial system by checking with your administrators. If it does, make sure you determine beforehand how the check will be sent. Make the check payable to American Red Cross. Ensure that “Measles Initiative – AP2947” is clearly noted in the memo line of the check. Mail the check to: American Red Cross, PO Box 37864, Boone, IA 50036
    - If you choose to accept online donations:
      - You can set up a QR code that links to the corresponding Red Cross page and encourage people to donate directly at that link. If you use this option, remember to plan a way to track the donations.
- **(Virtual fundraiser) Please use Peer-to-Peer Fundraising platforms** such as Facebook, Tiltify, Instagram, and DonorDrive. Learn more about [Peer-to-Peer Fundraising](#) here.

### Step 3: Prepare for the Activity

- Set a date and time
  - Depending on your fundraising goals, you can host the fundraising booth (in-person) for a day or a few days. You can also use pre-order to sell the pins to reduce the risk of over-ordering.
  - For virtual fundraisers, a duration of 1 to 2 weeks is often appropriate.
- Secure a venue
  - Find a location in school or a public place that has more foot traffic, such as a mall or a park.
- Assign roles and responsibilities
  - This activity requires at least 2 lead volunteers per fundraising shift. Lead volunteers should be prepared to educate prospective donors about Measles & Rubella to increase their level of support for the cause.
- Gather supplies
  - Prepare a paper banner for donors to write their names to recognize them for helping vaccinate your symbolic village against Measles & Rubella.
  - 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 and donate.
  - Create brief and flashy promotional materials

### Additional Resources

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

[Measles & Rubella Partnership website](#)

[Measles & Rubella Partnership infographic](#)

[Measles & Rubella Partnership videos](#)

### 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](mailto:youthinvolvement@redcross.org)!