

CLUB IN A BOX

A toolkit to help you
start a Red Cross Club



**American
Red Cross**

Red Cross Club

Join us!

When you volunteer with the American Red Cross, you become a part of one of the largest humanitarian organizations in the world and are able to make a positive impact on your peers and in your community. Working with the Red Cross is an excellent way to make a meaningful difference in other people's lives, all while maximizing your talents, learning new skills, improving your resume and meeting new people.

One way to become a Red Cross volunteer is to start or join a **Red Cross Club**.



A Red Cross Club is a group that provides you and your peers with opportunities to make a difference by addressing your community's greatest needs and developing leadership skills. Red Cross Clubs empower you with knowledge and life-saving skills to help prepare your school and community to respond to emergencies.

Club in a Box is a guide for Red Cross Clubs!

WHO SHOULD USE THIS GUIDE?

- » Middle school, high school, and college students
- » Students at any level of volunteer experience
- » Volunteer youth looking to start a Red Cross Club
- » Students looking to strengthen their current Red Cross Club



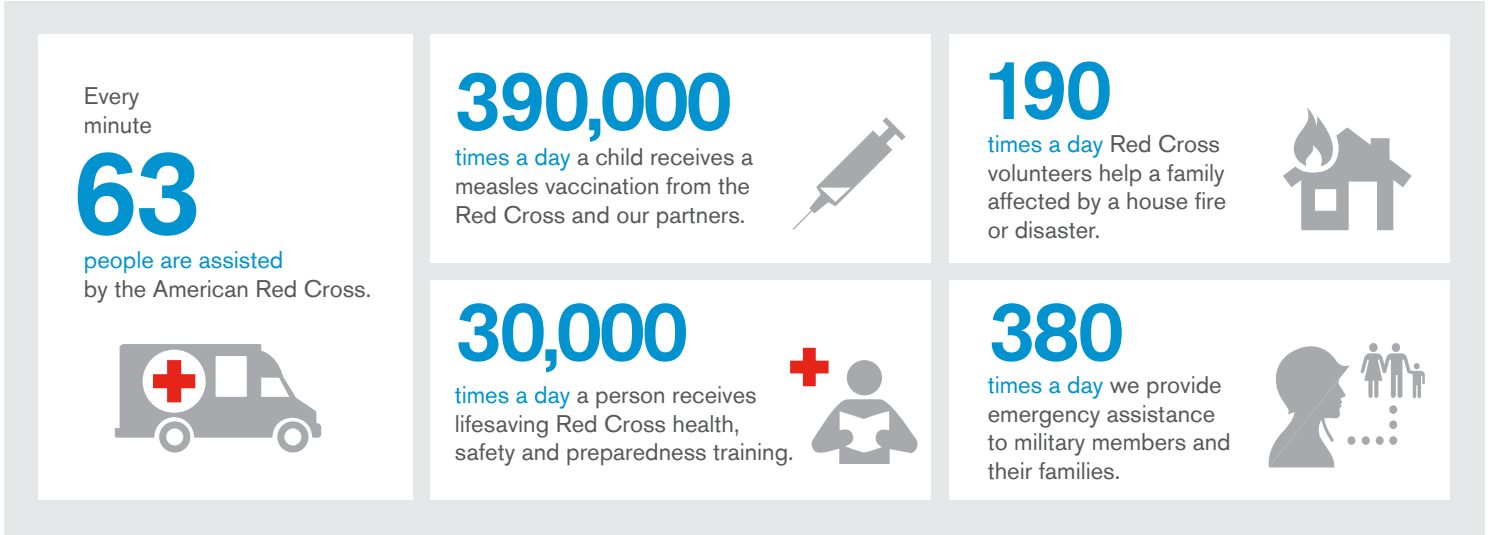
TABLE OF CONTENTS

The Red Cross Story	1
Mission, Vision, Values	2
The Seven Fundamental Principles	3
You and the American Red Cross	4
What is a Red Cross Club?	5
Steps to Starting your Red Cross Club Checklist	6
Red Cross Club Constitution	10
Red Cross Club Structures	11
Red Cross Club Position Descriptions	13
Appendix 1: Red Cross Club Constitution Template	16
Appendix 2: Club Structures	22
Appendix 3: Sample Position Descriptions	25
Appendix 4: Red Cross Brand Guidelines	27
Appendix 5: Social Media at Work	28

THE RED CROSS STORY

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission.

Our Work Impacts Lives Every Day



MISSION OF THE AMERICAN RED CROSS

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

VISION

The American Red Cross—through its strong network of volunteers, donors and partners—is always there in times of need. We aspire to turn compassion into action so that...

...all people affected by disaster across the country and around the world receive care, shelter and hope;

...our communities are ready and prepared for disasters;

...everyone in our country has access to safe, lifesaving blood and blood products;

...all members of our armed services and their families find support and comfort whenever needed; and

...in an emergency, there are always trained individuals nearby, ready to use their Red Cross skills to save lives.

VALUES

We affirm our commitment to the Fundamental Principles of the International Red Cross and Red Crescent Movement and add to these principles five values that are essential to our continued success in meeting our mission.

Compassionate: We are dedicated to improving the lives of those we serve and to treating each other with care and respect.

Collaborative: We work together as One Red Cross family, in partnership with other organizations, and always embrace diversity and inclusiveness.

Creative: We seek new ideas, are open to change and always look for better ways to serve those in need.

Credible: We act with integrity, are transparent guardians of the public trust and honor our promises.

Committed: We hold ourselves accountable for defining and meeting objectives, delivering on our mission and carefully stewarding our donor funds.

AMERICAN RED CROSS LINES OF SERVICE DELIVERY:

- » Disaster Services
 - » Preparedness and Health and Safety Services
 - » Biomedical Services
 - » Service to the Armed Forces
 - » International Services
-

THE SEVEN FUNDAMENTAL PRINCIPLES

Proclaimed in Vienna in 1965, the seven Fundamental Principles bind together the National Red Cross and Red Crescent Societies, the International Committee of the Red Cross and the International Federation of the Red Cross and Red Crescent Societies. They guarantee the continuity of the Red Cross Red Crescent Network and its humanitarian work.

HUMANITY

The Red Cross, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavors, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.

IMPARTIALITY

It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavors to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

NEUTRALITY

In order to continue to enjoy the confidence of all, the Red Cross may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

INDEPENDENCE

The Red Cross is independent. The national societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with Red Cross principles.

VOLUNTARY SERVICE

The Red Cross is a voluntary relief movement not prompted in any manner by desire for gain.

UNITY

There can be only one Red Cross or one Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

UNIVERSALITY

The Red Cross is a worldwide institution in which all societies have equal status and share equal responsibilities and duties in helping each other.

Our commitment to the Fundamental Principles brings us together with a common purpose and inspires us to excel and to behave in ways that inspire the trust of the American people. Each of us is responsible for upholding and living in accordance with the principles every day.

YOU AND THE AMERICAN RED CROSS

Over the years, the American Red Cross has expanded its services, always with the aim of preventing and alleviating suffering. Today, in addition to domestic disaster relief, there are other core areas where the American Red Cross provides services: support and comfort for military members and their families; the collection, processing and distribution of lifesaving blood and blood products; educational programs that promote health and safety; and international relief and development programs. Youth are an important component of the Red Cross family and represent over 20 percent of the Red Cross volunteer workforce.



Youth volunteers are actively involved in every line of Red Cross service; they serve on disaster action teams, teach health and safety courses, hold leadership positions on local boards, donate blood and recruit other donors, raise funds in their local community, volunteer at veteran's hospitals, teach community preparedness, and support international initiatives.

One way to capitalize on your talents, energy and skills and to make an impact on your peers and in your community is to get involved with a Red Cross Club. Red Cross Clubs allow you to connect with your peers from across the country and around the world as you serve under the symbol of the largest international humanitarian organization in the world. Volunteering with the Red Cross, allows you the unique opportunity to act locally while simultaneously being a part of a global movement.

Are you ready to get started?

WHAT IS A RED CROSS CLUB?

Imagine hanging out with your closest friends and helping your community at the same time—you'll be able to do just that when you start a Red Cross Club! A Red Cross Club is an extension of the local Red Cross unit, whether it is a Red Cross Chapter, Service to the Armed Forces (SAF) Station, or Blood Region. Therefore, aside from opportunities for training and leadership development, you will have the ability to choose mission-related activities that address your community's needs while delivering the life-saving services of the Red Cross. You will plan and implement projects that will save hundreds of lives from blood drives to disaster preparedness education.

"Joining a Red Cross Club allowed me to bring my passion for the Red Cross to the forefront of my campus and added a new chapter to my Red Cross story... a chapter that I was happy to share with so many other university students who love the Red Cross as much as I do."

- Aparna Ghosh



STEPS TO STARTING YOUR RED CROSS CLUB CHECKLIST

☐ Recruit a Few "Start-Up" People

- ☐ Recruit 3-6 people to help you get the Club up and running. Share this guide with your new recruits so you can work together to set up your Club.

☐ Find a Sponsor/Advisor

Find a sponsor. Your ideal candidate is likely to be a member of the faculty/staff at your school who has:

- ☐ A strong commitment to working with young people and is well-respected among the students.
- ☐ Experience working with young volunteers.
- ☐ Familiarity with the Red Cross. Training certificates from the Red Cross are a plus. Your sponsor could also be a parent or community volunteer.

☐ Get Approval from Your Local Red Cross Unit

Your local Red Cross Unit should be the nearest *chapter, blood region or Service to Armed Forces (SAF) station* to where you live.

- ☐ Contact your local [Red Cross Unit](#). Ask to speak with the person who is responsible for volunteers or specifically youth volunteers. In a chapter or SAF station, this person is commonly known as the volunteer manager or youth coordinator. In a blood region, this person would be a donor recruiter who deals with youth. Search for your local chapter by zip code at redcross.org.
- ☐ Set up a meeting where you can visit the unit and find out about the requirements it has for starting a Red Cross Club. During that meeting, get someone from the unit to be your primary contact (Red Cross Unit Contact). This person will be key to helping you and your Club get connected. If your local chapter is far away, you could also have a phone meeting.

☐ Get Approval from Your School

- ☐ Find out what requirements your school has for starting a club. This is especially important if you want to receive school funding or resources, such as meeting rooms and permission to hold events on campus.
- ☐ Put together a presentation that articulates the benefits of having a Red Cross Club in your school.
- ☐ Your school may also require you to have: a club constitution, club leadership positions, and a club sponsor—all of which you will find in this guide!

☐ Register Your Club

- ☐ All members of your Red Cross Club are considered volunteers for the Red Cross and must register with your Red Cross Unit and in [Volunteer Connection](#), our online volunteer resource.

Note: In accordance with the Children's Online Privacy Protection Act of 1998, people under the age of 13 cannot be registered in Volunteer Connection, but can still be a member of your Red Cross Club. Members under the age of 13 must complete a parental consent form and submit it to the local unit to be recognized as a volunteer and Club member. Your local Red Cross Unit will provide this form.

- ☐ You'll also need to register your Club in Volunteer Connection.

Hold the First Club Meeting

- Invite your Red Cross Unit Contact to join in the meeting to answer questions and provide support and guidance in setting up the action plan for the Club.
- Find out what interests the members and brainstorm activity ideas. Activities must align with Red Cross lines of service starting with blood, preparedness, and fundraising.
- Collect contact information for all your members so that you can publicize the next meeting.
- Prepare for elections: inform members about available positions and request applications.
- Announce when and where the next meeting will be held.
- Provide information to Club members about how they can sign up to be a Red Cross volunteer and officially join the Red Cross Club.

Keep in Touch with your Red Cross Unit

- The Club and the sponsor should make sure that they keep in touch with the Red Cross Unit, especially your unit contact when starting the Club. Keeping in touch will ensure a better working relationship and more support in the future.
- Submit your Club Events form after every Club Event and/or service project on your Red Cross Club's GroupShare page in Volunteer Connection.
- Track and submit the hours that your Club members spend volunteering for activities.

By following the information in this guide, starting your Red Cross Club will be easy!

Listen up!

So you've decided you want to start a Red Cross Club. Now it's time to learn more about what it means to be a Red Cross Club.

RED CROSS CLUB REQUIREMENTS:

Get started and register

All Club members need to be registered Red Cross volunteers. Reach out to your local Red Cross Unit, and sign up!

Get oriented

All Red Cross volunteers must complete a Volunteer Orientation. Contact your local Red Cross Unit about signing up for an already scheduled orientation or hosting one specifically for your Club.

Become official

When you kick-start your Club and at the beginning of each school year, submit or renew a Red Cross Club registration in [Volunteer Connection](#).

Break out those writing chops

Submit a [Club Constitution](#) to your local Red Cross Unit when you start your Club and at the beginning of each school year. See appendix for sample constitution.

The bonds are stronger than you think

Remember the [Mission, Vision, and Fundamental Principles of the Global Red Cross Network](#) while conducting all your Club activities.

Get recognition by getting a sponsor

Red Cross Clubs can be sponsored by a school, parent, or community organization. Your Club must have an adult sponsor/advisor who is a registered volunteer with a local Red Cross Unit to be recognized as a Club.



(Club requirements continued)

Three's not a crowd

Have a minimum of four active members.

Preparedness, blood, fundraising

Plan and coordinate a minimum of three Red Cross mission-related service projects per year. The service projects should focus on preparedness, blood, and fundraising. Use our great [Activity Guides](#) to stay on track with exciting service projects.

Be creative

Coordinate additional Red Cross mission-related service projects throughout the year. Service projects should fall into one of the Red Cross lines of service: Preparedness and Health and Safety Services, Biomedical Services, Disaster Services, International Services, and Service to Armed Forces.

Get recognition

Track your Club activities/service projects in Volunteer Connection.

Keep in touch with the locals

Contact your Red Cross Unit to share Club activities and receive information on upcoming Red Cross initiatives and activities.

Rally the troops

Participate in your local Red Cross unit's ongoing fundraising initiatives and notify your local Red Cross Unit prior to hosting fundraisers.

Know your stuff

Follow [Brand Guidelines](#) when you want to send emails or make fliers.

Keep Red Cross within Red Cross

Only use the national [Branded Merchandise](#) vendor for any promotional products your Club needs.

RED CROSS CLUB CONSTITUTION

It is required that all Red Cross Clubs nationwide have a constitution. Additionally, many schools require clubs to submit an official club constitution before being approved as an official school organization.

Red Cross Clubs must submit a Club Constitution to their Red Cross Unit at the beginning of each school year.

We've created a standard [Red Cross Club Constitution](#), which you should use to run your Club. You can change it to fit the general structure of your club.

APPENDIX 1: RED CROSS CLUB CONSTITUTION TEMPLATE

**Constitution of The [Name of Red Cross Club]
[School Year]**

**Article I.
Name**

1. The name of the club shall be *[Name of Red Cross Club]*, hereinafter "Club."

**Article II.
Authority**

1. The Club is functioning under the guidance and auspices of the *[Name of Red Cross Chapter/Station/Blood Region]* of the American Red Cross and is considered an extension of that Unit rather than an independent Red Cross entity.

**Article III.
Purpose**

1. Guided by the fundamental principles of the American 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 the Club, will learn, practice and exemplify humanitarian values through mission-related service projects.

2. The Club will plan and coordinate a minimum of three Red Cross mission-related service projects per year. The service projects will focus on preparedness, blood, and fundraising.

2.1 All service projects beyond the required three will fall into the lines of service in the American Red Cross:

- Preparedness and Health and Safety Services
- Biomedical Services
- Disaster Services
- International Services
- Service to Armed Forces

2.2 Any activities that are not mission-related will first be approved by *[Name of Red Cross Chapter/Station/Blood Region.]*

**Article IV.
Membership**

1. The Club will consist of currently enrolled students or active members at *[School name/Chapter name]*.

2. The Club will have a minimum of four active members.

3. Members of the Club are considered volunteers for the American Red Cross and must register with *[Name of Red Cross Chapter/Station/Blood Region]* and in Volunteer Connection.


Note: Club members under the age of 13 must complete a parental consent form and submit it to the Red Cross Unit.

3.1 All Club members must complete a Volunteer Application and sign a Code of Conduct.

3.2 All Club members must attend a volunteer orientation given by *[Name of Red Cross Chapter/Station/Blood Region.]*

4. Membership Requirements. The responsibilities of Club members include:

4.1 Learning and following the American Red Cross Mission Statement, Code of Conduct, and the Principles of the Global Red Cross Network.

 **American Red Cross** | Red Cross Club 16

RED CROSS CLUB STRUCTURES

Having a consistent, functional structure is crucial to a Club's success. A structure states how your Club will communicate, organize and implement projects. It also outlines the specific roles and responsibilities of Club members and officers.

Before deciding which structure will work the best for your Club, first take a look at the two structures of our Clubs nationwide:

Structures at a Glance

Small Club Structure

A straightforward Club structure, frequently utilized for newly founded or smaller Clubs with limited resources and/or a small membership base (25 members or less).

Large Club Structure

This is suitable for Clubs with a larger membership base. Offers flexibility in adding new officer positions in accordance with the needs of the Club and allows members to take on leadership roles and expand their engagement with the Club.

If you are just starting a Club—Things to keep in mind:

- Follow proper procedures in order to gain the school's approval
- Secure a sponsor and set up preliminary meetings
- Identify possible candidates for the officer roles
- Identify the best structure for your Club. Remember, you can revisit the structure and make changes whenever the situation requires it; but it is recommended to limit changes during the school year.





If you are part of an existing Club—You probably already have a good sense of what is working well and what needs to be revised in order to maximize your Club's potential. Make sure to weigh all options and find the best solution for the upcoming school year.

Finding the structure that works best for your Red Cross Club

There are a number of points that need to be taken into consideration when deciding your Club's structure. You can use the following guiding questions when going through the process:

For New Clubs:

- Who is interested in running for a Club officer position?
- How many Club members do you anticipate having for the upcoming year?
- What is the general interest among your peers in joining a Red Cross Club?
- How do you envision the relationship between your Club and the local Red Cross unit?

For Existing Clubs:

- How many officers do you currently have and what positions do they hold?
- Were current officers challenged in successfully carrying out their work without additional leadership support?
- How many members do you currently have?
- What changes do you anticipate in your Club's membership base for the upcoming year?
- To what extent do your officers/members have a thorough understanding of the Red Cross lines of service?
- Do you know all the special skills your officers and members can bring to your Club?

After answering these questions, take a closer look at each structure. Every structure can be characterized through a series of advantages and disadvantages, and offers generic information on the specific officer roles and responsibilities.

The appendix includes detailed examples of small and large [Club Structures](#).

RED CROSS CLUB POSITION DESCRIPTIONS

Club members need standard position descriptions so they know the expectations for being part of the Club.

Here is a sample position description for a Red Cross Club Member:

Red Cross Club Member

- Learn and follow the American Red Cross Mission Statement, Code of Conduct, and the Principles of the Global Red Cross Network
- Register as a Red Cross volunteer
- Maintain personal profile in Volunteer Connection
- Regularly attend Club meetings and participate in Club activities and events
- Remain a Red Cross Club member in good standing according to the Club Constitution

Clubs also need to have position descriptions for their officers, such as a President, Vice President, Secretary, and Treasurer. If your Club is larger, you may also have Committee Leads or additional officers. The officers will form the Executive Board.

Here is a sample position description for a Red Cross Club President:

Red Cross Club President

- Represents the Club to the local Red Cross and school community
- Serves as spokesperson for the Executive Board and the Club
- At Club meetings: Prepares for all meetings, prepares an agenda with the secretary for all meetings, presides at and facilitates Club meetings, provides follow-up to organizational tasks, and informs Executive Board of other meeting information
- Utilizes Volunteer Connection. Must register/renew your Club each year in Volunteer Connection, and work with the secretary to record all Club events/activities
- Club activities: Ensures that all Club activities are related to the Red Cross mission, helps coordinate Club programs, and serves on various Club committees or task forces
- Coordinates Executive Board transition
- Maintains regular contact with Unit contact and sponsor/advisor
- Aware of financial matters pertaining to the Club

All Red Cross Club Officers should:

- Seek new members and work to maintain current membership
- Be open to input, opinions, and new ideas
- Greet members at meetings and make them feel welcome
- Attend officer training
- Make preparations for new officers at end of the term, including reserving ample time for mentoring
- Recognize fellow Club members for achievement and commitment

It's important that positions are also specified for your sponsor/advisor and your Red Cross Unit contact. This will keep everyone on the same page and help everyone work together.

Here is a sample position description for a Sponsor/Advisor:

Sponsor/Advisor

The Sponsor/Advisor's duties include:

- Attend Club meetings, keep Club informed about school/institutional matters, give a report during Club meetings when appropriate, and respect and encourage all Club functions and assist with risk management decisions
- Ensure all Club activities are entered within Volunteer Connection
- Maintain regular contact with Red Cross Unit Contact and Executive Board
- Provide developmental activities for the Executive Board to assist in developing group cohesiveness—attend goal-setting meeting with Executive Board and/or Club
- Help maintain history of the Club from year to year
- Assist Club with election concerns
- Recognize Club members for achievement and commitment
- Facilitate Club and Red Cross Unit relationships within the school community
- Communicate changes to agreed upon events with the Executive Board

The Red Cross Unit Contact is the person ensuring the link between your Club and your local Red Cross unit.

Here is a sample position description for Red Cross Unit Contact:

Red Cross Unit Contact

The Red Cross Unit Contact's duties include:

- Support and guide the Club in its service engagement, as well as inform the Club about opportunities at the local Unit level
- Provide Club with guidance and resources to be successful
- Provide Club with Brand Guidelines, style guidelines and guidance about the use of the brand
- Provide Club access to promotional materials on Brand Central for member recruitment, member recognition, events and fundraisers, as needed
- Integrate Club members into the activities of the local Red Cross Unit
- Provide Club members with volunteer opportunities within multiple lines of service
- Provide Club members access to their Red Cross Club GroupShare within Volunteer Connection

You will find more [Sample Position Descriptions](#) in the appendix so you don't have to start from scratch.

Go forth!

Now you have the basic information needed to start and maintain your Red Cross Club. Please view other toolkits for more information about service projects, planning your year, hosting successful meetings and much more.

If you have any questions, email youthinvolvement@redcross.org.



APPENDIX 1: RED CROSS CLUB CONSTITUTION TEMPLATE

Constitution of The [Name of Red Cross Club] [School Year]

Article I.

Name

1. The name of the club shall be *[Name of Red Cross Club]*, hereinafter "Club."

Article II.

Authority

1. The Club is functioning under the guidance and auspices of the *[Name of Red Cross Chapter/Station/Blood Region]* of the American Red Cross and is considered an extension of that Unit rather than an independent Red Cross entity.

Article III.

Purpose

1. Guided by the fundamental principles of the American 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 the Club, will learn, practice and exemplify humanitarian values through mission-related service projects.
2. The Club will plan and coordinate a minimum of three Red Cross mission-related service projects per year. The service projects will focus on preparedness, blood, and fundraising.

2.1 All service projects beyond the required three will fall into the lines of service in the American Red Cross:

- Preparedness and Health and Safety Services
- Biomedical Services
- Disaster Services
- International Services
- Service to Armed Forces

2.2 Any activities that are not mission-related will first be approved by *[Name of Red Cross Chapter/Station/Blood Region.]*

Article IV.

Membership

1. The Club will consist of currently enrolled students or active members at *[School name/Chapter name]*.
2. The Club will have a minimum of four active members.
3. Members of the Club are considered volunteers for the American Red Cross and must register with *[Name of Red Cross Chapter/Station/Blood Region]* and in Volunteer Connection.

Note: Club members under the age of 13 must complete a parental consent form and submit it to the Red Cross Unit.

3.1 All Club members must complete a Volunteer Application and sign a Code of Conduct.

3.2 All Club members must attend a volunteer orientation given by *[Name of Red Cross Chapter/Station/Blood Region.]*

4. Membership Requirements. The responsibilities of Club members include:

4.1 Learning and following the American Red Cross Mission Statement, Code of Conduct, and the Principles of the Global Red Cross Network.

- 4.2 Maintaining their personal profile in Volunteer Connection.
- 4.3 Regularly attending Club meetings and participating in Club activities and events.
- 4.4 *[Insert any additional requirements such as meeting attendance, serving on a committee, participating in activities, donation of time, etc.]*
5. Duties: Club members will serve and represent the American Red Cross through participation in school or community-based service projects.
6. Voting: Each member is entitled to one vote. Voting by proxy shall not be permitted. Decisions determined to require a vote shall be by majority vote of members present.

Article V.

Officers

1. The officers of the Club shall be *[titles of officers, such as President, Vice President, Secretary, Treasurer, and Committee Leads.]* The officers will form the Executive Board.
2. The Executive Board shall be comprised of the elected officers of the Club and shall meet on a regularly basis to finalize agenda items, prepare reports, and collaborate on the business of the Club.
3. These officers shall perform the duties prescribed by this Constitution and by the parliamentary authority adopted by the Club.

3.1 President

- Represent the Club to the local Red Cross unit and school community
- Serve as spokesperson for the Executive Board and the Club
- Club meetings: Prepare for all meetings, prepare an agenda with the secretary for all meetings, preside and facilitate at Club meetings, provide follow-up to organizational tasks, and inform Executive Board of other meeting information
- Utilize the Volunteer Connection: Register/renew your Club each year in the Volunteer Connection, and work with the secretary to record all Club events/activities in the Volunteer Connection
- Club activities: Ensure that all Club activities are related to the mission of the Red Cross, help coordinate Club projects, and serve on various Club committees or task forces
- Coordinate Executive Board transition
- Maintain regular contact with Red Cross Unit Contact and sponsor/ advisor
- Be aware of financial matters pertaining to Club
- *[Insert any additional position responsibilities.]*

3.2 Vice President

- Club meetings: Attend all meetings, preside at meetings in absence of President, and provide follow-up to organizational tasks
- Encourage Club members to utilize Volunteer Connection
- Maintain Club Constitution: Direct updates and revisions to Constitution
- Help coordinate Executive Board transition: Facilitate elections
- Be aware of financial matters pertaining to Club
- Club activities: Serve as liaison to committees, and serve on various Club committees or task forces
- Perform other duties as directed by the President
- *[Insert any additional position responsibilities.]*

3.3 Treasurer

- Be aware of financial matters pertaining to Club
- Prepare the Club budget
- Prepare purchase orders, requisition forms or supply requests, as needed
- Maintain a financial history of the Club
- Club meetings: Report to Club officers/members on status of funds
- Utilize the Volunteer Connection: Work with the secretary to record all Club fundraising events/activities in Volunteer Connection
- Maintain regular contact with Red Cross Unit Contact and sponsor/ advisor regarding Club's finances
- Perform other duties as directed by the President
- *[Insert any additional position responsibilities.]*

3.4 Secretary

- Club meetings: Record and maintain minutes of all Club meetings, distribute minutes to all Club members, Club advisors and appropriate school staff, prepare an agenda with the president for all meetings, and keep Club informed of all activities and meetings
- Utilize Volunteer Connection: Work with the president to record all Club events/activities in Volunteer Connection, maintain calendar of events, and maintain contact directory (including phone, email) of all Club members
- Perform other duties as directed by the President
- *[Insert any additional position responsibilities.]*

3.5 Committee Lead

- Be prepared to share committee activities/updates at the Club meetings
- Committee Meetings: Hold committee meetings, attend all committee meetings, set standards and establish goals for the committee, and assign duties for committee members
- Club activities: Ensure that all committee activities are related to the mission of the Red Cross, work with the Secretary to make sure that all committee activities are recorded in the Volunteer Connection
- Perform other duties as directed by the President
- *[Insert any additional position responsibilities.]*

3.6 All Officers

- Seek new members and work to maintain current membership
- Be open to input and opinions. Remain open to new ideas
- Greet members at meetings and make them feel welcome
- Attend officer training
- Make preparations for new officer at end of term, including ample time for mentoring
- Recognize fellow Club members for achievement and commitment

4. Qualifications: All officers must be enrolled students in good standing at *[School name]*.

5. Election: Officers are elected for the following (academic) year by a simple majority vote of the members present during, or by the time of, the last Club meeting during the current year.

5.1 Officer terms will last for one academic year.

5.2 In the event of a vote tie, Define the procedure your Club will follow in the event of a tie.

6. Removal From office: Any officer not acting in accordance with the American Red Cross Code of Conduct or who does not meet or fulfill the standards or duties established for the office he/she holds may be removed from office by a majority vote by the membership.

Article VI.

Red Cross Unit Contact

1. The Red Cross Unit Contact is the person ensuring the link between the Club and the *[Name of Red Cross Chapter/ Station/Blood Region]* in which the Club resides.
2. The Red Cross Unit Contact for the Name of Red Cross Club is
[Name of Red Cross Unit Contact]
[Red Cross Unit Contact Phone number]
[Red Cross Unit Contact Email address]
3. Duties: Support and guide the Club in its service engagement as well as inform the Club about opportunities that lay at the local unit level.
 - 3.1 Provide Club with guidance and resources to be successful
 - 3.2 Provide Club with Brand Guidelines and style guidelines and provide guidance about the use of the brand.
 - 3.3 Provide Club access to promotional materials on Brand Central for club recruitment, club member recognition, club events and fundraisers, as needed.
 - 3.4 Integrate Club members into the activities of the local Red Cross unit.
 - 3.5 Provide Club members with volunteer opportunities with multiple lines of service.
4. The Red Cross Unit Contact does not have voting rights and should attend meetings as needed or available.

Article VII.

Sponsor/Advisor

1. A full-time *[school name or chapter name]* employee or faculty member shall serve as the sponsor/advisor for the Club.
2. The sponsor/advisor for the Club is
[Name of sponsor/advisor]
[Sponsor/advisor Phone number]
[Sponsor/advisor Email address]
3. Term: The sponsor shall serve a minimum term of one full (academic) year. There is no term limit.
4. The sponsor will be a registered volunteer with *[Name of Red Cross Chapter/Station/Blood Region]* in Volunteer Connection.
5. Duties: The sponsor's duties include:
 - Club meetings: Attend Club meetings, keep Club informed about school/institutional matters, give a report during Club meetings when appropriate, respect and encourage all Club functions and assist with risk management decisions
 - Ensure all Club activities are entered in Volunteer Connection
 - Maintain regular contact with Red Cross Unit Contact and Executive Board
 - Provide developmental activities to the Executive Board to assist in developing group cohesiveness: Attend goal-setting meeting with Executive Board and/or Club
 - Help maintain history of the Club from year to year
 - Assist Club with election concerns
 - Recognize Club members for achievement and commitment
 - *[Insert any additional position responsibilities.]*
6. The Sponsor does not have voting rights.

Article VIII.

Quorum and Voting

1. A quorum shall constitute a minimum of 50% of the membership in attendance at a scheduled meeting. The process for general decision-making, including the expenditure of funds, shall be a simple majority of a quorum unless otherwise specified in this Constitution.
2. The Executive Board may, with a majority vote, authorize expenditures of up to \$ *[insert maximum dollar amount]*.00 for routine operational expenses.
3. Changes to this Constitution require quorum and a 2/3 vote to pass.

Article IX.

Amendments

1. Amendments to these bylaws consistent with the Club constitution may be adopted at any meeting of the Club in which a quorum is present, provided that a statement setting forth the substance of such proposed action is included in the notice of the meeting.
2. All active members will be notified of a final meeting before the close of the spring semester during which proposals for amendments to the Constitution can be made.
3. Any active member may propose an amendment to the Club's Constitution in order to ensure that the Club is administered properly.
4. At the final meeting, proposals will be read aloud and all active members will vote on the proposal.
5. A 2/3 majority vote of a quorum of all active members is required to approve an amendment.
6. *[Insert any additional requirements that your school may require.]*

Article X.

Club Requirements

1. Club will submit a Club Constitution to *[Name of Red Cross Chapter/Station/Blood Region]* at the start of the school year.
2. Club will submit/renew an annual Red Cross Club Registration in Volunteer Connection.
3. Club will adhere to the Principles of the Global Red Cross Network while conducting their activities.
4. Club will track Club events, activities and service projects in Volunteer Connection.
5. Clubs will follow brand and style guidelines when using the Red Cross name and logo in external communications, including in connection with all fundraising activities.

Article XI.

Club Finances and Fundraising

1. Club will notify *[Name of Red Cross Chapter/Station/Blood Region]* prior to hosting a fundraising event regarding items such as brand use, donor intent, solicitation language, and to ensure they are not contacting individuals or businesses that the Red Cross Unit is currently engaging. Donor intent is the purpose of the donor's gift, which may be designated for a specific disaster or undesignated, for general purposes.
2. In addition to raising funds for the Red Cross, Club may raise funds for Club expenses, as needed. Whether Club is collecting funds for the Red Cross or Club expenses, Club must work with *[Name of Red Cross Chapter/Station/Blood Region]* on appropriate solicitation language to honor donor intent.

3. Clubs will seek prior approval from *[Name of Red Cross Chapter/Station/Blood Region]* before seeking donations of the school name campus.
4. Club will work with *[Name of Red Cross Chapter/Station/Blood Region]* to report and forward all proceeds within 14 days following a fundraising event.
5. Club financial activity will be managed by *[Name of Red Cross Chapter/Station/Blood Region]* through the balance sheet of the Red Cross. Net contributions raised will be recorded as a monetary contribution.
6. Club is only permitted to open a separate bank account if required by the school. If such school bank account is required, Club must work with *[Name of Red Cross Chapter/Station/Blood Region]* to report and forward all proceeds to the Red Cross Unit within 30 days following a fundraising event.
7. Club can use the 501(c)(3) status of the American Red Cross as long as activities are authorized by and conducted under the auspices of the Red Cross.

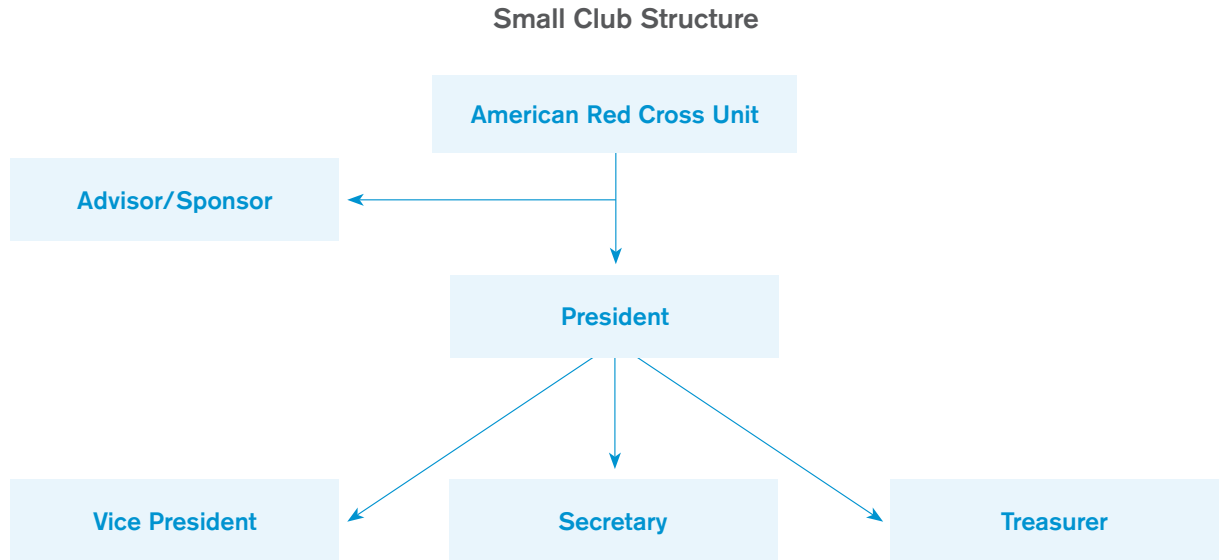
This constitution is adopted by the *[Name of Red Cross Club]* on *[insert date]* for the *[insert school year dates.]*

Club President's Name (print)	Signature	Date
-------------------------------	-----------	------

Sponsor/Advisor's Name (print)	Signature	Date
--------------------------------	-----------	------

Red Cross Unit Contact's Name (print)	Signature	Date
---------------------------------------	-----------	------

APPENDIX 2: CLUB STRUCTURES



The club structure in practice:

Pros	Cons
Works best for clubs with a small membership base (0–25 members)	General members must help officers with duties
Expedites the decision and communication processes, a vital element for a new club	Limits the decision making process to a few club members
Clear roles and responsibilities	Increased work load for the officers

Roles:

Officers

- The Executive Board includes president, vice president, treasurer, and secretary.

General Members

- Attend meetings, generate project ideas and participate in specific activities.
- Take on specific assignments, like planning service projects or fundraising efforts.

Meetings

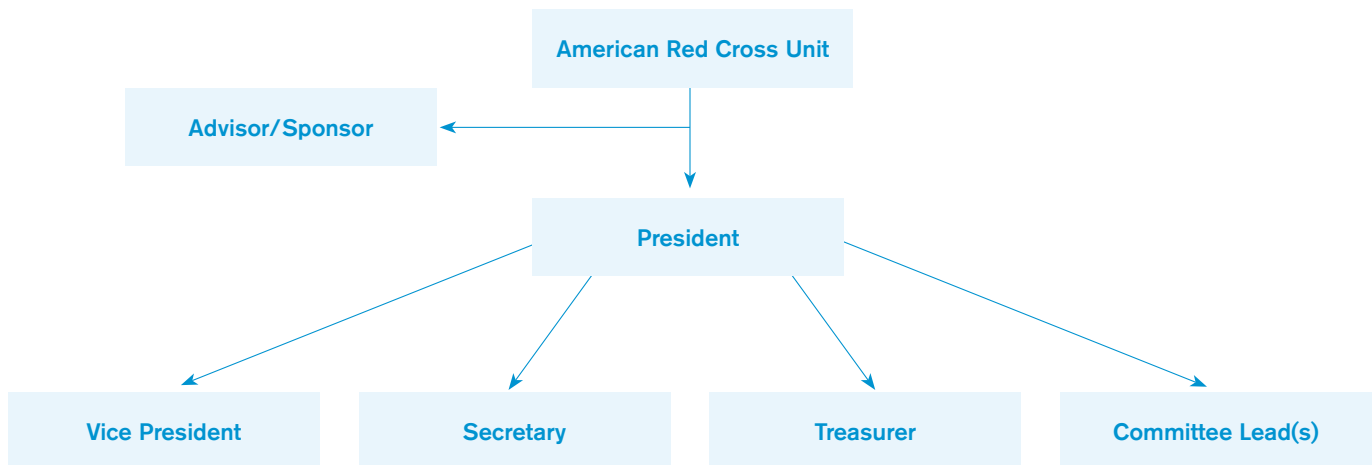
General Club Meetings:

- Includes all club members and officers team
- At least once a month
- Should cover project planning and brainstorming sessions

Executive Board Meetings:

- Includes all officers
- At least twice a month
- Manage the current projects and initiatives, general troubleshooting and identify growth opportunities for the club

Large Club Structure



The club structure in practice:

Pros	Cons
Offers a number of leadership development opportunities	Requires a large membership base
Enables a promotion track for dedicated members willing to take on an officer position (i.e., from fundraising committee lead, to secretary, and then president)	Decision and communication process is delayed as more members are involved
Decreases the work load for club officers	Officers may become so engaged in the planning process that they are too removed from service project execution
Allows for more intense focus on individual Club administrative functions (i.e. recruitment)	Executive Board meetings become more challenging to arrange, as additional schedules must be considered
Allows officers to focus on setting the strategic direction of the club instead of leading and implementing projects.	Decision and communication processes might be cumbersome at times
Has a strong focus on Red Cross mission specific projects	

Roles:

Officers

- The president, vice president, secretary and treasurer are the principal officers. Some of their key responsibilities are related to facilitating and troubleshooting the work of committee leads as well as setting the direction for the club.
- Principal officers and committee leads make up the Executive Board
- Additional officer positions are optional and determined by the club's specific needs (i.e., committee leads such as a fundraising officer, publicity officer, etc.)

Members

- Attend meetings, generate project ideas and participate in specific activities
- Each member is required to be actively involved with at least one committee
- Should suggest ideas, lead or participate in projects and provide suggestions and recommendations for improving general club activities

Meetings

General Club Meetings:

- Includes all club members and Executive Board
- At least once a month
- Should cover project planning and brainstorming sessions

Executive Board Meetings:

- Includes all officers
- At least twice a month (one of these meetings could take place right before the general club meeting)
- Manage the current projects and initiatives, general troubleshooting and identify growth opportunities for the club

Committee Meetings:

- Includes all members who serve on the committee
- At least once a month
- Manage the committee projects and plan upcoming service projects

Committees

- Committees Structure can be based on the specific line of Red Cross services (Preparedness and Health and Safety Services, Biomedical Services, Disaster Services, International Services, and Service to Armed Forces) or based on the specific interests of the Club (Fundraising, Recruitment, Service Projects, etc.)
- It's recommended that each committee lead is connected with the specific program or contact at the local Red Cross unit. Your Red Cross Unit Contact can help establish this relationship at the beginning of the school year.

Structure alternatives

- Depending on the club's specific situation, additional positions can be added to the structure (special projects officer, special events officer, service officer, etc). It is recommended not to overcrowd the Executive Board with unnecessary positions. Keeping everyone engaged and connected with the main focus of the club can become a difficult task.
- Depending on the club growth process, you will probably need to revisit the structure on an annual basis so it will correspond with the concrete challenges you have to face

Tip: You can always hold your committee meeting during a portion of your general club meeting or hold separate meetings. To increase participation in important committee meetings, consider hosting them immediately following another club function or meeting where members have already gathered together.

There are different structures that can help you decide the way your club operates. It is important to capture all these different roles, responsibilities and general operation procedures in your constitution.

APPENDIX 3: SAMPLE POSITION DESCRIPTIONS

Sample Red Cross Club Officer Position Descriptions

President

- Represent the Club to the local Red Cross and school community
- Serve as spokesperson for the Executive Board and the Club
- Club meetings: Prepare for all meetings, prepare an agenda with the secretary for all meetings, preside and facilitate at Club meetings, provide follow-up to organizational tasks, and inform Executive Board of other meeting information
- Utilize Volunteer Connection: Register/renew your Club each year in Volunteer Connection, and work with the secretary to record all Club events/activities
- Club activities: Ensure that all Club activities are related to Red Cross mission; help coordinate Club programs, and serve on various Club committees or task forces
- Coordinate Executive Board transition
- Maintain regular contact with Chapter Contact and school sponsor/ advisor
- Be aware of financial matters pertaining to Club

Vice President

- Club meetings: Attend all meetings, preside at organization meetings in absence of President, and provide follow-up to organizational tasks
- Encourage Club members to utilize Volunteer Connection
- Maintain Club Constitution: Direct updates and revisions to Constitution
- Help coordinate Executive Board transition; facilitate elections
- Be aware of financial matters pertaining to Club
- Club activities: Serve as liaison to committees, and serve on various Club committees or task forces
- Oversee officer elections
- Perform other duties as directed by the President

Treasurer

- Be aware of financial matters pertaining to Club
- Prepare the Club budget
- Prepare purchase orders, requisition forms or supply requests, as needed
- Maintain a financial history of the Club
- Club meetings: Report to Club officers/members on status of funds
- Utilize Volunteer Connection: Work with the secretary to record all Club fundraising events/activities
- Maintain regular contact with Chapter Contact and school sponsor/ advisor regarding Club's finances
- Ensure expense requests are appropriate and tied to mission-related activities or general Club operations
- Perform other duties as directed by the President

Secretary

- Club meetings: Send meeting notifications and reminders, record and maintain minutes of all Club meetings, distribute minutes to all Club members, Club advisors and appropriate school staff, prepare an agenda with the president for all meetings, and keep Club informed of all activities and meetings
- Utilize Volunteer Connection: Work with the president to record all Club events/activities and volunteer hours in Volunteer Connection, maintain calendar of events, and maintain contact directory (including phone, email) of all Club members
- Perform other duties as directed by the President

Committee Lead

- Be prepared to share committee activities/updates at General Club and Executive Board meetings
- Committee Meetings: Hold committee meetings, attend all committee meetings, set standards and establish goals for the committee, and assign duties for committee members
- Club activities: Ensure that all committee activities are related to the Red Cross mission; work with the Secretary to make sure that all committee activities and volunteer hours are recorded in Volunteer Connection
- Perform other duties as directed by the President

Historian

- Develop a scrapbook documenting all club projects, activities and events
- Photographs and transcribes all major events including fairs, volunteer activities, partnership collaboration and any other activity the club participates in yearly

Volunteer Coordinator

- Coordinates with the local unit contact regarding the Red Cross volunteer orientation process
- Keeps track of member volunteer hours
- Maintains constant communication with volunteers and sends activity reminders
- Assists with the planning of both recruitment and recognition activities

Publicity Officer

- Releases information on service projects and events
- Works with Volunteer Coordinator in recruiting new members
- Collaborates with the local Red Cross Unit on marketing and visibility opportunities

Fundraising Officer

- Promotes and organizes fundraisers in support of Red Cross causes
- Organizes fundraising events aiming to bring some financial sustainability for the Club
- Ensures fundraising language surrounding designated funds is in accordance with Red Cross guidelines

APPENDIX 4: RED CROSS BRAND GUIDELINES

The Red Cross stands as a worldwide symbol of goodwill and humanitarianism. A trusted and respected emblem is invaluable; though consistent usage, our organization is stronger and able to communicate a unified message.

Red Cross Clubs must follow [Brand Guidelines](#) and style guidelines in all external communications.

Red Cross Clubs can use the Red Cross Club logo available on Brand Central, request sub-brand lockup logo, or use one of the three American Red Cross logo families (button, classic, wordmark).

Your local Red Cross Unit can provide access to promotional materials on Brand Central for club recruitment, club member recognition, club events and fundraisers, as needed.

Red Cross Clubs may obtain promotional products from the national branded merchandise vendor. Your local Red Cross Unit can provide your club with access and/or assistance with placing an order with the national vendor.

Style Guidelines

When talking about the American Red Cross on any official material, it is important to follow the approved Red Cross style. Here are the basic guidelines:

- Refer to the organization as the American Red Cross in first sentence, and the Red Cross thereafter
- Don't use the acronym ARC to represent the organization
- The legal name of the organization is The American National Red Cross (Note that the word "The" is capitalized). Use the legal name only in legally binding documents and in publications committing the Red Cross to the expenditure of funds.
- In materials you should use the Akzidenz-Grotesk or Georgia fonts

APPENDIX 5: SOCIAL MEDIA AT WORK

We know that most of you are frequent users of social media and internet tools. It is time to make the most of your savvy skills and get your Club in the spotlight. Social media enables you to connect, track, and update almost instantaneously all your friends about what is new in your life. In addition, these tools have been proven to be efficient in communicating with fellow officers, publicizing your events, sending out alerts for meetings or organizing your calendars with activities. In other words, it can help you organize your work, communicate efficiently, build visibility, and collaborate with your community.

You are probably familiar with using sites like Facebook, Twitter, Instagram, Pinterest, and YouTube, but please review the below documents and learning opportunities to learn about the Red Cross business use of social media tools and all the tips for engaging personally as an advocate for the Red Cross.

[Social Engagement Handbook](#)

[Personal Online Communication Guidelines](#)

[Red Cross Social Basics \(webinar\)](#)

Social Media and Your Club

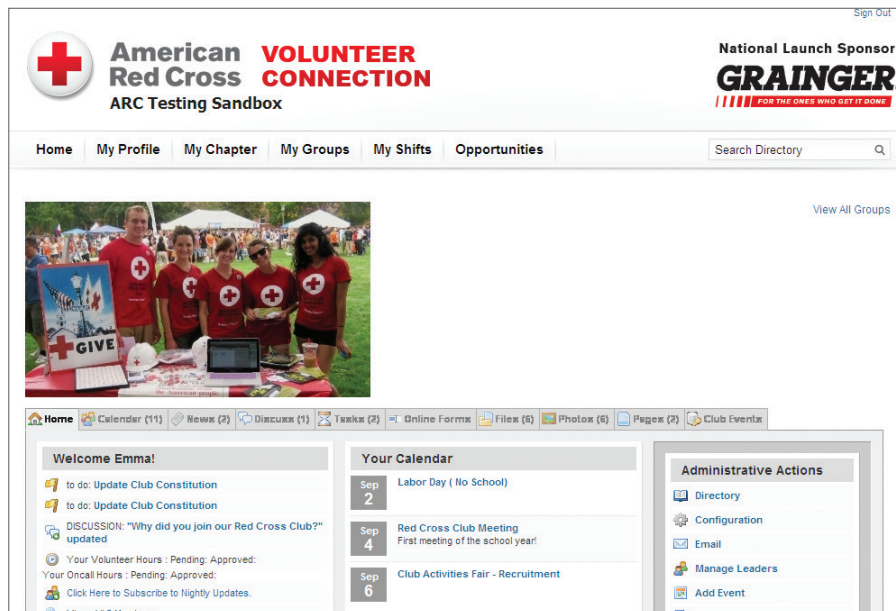
Social media can be a tremendous asset for your Red Cross Club. You can take a proactive role in sharing your club's achievements and build a solid online presence through your chapter's existing social media platforms. To do this successfully, take the time to introduce yourself to your chapter's communications person to learn how you can share your Club's successes, photos, and stories through the chapter's social media platforms. In turn, you can share any relevant posts that the chapter creates via your personal social spaces. Please note that clubs are not allowed to have their own social accounts (please see page 10 of the Social Engagement Handbook).

Online Tools

The Red Cross has developed an easy way for your Club to communicate internally. Using Volunteer Connection your club can create a group and register members, as well as keep track of their hours in a simple and easy way. Their information stays on Volunteer Connection as long as they wish to stay a Red Cross volunteer.

You can use Volunteer Connection to do the following:

- Work together on developing and reviewing documents
- Have a virtual library—post minutes and other documents
- Evaluate the work done, design surveys
- Record your Club Activities/Service Projects
- Schedule members for service projects and meetings
- Track member hours



On Volunteer Connection you'll be able to connect with all your Club members. However, it may also be helpful to have a public page so potential new members or supporters of your Club can find out about what you are doing and when they can join your next meeting.

[Creating a private group](#) (such as a Facebook group) can help you advertise club events, promote club goals, and build camaraderie among members.

Suggested items that should go on your main Club page:

- Red Cross logo (redcross.org/brand)
- Explanation of Red Cross mission
- Information on Club's schedule of meetings and events
- Short descriptions, images and/or videos from recent events hosted by the Club
- Contact information for Club officers
- Information about how interested members can join your Club

Look out! A club's private Facebook group can be a great draw for new members but if it is not managed correctly and updated regularly, it can actually bring a lot of damage to your Club!

[Contribute to your chapter's blog](#) Decide if you have the technical capability and the human power to be a regular contributor to the chapter blog

[Other ways to engage with the Red Cross through your social platforms:](#)

- Invite guests to an event through Facebook
- Create a club recruiting video that you chapter can post to its YouTube page
- Make Vine videos about your volunteer experience. Be sure to tag #RedCross when posting.
- Post pictures on Flickr or Instagram of activities your Club is doing, be sure to use #RedCross tags
- ReTweet interesting tweets from your chapter's account
- Share posts from your chapter's Facebook page that promote or highlight things your club has done