March is Red Cross Month
Red Cross Club Activity Guide Contest

During Red Cross Month, we are celebrating and recognizing Everyday Heroes like you who help your community by giving of yourself. We would like to offer you the opportunity for further recognition by inviting you to enter our Activity Guide contest. This contest is calling for Red Cross Clubs to make creative and forward thinking guides for Red Cross mission-related projects – the guides will be used by other clubs and young people across the country to plan and implement the projects. Enter the contest by March 31st here: Activity Guide Contest.

Activity Guides are brief step-by-step documents that guide people through planning and implementing a Red Cross mission-related service project. The guides focus on three key areas – blood, preparedness, and fundraising. Using the template provided, create an Activity Guide based on one of the three focus areas. For multiple entries, your club can submit one Activity Guide for each focus area - up to three entries.

Get creative with the guide! A blood donation battle between rival schools, a Tumblr preparedness photo challenge, or an international cook-off fundraiser – think outside of the box. Also, if your Red Cross Club has already done a great activity in the past, create an Activity Guide for it and enter the contest. Examples of current Activity Guides: Youth Activity Guides.

SELECTION
Submissions will be assessed on content and creativity. A panel of Red Cross employees and youth volunteers will review the guides. Guides will be scored using the rubric below. One guide will be selected from each of the three focus areas – blood, preparedness, or fundraising, as the winners. Entire clubs will be recognized as winners – not individuals. Submit entry via Survey Monkey.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Max Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stayed within character limit?</td>
<td>10</td>
</tr>
<tr>
<td>All content sections completed?</td>
<td>10</td>
</tr>
<tr>
<td>Mission-related and explains how activity will support the Red Cross?</td>
<td>20</td>
</tr>
<tr>
<td>Clear focus on key focus area of blood, preparedness, or fundraising?</td>
<td>10</td>
</tr>
<tr>
<td>Content comprehensive and easy follow?</td>
<td>20</td>
</tr>
<tr>
<td>Creative/unique idea?</td>
<td>20</td>
</tr>
<tr>
<td>Replicable activity for Red Cross Clubs across the country?</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>
RECOGNITION AND PRIZES

- Your Red Cross Club activity guide will be shared with over 1,000 Red Cross clubs across the country.
- Your club name will be featured on the Activity Guide.
- Your Red Cross Club activity guide will be shared on America Red Cross’s official Facebook account – nearly 500,000 person social media audience.
- Your Red Cross Club will be featured on RedCrossYouth.org – with nearly 7,000 visitors per month - and an upcoming edition of YouthWire, a monthly e-newsletter - with over 3,500 subscribers. Both produced by the American Red Cross National Youth Council.
- Your Red Cross Club will receive other prizes, including calendars for up to 30 members.

CONTEST TIMELINE

March 1st – 31st, 2013: Contest Open
Submit your activity guide and accompanying forms via Survey Monkey.

April 30th 2013: Winners Announced
Winners from the three focus areas categories will be notified.

August 2013: Expected release of Activity Guides
Winning guides will be posted on RedCrossYouth.org.

RULES/LEGAL

- The contest is open to all U.S. and Puerto Rico Red Cross Clubs; members K – 12 or college/university. Must be 13 years or older to submit Activity Guide template.
- Participation is free of charge.
- In submitting an entry, you acknowledge that the Activity Guide you have submitted is your own original work, has not been previously published, and does not contain any trademarks, logos (other than Red Cross’s), copyrighted material, or any other intellectual property or proprietary content belonging to any third party.
- If your Activity Guide is selected for use by the American Red Cross, you acknowledge that you assign to the Red Cross the entire right, title, and interest in and to the copyright in your Activity Guide.
- Accept that the Red Cross is under no obligation to use your Activity Guide if not selected as one of the three winners.
- The American Red Cross may use your Activity Guides in any manner and may modify or edit the content, including but not limited to: editing the content, changing the document layout design, adding or removing design elements,
- If your Activity Guide is selected, you may not reproduce, sell, distribute, or submit the design to others for any other purpose. You do, however, retain the right to acknowledge the use of your winning guide by the Red Cross.
- Personal data supplied for participation will be used solely for the purpose of the contest.
• By submitting an entry, your group consents to the use of your group’s name and likeness in association with this contest, the Activity Guide and American Red Cross communication.

ADDITIONAL INFORMATION/CONTACT INFORMATION
Questions? Contact us at youthinvolvement@redcross.org
ACTIVITY GUIDE TEMPLATE

Activity Guide Title: ____________________________________________________________

What is it? A brief description of the activity – including what people will do if they choose to plan and implement the project. (about 400 characters)

How does it help? This section should explain how this activity is important and why students should plan it. Also mention how it ties in with the Red Cross mission and initiatives; how it will support the Red Cross in helping others. (about 400 characters)

Get started? Include three basic steps that should be completed to begin planning this activity. These should be numbered and listed for clarity.

Before beginning your activity, contact your local Red Cross unit (Chapter, Service to Armed Forces Station or Blood Region) for assistance. They will be able to guide you to available resources that can make this an impactful and successful event. Once you have established contact with your chapter, there are three steps you should complete to begin:

(Each step should be about 250 characters)
Step 1:
Step 2:
Step 3:

What next? Any steps that are needed to complete the activity, in addition to three above, should be listed out here. This should also give the participants the information that they need to actually execute the event, not just plan it. (about 1,000 characters)

Conclusion: After the “What next?” section, there should be a concluding paragraph that sums of the importance of the activity and how the students can take more steps to stay involved with the Red Cross. Direct them to other activity guides. (About 250 characters)

Shake it up: Two bullets that include ways for the participants to customize the activity or use it to increase their involvement with the Red Cross. Think of it as “taking your project to the next level”, or making it unique.

Bullet 1:
Bullet 2:

Resources: 2 – 3 suggested resources that should be developed for this activity or are needed to complete it. Please include a short description of what each resource should contain. Can include event flyer, budget template, timelines, checklists, sample scripts, etc…

Suggested Resource 1:
Suggested Resource 2:

Suggested Resource 3:

**Quotes from a Club member:** Ask members of your Red Cross Club why they volunteer for the Red Cross or why participating in a mission-related project is important. Include first and last name of the quoted person.

Quote 1:

Quote 2:

Quote 3:

2 catchy slogans or a tagline for this activity (optional):

Slogan 1:

Slogan 2:

Has your club done this activity in the past?   □ Yes  □ No

Which line of service does this activity guide align with?

□ Preparedness  □ Blood Services  □ Fundraising

**Contact Information:**
Name of Red Cross Club:
Number of Members in Club:

Name of Red Cross Club President / Project Lead:
Phone number of Red Cross Club President / Project Lead:
Email of Red Cross Club President / Project Lead:

Name of Red Cross Unit:
Name of Red Cross Unit Contact:
Title of Red Cross Unit Contact:
Phone number of Red Cross Unit Contact:
Email of Red Cross Unit Contact: