



**American
Red Cross**

National Youth Council

Facilitation Guide

Youth Diversity Pledge

A guide with steps to implement a session to discuss diversity with youth volunteers and sign the Red Cross Diversity Pledge



Youth Diversity Pledge

Use this guide to facilitate a session with Red Cross youth volunteers to discuss the Red Cross Diversity Pledge and sign a pledge document.

This pledge was created to empower youth to be better advocates for the American Red Cross through education surrounding diversity and inclusion issues faced by the organization. As volunteers we can best serve our diverse communities by celebrating our differences and learning about what makes each of us unique. By being constantly and consistently mindful of the people around us, we can create a positive volunteer environment for both the people we volunteer alongside and the communities we serve.

As the facilitator of this session, think about the following before you begin:

- How is the group in the room today diverse? How can we better represent the people who we serve through our volunteer work?

Session Time: 45-60 minutes

Preparing for the Youth Diversity Pledge event

There are several steps you should take to prepare for the Youth Diversity Pledge session:

1. Work with your Red Cross Unit Contact to secure a location and a list of attendees.
 - Attendees could include your Red Cross Club, youth council, and youth chapter volunteers.
2. If you plan to have refreshments, confirm catering at least one week in advance.
3. Send reminder notifications via email or text two weeks, one week, and one day in advance of the event.
4. Gather Materials:
 - ✓ Pledge card / fill-in-the-blank signs (Print 2-sided on heavy white paper)
 - ✓ Writing utensils
 - ✓ Small blank sheets of paper
 - ✓ Flip chart
 - ✓ Computer with projector to show follow-along video
 - ✓ Color paper background to stand in front for photos (you can use wrapping paper)
5. Watch the [follow-along video](#) beforehand so you are prepared to start and stop the video when prompted during the actual event.
 - If you choose not to use the follow-along video, consider showing the Youth Diversity Pledge [introduction video](#) instead.
 - Follow-along video: <https://www.youtube.com/watch?v=jkqIGCOiT58&feature=youtu.be>
 - Intro video: http://www.youtube.com/watch?v=8_TBU_EIIuk&feature=youtu.be

Sample Agenda

Introduction

(10 minutes)

- Sign In
- Refreshments (optional)
- Welcome
- Ice Breaker
- Play follow-along video or introduction video

Discussing Diversity

(20 minutes)

- Thought starter
- Discussion questions
- Revisit thought starter

Signing the Youth Diversity Pledge

(15 minutes)

- Sign pledge cards
- Complete fill-in-the-blank signs and take photos
- Share photos on social media

Wrap up and thank you

(15 minutes)

Introduction

Time: 10 minutes

Materials needed: Computer and projector to show follow-along video

- Greet attendees and ask them to sign in.
- Give a brief introduction to the session and outline the agenda.
- Lead a fun icebreaker
- Play follow-along video and pause when prompted or play introduction video

Discussing Diversity

Time: 20 minutes

Materials needed: Sheets of paper or notepads, pens or pencils, white board or flip chart

Thought Starter

Before the discussion begins, pose a thought starter to get the group focused on the session. Potential questions to ask:

- What does diversity mean to you?
- What do you think of when you hear the word diversity?
- Think of a time when you have felt out of place. How did this make you feel and what factors contributed to these feelings?

Allow the session participants to write their thoughts for about five minutes. Walk around the room to answer questions and provide feedback if needed. After the participants have completed this, split them into groups of about 3-5 and encourage them to share their answers. This will help participants feel more comfortable with each other before moving into the next discussion. Ask an individual from each group to share a few highlights of their conversation.

Discussion Questions

Ask a question and give the participants a few minutes to discuss. After participants have discussed, share the Red Cross approved answer provided in italics below each question.

- How do we typically define diversity?
Diversity, by definition, encompasses all the characteristics, experiences and cultural influences that make each of us unique individuals.
- Can this definition be limiting at times?
Yes. Our identity is made up of many characteristics and traits. It is important to always consider the numerous dimensions which contribute to our diversity.

- How else can we define diversity to be more inclusive and fully-encompassing?

List all responses on the flip chart as participants list them off.

Refer to the list below to make sure all of these were mentioned:

- *Race*
- *Ethnicity*
- *Gender*
- *Sexual orientation*
- *Marital status*
- *Parental status*
- *Education, physical abilities*
- *Family/work life*
- *Economic status*
- *Job level*
- *Communication style*

All of these traits, plus many others, make us diverse, or different from one another. It is these differences that bring value to the objective of understanding the needs, the thoughts and the desires of others with whom we work, serve and do business.

- How can we embrace diversity while volunteering with the American Red Cross?

We should ensure our groups are diverse and inclusive. Inclusion, by definition, occurs in a workplace where everyone has an opportunity to contribute and fully participate in creating goal-oriented success. Inclusion also refers to an environment where each person is valued and respected for his or her distinctive skills, experiences and perspectives.

The principle of Inclusion works where it is supported by committed leadership, organizational norms and values, and a set of policies and procedures that promote a culture where being valued and respected are consistently demonstrated between all team members and toward clients served. This is the practice of Inclusion, which is required for organizations to become truly diverse and to reap the intended benefits.

Conclude the discussion portion of the session and have people get back into the groups formed earlier.

Ask them to discuss the following:

- After learning what you did from our discussion, ask yourself, ‘How can I alter my actions to be more inclusive?’

Signing the Youth Diversity Pledge

Time: 20 minutes

Materials needed: Pledge cards, pens or pencils, white board or flip chart

- Pass out one pledge card for each volunteer and ask participants to sign.
- Next, ask participants to complete the fill-in-the-blank signs
 - Consider asking individuals to share their responses.

Taking photos:

Take photos of each volunteer holding his/her sign, make sure to use the individual's phone/camera. Take a short video of each volunteer reading why he/she took the pledge.

Use a Club officer's/Executive Board member's phone/camera to take a photo of the whole group so you have record of your Club's participation.

Spend a few minutes sharing the photos and videos on Instagram, Facebook, Twitter, Vine, and other social media accounts using the hashtags **#YouthDiversityPledge** and **#RedCross**



Wrap-up and Thank-You

Thank everyone for their attendance and participation.

Feel free to use the remarks below, or develop your own:

When we walk out of this room we want to remember that our society is comprised of many different races, ethnicities, socioeconomic classes and other diverse groups that have their own identities and lifestyles. These groups are continuously growing, making groups comprised of only identical-looking and identical-thinking individuals a dwindling minority. Keep this in mind when you are volunteering with the American Red Cross and dealing with others in your daily life. Hang up your pledge card at home or in your Club to remind yourself to embrace diversity while volunteering. We hope that you'll help recruit diverse friends to join our Club. Consider inviting a friend who is from a different race or gender or culture or whatever it may be to join our Club and become a Red Cross volunteer.



American Red Cross

TAKE THE **DIVERSITY VALUE & RESPECT** PLEDGE!

I, _____,

will strive every day to treat everyone
with value and respect.

By completing this simple form, you willingly aim to treat every person you encounter with value and respect. You will support this pledge by participating in the American Red Cross ***Diversity Value & Respect Initiative***, which includes a number of education, training, and engagement programs for all Red Cross employees and volunteers. You can further your commitment by exercising other “tips” offered by Corporate Diversity. Your pledge of value and respect is a commitment to yourself and every employee and volunteer at the Red Cross.

I took the pledge because...