



**American
Red Cross**

Youth Engagement

ACTIVITY GUIDE

Impact Starts Here

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 make your activity a success!

MISSING MAPS – HOSTING A MAPATHON



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About

Accurate maps play a critical role in understanding communities, particularly for populations at risk or in vulnerable areas. These individuals are often less visible to decision-makers because their communities do not exist on any maps. During disasters or epidemics, unmapped communities may receive less assistance because first responders have less information about them. Launched in 2014, Missing Maps is a collaborative humanitarian project that aims to preemptively map populations at risk.

Purpose

MAPathons are an engaging and cutting-edge opportunity designed to help deepen a volunteer's relationship with the Missing Maps project and the American Red Cross mission.

Time Required

Planning for a MAPathon typically requires several weeks of advance notice in order to coordinate and prepare for the event. For the most part, you can host a MAPathon whenever and wherever!

Missing Maps Program Contact

Before you begin and host the event, contact the American Red Cross Missing Maps Program Coordinator, Rachel Levine, at Rachel.Levine@redcross.org to check training availability. More information can also be found at missingmaps.org.

MISSING MAPS – HOSTING A MAPATHON

How to Get Started: Planning the MAPathon

Step 1: Set a date and time for the MAPathon.

It is recommended that you reserve 2 hours, with 1-2 breaks included. Also, plan for short icebreakers!

Let the American Red Cross Missing Maps team know about your event by filling out our internal form ([here](#)). Once you have done that, someone will reach out about 1 week before your event and provide an appropriate task for your group. Please keep in mind that we map based on need, so **please fill out the form** to host your event.

Step 2: Recruit helpers

We recommend 1 helper for every 10 mappers. Meet with them 1-2 weeks before the event. They can help with presentations, trainings, registration, mapping questions, social media coverage, and more.

Step 3: Check that participants have necessary materials

Since this is a virtual, please ensure that all participants have access to a computer.

Make sure that the [tasking manager](#), including imagery, passes your local firewalls by mapping a handful of buildings before your event.

Secure equipment, keeping in mind the mapping software is not compatible with Internet Explorer (IE) and it is not compatible with tablets. It is compatible with both Macs and PCs.

Participants will also need to be age 13 and over.

Step 4: Create an RSVP Invitation

Create and distribute an invite through your internal organization/group. One idea is to use your Volunteer Connection tools like creating an event in your Club's GroupShare to create an RSVP tool for your MAPathons. This will help you create a contact list for future outreach.

Step 5: Share on social media

Post event details on your local Red Cross region calendar and social media.

Don't forget to tag us. We love hearing about events! Here's how we can be reached: Twitter: [@themissingmaps](#) – Use #themissingmaps and Facebook:

[MissingMapsProject](#). You can also tag [@americanredcrossyouth](#) on Instagram!

Step 6: Download and review MAPathon materials.

Please feel free to make these your own, keeping in mind the logo usage guidelines. If you would like someone to review your materials (recommended if you are not using the standard materials) please reach out to Rachel Levine at least 2 weeks in advance.

Step 7: Host a pre-training for helpers

Use this [guide](#) to make sure your event helpers are comfortable with common new mapper mistakes.

Step 8: Reporting and tracking needs of participants

See the [Guide for Using Hashtags and the Leaderboard](#) for more information.

Step 9: Remind participants 1 week prior to event

Ask participants to create an account on [Open Street Map \(OSM\)](#). Now is also a great time to supply participants with hashtags and relevant social media accounts.

Step 10: Finalize event agenda and details!

Practice mapping and get excited!

MISSING MAPS – HOSTING A MAPATHON

Event Agenda

To help you host the most successful MAPathon, you can follow the agenda guide below:

- 5 minutes to welcome people to the room and ask them to sign into their accounts
- 5-minute welcome presentation
- 10-minute presentation on Missing Maps (presentation [here](#))
- 2-minute reminder on services your chapter provides your community
- 10-minutes of mapping training
- 15-minutes to get comfortable with a new skill
- 70-minutes to map comfortably
- 5-minutes to wrap-up

Resources Included in This Package:

- Event Day Checklist
- Post-MAPathon Wrap Up
- Missing Maps Team Support
- Other Resources

Red Cross Club Toolkits:

Review youth volunteer resources on **RedCrossYouth.org**. 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 Live Stream Gaming 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!

Event Day Checklist

In order to ensure that your event runs smoothly, follow the checklist below:

- Check on your task before the event starts to ensure there is still enough work for your group. Mappers might have worked on a project outside of organized events; this is a nice problem to have! If this happens, pick a new task and update your print materials. Additionally, please reach out to Rachel Levine after your event to inform her.
- Cue up presentations and training.
- Help your mappers log in and find the right task before your presentation starts.
- Follow your event agenda and encourage youth volunteers to socialize!
- Have fun mapping!

Post-MAPathon Wrap Up

After your event, there are a couple notes on how to wrap up mentioned below!

- If you used a unique hashtag, check the leaderboard for your group's contribution totals.
- Follow up and thank your participants. Don't forget to let them know about your group's contribution totals and next event.
- Share pictures from your Missing Maps event by posting them on the American Red Cross Youth Network Facebook Group or by posting on Instagram and tagging @americanredcrossyouth.
- Start planning your next event!

Missing Maps Team Support

For support, you can always reach out to the American Red Cross Missing Maps as well as the Global Missing Maps Team. Outlined are the roles of these teams and how they can help you!

The American Red Cross Missing Maps Team Should Always:

- Know about your event, so please register (here) all events organized by the American Red Cross network.
- Assign your group an appropriate task.

The American Red Cross Missing Maps Team Can:

- Review custom training materials (with two weeks' notice).
- Provide subject matter expertise and help you think over your event.
- Connect you to local American Red Cross volunteers who are trained to help host events in your area. These volunteers can be found in DC, Chicago, Seattle, Portland, and the Bay Area. Please reach out to Rachel Levine for more information.
- Help you get comfortable w mapping. Join us for Monthly Office Hours the first Friday of the month 3-4 ET.

The Global Missing Maps Team Can:

The wider Missing Maps team can also help out. Volunteer MAPathon supporters are located around the globe so please use the map on our [website](#) to connect to someone in your area. Please keep in mind you can filter by language using the dropdowns. Zooming the map will help you narrow down the list to people in your area. These volunteers are self-identified helpers, so please be respectful with your asks and understand that no specific training component is associated with this group. Please also consider signing up if you are comfortable!

The American Red Cross Missing Maps Team CANNOT:

- Provide translation services.
- Send you swag. If you'd like to buy Missing Maps swag, please use Shop the Red Cross or custom print your desired item. Some restrictions apply so please check in with Rachel Levine before ordering a custom item.
- Edit a task in the Tasking Manager to reference your group.

Other Resources

Why Map?

- [Missing Maps Main-page](#)
- [Humanitarian Remote Mapping Introductory Video](#)

Learn to Map:

- [MapGive Resources for new Mappers](#)
- [OSM Resources for new Mappers](#)

Get started Mapping:

- [Tasking Manager](#)
- [OpenStreetMap \(OSM\)](#)
- [Live OpenStreetMap Mapping - for display purposes](#)

American Red Cross Specific Host Resources

- [MAPathon Intro Video](#)
- [MAPathon Intro Presentation \(with speaker notes\)](#)