



**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 definitely make your activity a success!

MEASLES AND RUBELLA INITIATIVE AWARENESS CAMPAIGN



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About

The Measles & Rubella Initiative (M&RI) is led by the American Red Cross, the United Nations Foundation, the U.S. Centers for Disease Control and Prevention, UNICEF and the World Health Organization.

The M&RI aims to achieve a world without measles and rubella by supporting countries to raise coverage of measles, rubella and other vaccines; fund, plan, implement and monitor quality supplementary campaigns; investigate outbreaks and provide technical and financial support for effective outbreak response, propose and participate in solutions to strengthen immunization delivery; and support a global laboratory network for measles and rubella.

Purpose

By organizing an awareness campaign, you will educate others about the Measles & Rubella Initiative, help save children from these diseases and support the Red Cross mission.

Time Required

This campaign can take up to 3 weeks to organize. How long your M&RI social media campaign lasts is up to you, but we suggest running it for 2-4 weeks.

Volunteer Services Contact

Before you begin, reach out to your local Volunteer Services team to notify them that you are planning this project. You can search for your region's Volunteer Services contact information by entering your zip code [here](#).



Campaign Timeline

Here is a detailed schedule to help you plan your M&RI awareness campaign.

Step 1: Red Cross Social Media Guidelines

Before beginning, be sure to reference the [Red Cross Social Media Guidelines](#) outlining how you and your Red Cross Club should use your personal social media as Red Crossers.

It's important to remember your Red Cross Club is **not permitted** to have separate "Red Cross" social media pages and instead you should use your personal accounts to tell your Red Cross story.

You can also work with your local region to promote activities through the already existing pages managed by your local Communications team or email YouthInvolvement@redcross.org to have your story featured on the [American Red Cross Youth Network Facebook Group](#) or by tagging [@americanredcrossyouth](#) on Instagram.

Step 2: Plan your platforms

Instagram, Facebook and Twitter are the approved social media platforms for this activity. Choose which platform(s) you want to encourage Club members to use. Templated posts and content for each of the approved platforms can be found [here](#).

Step 3: Create a content calendar

Create a content calendar with sections for when your Club will post and other details about the content you are sharing. Decide if you would like all members posting the same content at the same time or if members can choose the content that they think will reach their personal networks best.

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Step 4: Choose graphics and content

Select which images you want to use to promote M&RI. Only the images and graphics found in [this folder](#) are approved for this activity so please use them when making your plan.

Step 5: Decide on a unique hashtag (optional)

Come up a unique hashtag for your campaign (ex. #TexasGulfCoastMRI). The purpose of this hashtag is to show that your posts are being made on behalf of your Red Cross Club and to track your audience's engagement.

Step 6: Communicate your plan

Make sure all Club members know the plan that has been developed, when to post content and what content should be shared.

Step 7: Launch your campaign

Start sharing your posts on social media and spreading awareness about M&RI!

Step 8: Engage with your audience

Make sure to interact with your viewers. This includes responding to comments, answering questions and giving a shoutout to people who donated to M&RI thanks to your campaign.

Step 9: Do a final recap

After your social media campaign ends, share your success with your region contact or by emailing measles@redcross.org to summarize everything you accomplished.

Resources Included in This Activity Guide

- [Sample Social Media Posts](#)
- [Approved Measles and Rubella Images](#)

Additional Resources

These resources go more into depth about M&RI and can provide additional information for you and your Red Cross Club as you prepare to host this activity.

- MeaslesRubellaInitiative.org
- [Measles and Rubella Fact Sheet](#)
- [Measles and Rubella Photo Library](#)
- [Measles and Rubella Initiative Videos](#)
- [Measles and Rubella Initiative Branding Guidelines](#)
- [Vaccinate a Village Activity Guide](#)
- [Vaccinate a Village \(Virtual Fundraiser\)](#)



Need Additional Support?

If you have additional questions about the Measles & Rubella Initiative or receive questions that you may not know how to answer, feel free to send your questions to Measles@RedCross.org.

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 screenshots of your M&RI Awareness Campaign by posting them in the [American Red Cross Youth Network Facebook Group](#) or by tagging [@americanredcrossyouth](#) on Instagram.

Looking for More Information?

Want to discover other events that you can organize? Check out our [Activity Guides Archive!](#)

Have more questions about volunteering with the American Red Cross as a youth or young adult volunteer? Email YouthInvolvement@RedCross.org.