



## Latest from Youth Leaders

Happy August, Red Crossers! As we sit back and enjoy the last month of summer, the National Youth Council wants to celebrate the accomplishments that you, our fellow youth and young adult volunteers, have achieved this past year. Thank you so much for your dedication and hard work for the Red Cross mission!

As we jump back into the school year, be sure to check out the [Virtual Club in a Computer Toolkit](#) for up to date activity and engagement guides that can be facilitated in a virtual or hybrid environment.



## Overview of the Year - Field Ambassador & NCA Applications Opening Soon!

For many youth and young adults across the country this Fall, school is returning to in-person learning or a hybrid model. This may also translate to Red Cross Club activities! We advise that you stay safe and follow COVID-19 restrictions as you plan for these pages.

As the year starts, we want to share two opportunities for youth to get involved and be leaders in their region.

- **Field Ambassador Program (9-12<sup>th</sup> grade):** One youth volunteer per region serves as a liaison between their local region and the National Youth Council, promoting monthly national initiatives and working closely with local chapters and clubs to develop youth programs. The Field Ambassadors work as a cohort to plan social media campaigns, spread information about opportunities to Red Cross youth and report to their National Youth Council member liaison with regional updates regarding youth volunteers.
- **National Collegiate Assembly (currently enrolled at a college/university):** The National Collegiate Assembly (NCA) is a network of Collegiate Red Cross Clubs and their Chapters. This network facilitates communication and builds partnerships within its seven divisions across the nation via monthly Connect Calls. The NCA allows the Red Cross to demonstrate the capability of collegiate clubs, fully integrate the Red Cross mission into all club activities, contribute to the success of national initiatives, and track the impact of club activities.

Applications for both the Field Ambassador program and National Collegiate Assembly will be opening this month. Follow updates on [RedCrossYouth.org](https://RedCrossYouth.org) for more information.

## Red Cross Club Spotlight: Houston Baptist University



*Two months ago, the Houston Baptist University Red Cross Club signed up 100 prospective volunteers during their school's Freshman Orientation.*

This month, we want to spotlight the Red Cross Huskies, a long-time club at Houston Baptist University in Texas. Despite the challenges in a remote learning environment, this Red Cross Club was able to recruit many new volunteers, maintain strong communication with current members, and host meaningful volunteering opportunities.

In order to have successful club promotion and volunteer retention, the Red Cross Huskies recommend attending club fairs and student orientations. Don't forget to have an updated social media account and send out consistent email reminders.


The Red Cross Huskies Club demonstrates initiative and creativity to getting new members and retaining current volunteers. The officer team makes sure to plan ahead and delegate tasks among themselves to have the most successful and involved year!

Thanks for all of your amazing work, Red Cross Huskies! We can't wait to see what your Club accomplishes this year!

**Register Your Red Cross Club**

Along with these upcoming applications, we encourage you and your Red Cross Clubs to engage with the activity guides on [RedCrossYouth.org](http://RedCrossYouth.org) to start your year off strong!

## Expand Your Knowledge

 What defines the American Red Cross is its volunteers. No matter where we are in life, our passion for the five lines of service allows the organization to continue fulfilling its mission of preventing and alleviating human suffering. To celebrate how we give back to our communities and help others, the Red Cross is looking for inspiring stories to highlight on its online platforms. These could be about how you led a virtual fundraiser, organized a blood drive and more! Share your #StoriesThatInspire by filling out [this form](#).

## What is YouthWire?

Created by your National Youth Council, YouthWire is a monthly e-newsletter containing important Red Cross youth volunteer opportunities, stories, and resources for youth, young adults and youth champions! We are always looking to highlight great stories and want to hear what awesome things are happening in your region!

### Let us know what's new for you!

Questions about youth volunteering with the American Red Cross?  
Email [YouthInvolvement@redcross.org](mailto:YouthInvolvement@redcross.org)

## Get Social and Share!

Follow our Facebook and new Instagram page for updates, events and reminders!

Facebook: [@AmericanRedCrossYouthNetwork](#)  
Instagram: [@americanredcrossyouth](#)

Share this newsletter with your peers and friends or have them email [YouthInvolvement@redcross.org](mailto:YouthInvolvement@redcross.org) to **subscribe to our newsletter**.

## Log Your Hours on Volunteer Connection!

The time you spend volunteering is critical to the American Red Cross. It is important that volunteer hours are submitted through Volunteer Connection so that they can be tracked as part of the overall mission.

Help us tell the story of the incredible impact of youth & young adults have by logging your hours today! Use this helpful [tip sheet](#) to walk through how to submit your volunteer hours on [Volunteer Connection](#)!

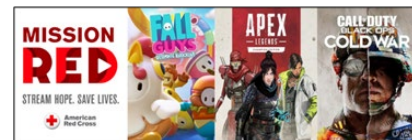


Unsubscribe from YouthWire



Attention all Red Cross Club Officers! With the 2021-2022 academic year about to start, now is the perfect time to register your Club. This is a super important step that not only helps your region keep track of youth and young adult engagement, but also ensures that your Club will receive communication about all upcoming events and opportunities. By September 30, one officer (typically the President or Secretary) should first log into their [Volunteer Connection](#) account. Next, they should hover over "My Chapter" and select "Red Cross Club Registration." After he/she submits the form, your Red Cross Club will be set! [Click here](#) to see the whole guide, and make sure to reach out to [your local chapter](#) if you have any questions.

## August Fundraising Highlights



As documented by the news, disaster season is well underway. For example, wildfires have scorched over one million acres across 13 states, raising the National Wildfire Fire Preparedness Level to 5 (the highest possible). To support our shelters and deployed disaster relief teams, the Red Cross is launching Rescue Royale, a new gaming/live streaming campaign where participants raise money and compete to win prizes.

Interested in implementing this initiative in your region? Join fellow fundraisers and communicators for the Rescue Royale Campaign Webinar, in which you will learn about campaign strategies, resources and ideas to help you do so. The session will be held at 2 p.m. ET on August 6. For all other inquiries, please email [CharityStream@RedCross.org](mailto:CharityStream@RedCross.org).