

American Red Cross Launching Massive Volunteer Recruitment Effort September 7, 2005

The following message is from Marty Evans, President & CEO:

On Monday September 12, the American Red Cross will launch the single largest volunteer recruitment effort in American Red Cross history to recruit 40,000 new disaster volunteers by November 30, 2005. The success of this project is imperative to fulfill our unprecedented need for immediate volunteers and to build the capacity of our Disaster Services Human Resources (DSHR) System. We thank you for your continued support and hard work and stress that this effort is one that will require the help of all chapters. To respond to the increased need for volunteer support we have chosen a focused route to swiftly and efficiently augment volunteer recruitment efforts at 50 chapters in a very short amount of time. These chapters have been identified by the 8 Service Area Executives who are in the process of finalizing the relationships with chapter leadership.

The main objectives of this project are to:

Recruit and train 10,000 volunteers by September 30, 20,000 by October 30 and 10,000 by November 30.

Assign all newly recruited volunteers in support of the American Red Cross response to the events of the 2005 hurricane season. Retain a minimum of 7% of new volunteers as registered volunteers.

Meet or exceed current baseline satisfaction ratings for workers, chapters, partners and establish a satisfaction baseline for corporations.

Ensure that diversity goals are consistent with organizational objectives. Ideally, the new volunteer base will be representative of the community (using local community data), with no less than 10% of newly recruited volunteers representing minority communities.

In the next couple weeks, national headquarters will send national sector staff to support Community and Public Relations

(including community outreach), Volunteer Resource Management, and Training Coordination and Delivery, to each of the 50 participating chapters to help recruit a cadre of volunteers from the local communities. By reaching out to corporations, civic organizations, Red Cross partners and diverse segments of the community, each chapter will be tasked with meeting a stated goal to increase the number of volunteers to meet needs identified by disaster relief operations in feeding, sheltering, client assistance, physical health, mental health, material support, site management and community and government liaison assignments.

Please remember that everyone is critically important to this effort whether or not you are one of the 50 identified chapters. Regardless of whether your chapter is included in the group of 50, you should continue working with your service area as you have been and increase your efforts to recruit volunteers. Those chapters that go beyond the call of duty and realize unique achievements will be recognized appropriately by service areas.

Please note that this campaign focuses on recruiting volunteers- you should continue referring financial donations to www.redcross.org or 1-800-Help Now. Any volunteer offers received by staff at national headquarters will be redirected to the appropriate chapter.

The success of this program will transform the volunteer landscape of the American Red Cross, providing a new base of volunteers trained to complement existing chapter resources. Never have the American people needed us more.

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