

Update No. 2

2011 – Red Cross Red Crescent Year of Volunteering

A Red Cross Red Crescent **newsletter**

Find the volunteer inside you

To promote the Red Cross Red Crescent Year of Volunteering, we are pleased to share with you the finalized campaign toolkit and slogan: “Find the volunteer inside you.” This is a call to action to the citizens of the world. It speaks to the journey that each of us takes to become a volunteer and each individual’s desire to simply do good.

The Red Cross Red Crescent has been serving the world’s vulnerable for over 150 years by mobilizing volunteers. With this campaign, we will continue to mobilize the global community in voluntary service to increasingly save lives and change minds.

Our invitation to the citizens of the world is this: “Find the volunteer inside you.”

Marketing materials ready for localization

The International Year of Volunteers presents an opportunity for member National Societies to solidify their leadership position as being the best place to volunteer and the best place through which people, governments, corporations and community partners can make a humanitarian contribution.

To support your campaign efforts, we have created a multimedia toolkit in four languages (Arabic, English, French and Spanish) which consists of the following:

- Posters (3 versions) – available now
- Radio scripts (3 versions) – available now
- Animated video (1 version with English voiceover plus 3 subtitled versions in Arabic, French and Spanish) – available now
- Online elements (a dedicated campaign landing page) – available 3 December

Some visual examples of the campaign tools are provided below. You can adapt all materials immediately for your local market by including your National Society logo, and where appropriate, community partner logos. You can also translate these materials into other languages. Removing the IFRC brand is also an option.

All materials will reference a campaign landing page, www.TheVolunteerInside.org, which will be available to the public on 3 December. This page provides visitors with information on how to get involved in a volunteer capacity in their community, and particularly with the Red Cross and Red Crescent. The landing page will be customized with your National Society logo and contact details, which will be determined by the visitor’s IP address (this is an electronic locator that indicates which country the online visitor is coming from).



TheVolunteerInside.org
Saving lives, changing minds.

International Federation
of Red Cross and Red Crescent Societies

Maze poster



TheVolunteerInside.org
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International Federation
of Red Cross and Red Crescent Societies

Partners poster



Animated video

A DVD with the entire campaign toolkit and usage guidelines is being mailed to your National Society this week. You can also visit FedNet or the IFRC's online image library to download electronic elements of the toolkit. Please note that the video is only available on DVD and on the IFRC online image library due to its large file size.

We hope these tools will be helpful as you embark on your community engagement and mobilization campaign in 2011 – the International Year of Volunteers.

Key dates at a glance

December 5

International Volunteer Day and launch of the global IFRC 2011 Year of Volunteering campaign (more information on the global IFRC campaign launch will be provided in the next update)

Also in December

Economic and social value of volunteers survey results will be sent to all National Societies.

Tell us what you are doing

Let us know what you are planning for 2011 – the International Year of Volunteers. We look forward to sharing your ideas and inspirational activities with the IFRC community in future updates. Email zach.abraham@ifrc.org with your updates now!

All inquiries about this campaign can be sent to:

Zach Abraham
Campaign manager
Zach.abraham@ifrc.org

Please also engage your IFRC zone communication and development teams as this global effort includes the support of all our resources.