

International Federation of  
Red Cross and Red Crescent Societies

# **VOLUNTEER INITIATIVE: FIND THE VOLUNTEER INSIDE YOU**

2010-2011 Campaign Guidelines

# INTRODUCTION

This document is intended as a guideline for adapting and using the International Federation of Red Cross and Red Crescent Societies (IFRC): “FIND THE VOLUNTEER INSIDE YOU” marketing material.

The campaign has been established by the IFRC secretariat in Geneva as a set of marketing tools for National Societies to support the broader objective of enhancing Red Cross and Red Crescent visibility around volunteerism.

Inside the document you will find information on:

**The volunteer initiative**  
Beyond marketing materials, this initiative is about positioning the Red Cross and Red Crescent as leaders in volunteering and volunteer development.

**Marketing tools**  
An overview of the tools themselves, explaining the messages contained in headlines and visuals, as well as the various media and language executions.

**Campaign localization**  
Promoting your National Society logo through these materials, giving authority to the message at national and local levels.

**Campaign design guidelines**  
A detailed look at each aspect of the campaign, noting elements that can be adapted for localization.

# THE VOLUNTEER INITIATIVE

## WHY FOCUS ON VOLUNTEERING?

2011 marks the ten-year anniversary of the International Year of Volunteers as well as the European Year of Volunteering. This important year should be considered, first and foremost, as a Red Cross and Red Crescent year.

Building on our 150-year history of voluntary service to better serve those in need, the Red Cross Red and Red Crescent has rooted volunteering in its values and humanitarian principles. We all have a crucial role and unique capacity to involve volunteers and promote the spirit of volunteering as a unique asset for the cause of humanity.

In 2011, we have a unique opportunity to positioning ourselves as a driving force to advance the spirit of volunteerism to address today's humanitarian challenges.

In 2011, we have a unique opportunity to make the Red Cross and Red Crescent the first and best option for volunteers, donors and supporters in making a difference.

In 2011, we'll encourage all leaders in governments, civil society, private sector, non-governmental organizations, and from communities to appreciate and celebrate the achievements of volunteers in impacting the lives of people, and in the way we relate to each other on the planet we share.

## WHAT CAN BE DONE?

This campaign can help the Red Cross and Red Crescent:

- Project national leadership in volunteering by championing the spirit of volunteerism.
- Reinforce our leadership role by acting as the only organisation that can promote other volunteer involving organizations.
- Demonstrate our commitment to our fundamental principles by focusing dialogue on humanitarian actions through voluntary service.

## WHAT DO WE HOPE TO ACHIEVE?

This campaign is one part of a broader repositioning initiative for the Red Cross and Red Crescent Movement which will:

- Promote recognition of the contributions of volunteers;
- Promote understanding of how volunteerism creates positive change;
- Provide a platform for advocacy and policy development work;
- Facilitate better linkages and cooperation with volunteer organisations.

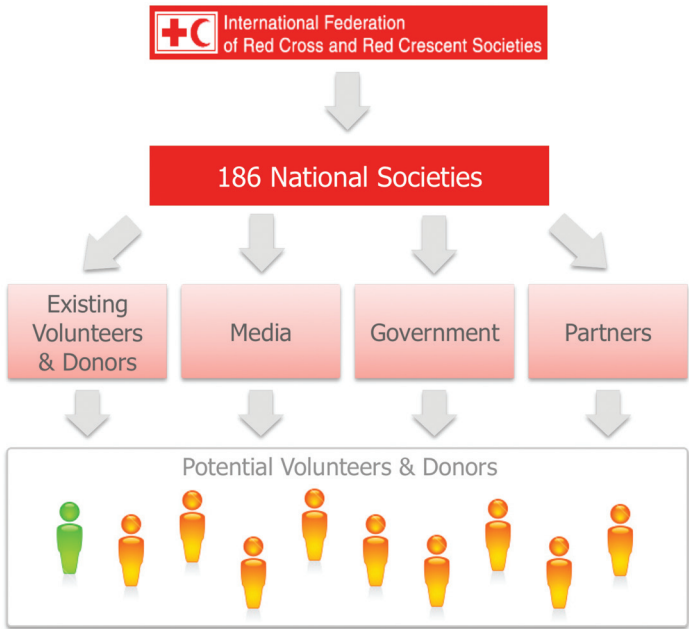
This important year should be considered, first and foremost, as a Red Cross and Red Crescent year.

# THE CAMPAIGN

### OVERALL STRATEGY

Around the world, there is a significant gap between intent (the heart is willing) and action (the follow through is lacking). The campaign strategy is to bridge that gap by focusing on the individual journey each of us can take to find the humanitarian inside us.

Offline materials are designed to trigger the intent, which can be fulfilled by taking action online.



This initiative falls under Strategy 2020, **Saving lives, changing minds**, which is designed to inspire, encourage, facilitate and promote at all times all forms of humanitarian activities by National Societies.

### CAMPAIGN MECHANIC

The campaign targets a range of audiences throughout the value chain:

The campaign is primarily designed to provide a benefit for National Societies. It is flexible enough for it to be adapted to local needs and to extend existing campaigns.

It is also designed to recognize existing volunteers and donors by giving them a vehicle for (self) promotion.

For media and governments it provides a platform to reinforce the Red Cross and Red Crescents' role as an independent auxiliary and support the broader initiative at events & activities.

The campaign also supports our partners by promoting the spirit of volunteerism and providing a clear mechanism to support better engagement.

This is a complex value chain with multiple needs at every level. What ties it together and gives the campaign focus is the final audience: potential volunteers and donors. The campaign provides a simple and flexible way to communicate to engage potential volunteers.

### WHAT IS OUR CHALLENGE?

The campaign is designed to support IFRC's collaboration with UNV and other Partners in 2011 by leveraging the leadership role and networks of the National Societies and to champion volunteerism.

It bridges the gap between intent and action for each of us who has a volunteer inside by balancing the need for inspiration with belief that it's achievable.

From a design perspective, the campaign:

- Is flexible enough for adaptation and for reproduction in all markets with the local RC logo;
- Highlights strong and clear headlines;
- Presents neutral, representative and recognisable visuals;
- Is executed in a distinct colour scheme that reflects the Red Cross and Red Crescent; and
- Works globally.

CAMPAIGN CONCEPT

The campaign is anchored around the headline:

“Find the volunteer inside you.”

This line speaks to the journey each of us takes to become a volunteer, focusing on an individual's desire to do good.

Each of the offline materials points to the url:  
www.thevolunteerinside.org

On this site potential volunteers can learn more about what it means to be a volunteer, find their local National Society and share what finding the volunteer inside means to them.

The campaign can be signed off with the Strategy 2020 line: **Saving Lives, changing minds.**



CAMPAIGN VISUALS

Colour scheme

The campaign uses a bold look and feel reminiscent of Red Cross advertising from the Second World War. It is clear, striking and unmistakably from the Red Cross and Red Crescent.

Visuals

The visuals are in the same vein: powerful images that reinforce the line ‘FIND THE VOLUNTEER INSIDE YOU’.

Other branding elements

- IFRC logo (easily replaced with a National Society logo).
- www.thevolunteerinside.org (dedicated campaign URL, from which a series of applications can be accessed which help bridge the gap between intent and action).
- Saving lives, changing minds. (Strategy 2020 campaign).

CAMPAIGN MEDIA

The campaign has been delivered in the following formats:

- Posters (in a variety of formats: .ai, .pdf, .doc);
- Radio scripts;
- Animated video; and
- Online widgets and badges.

All these media tools can be localized.





Arabic

English



French Version  
1

French Version  
2

Spanish

CAMPAIGN LANGUAGES

The campaign has been executed in the four official languages of the IFRC:

- Arabic
- English
- French
- Spanish

# CAMPAIGN LOCALIZATION

While the IFRC has developed a branded set of materials as the 'Master' campaign, it is strongly encouraged that each element be localized in the name of the National Society by either removing the IFRC branding and including your own or by adding your branding in addition to the IFRC logo.

### CULTURAL CONSIDERATIONS

It is at the discretion of each National Society to decide how to implement key components of the campaign. The following guidelines detail exactly which elements can be replaced for localisation.

# CAMPAIGN GUIDELINES

### POSTERS

There are three posters in the campaign:

- **Campaign introduction – (the driving poster that promotes the message and the branding);**
- **Maze (a visual interpretation of FIND THE VOLUNTEER INSIDE YOU);**
- **Partners (poster that allows you to include your partners)**

These posters are provided in three different template formats: Adobe Illustrator (.ai); Adobe pdf (.pdf); and Microsoft Word (.doc) and are available in **Arabic, English, French and Spanish.**



GENERAL GUIDELINES FOR ALL POSTERS IN CAMPAIGN



**HEADLINES**

Replace the **headline** with an accurately translated version in your language. FONT: Helvetica Neue Condensed Black\*

**COLOR**

Background color should be Pantone P. 485

**LOGO**

Replace the IFRC logo with the logo of your National Society.

**WHITE BASE**

Base should be 1/15 of total height of poster.

**SAVING LIVES, CHANGING MINDS.**

Replace with an accurately translated version in your language. FONT: Helvetica Neue Regular\*

**THE URL**

IFRC has created a unique **URL** ([www.TheVolunteerInside.org](http://www.TheVolunteerInside.org)) for this campaign that redirects users to a volunteering website . The URL has been created to complement the branding of this campaign. FONT: Helvetica Neue Condensed Bold\*

\* If Helvetica Neue is unavailable, **Helvetica** or **Arial** may be used.

USE OF RED CROSS OR RED CRESCENT EMBLEM ON MAZE POSTER



USE OF RED CROSS OR RED CRESCENT EMBLEM ON PARTNERS POSTER

**EMBLEM**  
Red Cross or Red Crescent should be placed in upper right corner of figure's chest, in the position the heart usually depicted.



**PARTNER LOGOS**  
Replace with your partners' logos.

RADIO SCRIPTS

The following radio scripts can either be produced for airing locally, following adaptation, or read out on air as a more cost-effective way of getting the messages out via radio.

Three scripts are provided. The purpose of the first approach is to promote recognition of volunteers and facilitate partnership with other volunteer organizations. This ad takes the high ground by championing the spirit of volunteerism. It is particularly designed for National Societies who want to reposition themselves as being more relevant to local communities.

The second approach is designed primarily as a call to action. It may be more relevant for National Societies who are looking to bring on more volunteers. Two versions of this approach are provided. The opening sequence of each of these scripts can easily be adapted to local culture.

SCRIPT 2A: DON'T WASTE A SECOND

<Start radio script>

<Announcer makes time-wasting sound effects for ten seconds, i.e. whistling, yawning, or tapping fingers on desk>

Announcer says:

"I just wasted ten seconds of my life– don't waste a second of yours.

Find the volunteer inside you.

Go to: [www.TheVolunteerInside.org](http://www.TheVolunteerInside.org)

That's: [www.TheVolunteerInside.org](http://www.TheVolunteerInside.org)

A message from **YOUR NATIONAL SOCIETY**"

<End radio script>

SCRIPT 1: THANK YOU

<Reader starts at normal pace, but speeds up until "Thank You" line at the end, which is read at a relaxed speed.>

<Start radio script>

"For the sleepless nights, the cuts, the bruises, the aching limbs, the cleaning, the cooking, the stitching, the sewing, the planting, the teaching, the guiding, the giving, the raising, the building, the digging, the flying, the driving, the walking, the climbing, the talking, the dusting, the feeding, the treating, the washing, the listening, the smiling, the playing, the watching, the waiting, the searching, the loading, the lifting, the sweating, the carrying, the writing, the reading, the running, the saving, the sharing, the coping, the caring:

Thank you to each and every one who has found the volunteer inside.

From **YOUR NATIONAL SOCIETY**"

< End radio script >

SCRIPT 2B: DON'T WASTE A SECOND (LOCAL ADAPTATION)

<Start radio script>

Announcer says:

"1 cat and dog 2 cat and dog 3 cat and dog 4 cat and dog 5 cat and dog 6 cat and dog 7 cat and dog 8 cat and dog 9 cat and dog 10 cat and dog\*

I just wasted ten seconds of my life– don't waste a second of yours.

Find the volunteer inside you.

Go to: [www.TheVolunteerInside.org](http://www.TheVolunteerInside.org)

That's: [www.TheVolunteerInside.org](http://www.TheVolunteerInside.org)

A message from **YOUR NATIONAL SOCIETY**"

<End radio script>

\*Or local equivalent (e.g. 1 Mississippi, 2 Mississippi, etc. (USA))

SHORT PUBLIC SERVICE ANNOUNCEMENT FILM



An animated film brings the campaign to life. It is a very powerful and engaging way to raise awareness. The script for the film is:

"If we shrunk the world

to a village of 100 people,

it would look like this:

5 people contract malaria

15 live in slums

15 are illiterate

15 do not have safe drinking water

and 30 suffer from malnutrition.

Let's hope the rest are volunteers.

Find the volunteer inside you.

YOUR NATIONAL SOCIETY LOGO

www.TheVolunteerInside.org

Saving lives, changing minds."

The film exists as a 40 second spot with text in 4 languages and as a 30 second spot with English voiceover. The spot is designed to be aired on television as a commercial and also hosted on social networking sites such as YouTube.

It is available via download on cumulus (all materials will also be available on FTP and distributed to your National Society on DVD).

ONLINE ELEMENTS: LANDING PAGE AND APPLICATIONS

A single landing page ([www.thevolunteerinside.org](http://www.thevolunteerinside.org)) bridges the gap between intent and action for potential volunteers. It successfully extends the offline campaign online and will feature the following initially:

- Your National Society logo: the intent is to ensure this page is as relevant to each National Societies needs. Depending on which country the visitor comes from the logo and contact details will change. This is driven by the visitor's IP address (this is an electronic locator that indicates which country the online visitor is coming from). In some cases the visitor may want to visit a National Society from a country other than the one from which he or she is accessing the page. In this case the desired country can be accessed using the dropdown menu.
- The public service announcement: the aim of featuring the film so prominently is to raise awareness of the campaign. The global film with voiceover will be used. It will be hosted on YouTube so visitors can add comments and share it with friends.
- Get Inspired: the Secretariat is developing an application through which visitors can better understand what it means to become a volunteer and the potential opportunities that exist to volunteer. The purpose of this section is to inspire visitors to volunteer. It starts with a video, which introduces the different ways to volunteer and leads through to specific modules for each. Visitors will be able to share the video and the various modules they complete through social networking sites. The application will be ready to launch by the end of 2010.
- Take Action: the purpose of this application is to match potential volunteers with organizations that offer the most relevant opportunities for him or her. It leverages an advanced search (based on location and type of volunteering opportunity) and sources its content from external sites such as volunteermatch.org, idealist.org and the British Red Cross. Additional volunteer sites can be added over time. Credit will be given to the appropriate source for each opportunity.
- Social media: the purpose of this section is for users to inspire others by sharing what they found inside themselves through volunteering. Users can post inspiring messages, which appear on the homepage. There is also an option to share the post on the most popular social media channels (Facebook, YouTube, Twitter). Additional social media recommendations are provided on the next page.



### ONLINE ELEMENTS: SOCIAL MEDIA RECOMMENDATIONS

Social media offers enormous potential with a campaign like this. The call to action is clear and the desire to share it very high. Be creative. Think big. The potential is enormous.

Social media is non-prescriptive by its very nature. It must work locally. One way to leverage social media with this campaign is for existing volunteers to inspire potential volunteers by sharing what they found inside themselves when they volunteered.

You may want to consider doing some or all of the following:

**YouTube:** adapt the international version of the public service announcement to your language and post it on YouTube. Spread the word by sending the url to your colleagues and inviting them to share it with friends and family.

**Twitter:** use your NS Twitter account to get the word out about the campaign. Consider focusing activities around International Volunteer Day on 5 December and on World Red Cross and Red Crescents Day, 8 May 2011.

**Facebook:** again consider focusing activities around Global Volunteer Day by inviting existing volunteers to post what they found out through volunteering.

**Blogs:** provide 'humanitarian' super-users with materials to inspire volunteers to inspire others. The kit could include widgets, badges and the campaign background. The aim is to get them to blog about the campaign and ideally to add the badge or widget to their blog.

### ONLINE ELEMENTS: WIDGETS AND BADGES

Online materials with the campaign messages will be available for use on your website and your partners' websites. These elements and the rest of the campaign materials can be accessed from [www.TheVolunteerInside.org/share](http://www.TheVolunteerInside.org/share)



### OFFLINE OPPORTUNITIES

There are a number of possibilities for your National Society to use the campaign tools. Below is a list of examples:

- Mobilize volunteers and community members to make history in 2011 by setting a Guinness World Record
- Organize fundraisers, membership or blood drives at the chapter and branch levels around 5 December and 8 May
- Host a local or national conference with your government to reaffirm the important role volunteers play in addressing humanitarian challenges
- Work with local media to showcase your sustainable programmes and activities led by volunteers
- Work with your local schools to discuss the role volunteers play in addressing today's local challenges
- Organize a "fun run", a football match or other charitable event in support of volunteers
- Encourage your local media to support volunteer and fund raising drives around the volunteer initiative
- Organise competitions around designing mazes for the FIND THE VOLUNTEER INSIDE YOU campaign
- Organise a "mosaic" photography competition around everyday volunteering

## FURTHER INFORMATION

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For the full IFRC corporate identity please go to FedNet:  
<https://fednet.ifrc.org/sw5227.asp>