

2011

The year of  
volunteers and  
volunteering



IFRC

A Red Cross Red Crescent **guide**

[www.ifrc.org](http://www.ifrc.org)

**Saving lives, changing minds.**



International Federation  
of Red Cross and Red Crescent Societies



# **Your National Society** and the year of volunteers and volunteering

## **2011 is the year for volunteers and volunteering**

This year marks the 10th anniversary of the International Year of Volunteers (IYV) in 2001. This guide provides basic information to support you and your National Society when starting to plan and prepare for 2011. In Europe, the countries in the European Union also celebrate the European year of volunteering.

## **A unique opportunity to highlight the added value of your Red Cross Red Crescent**

Make the best use of 2011. Your National Society can benefit greatly from this year, and can make a significant contribution to the promotion of volunteering. On the following pages, you will find basic information on the tools and support the International Federation of Red Cross and Red Crescent Societies (IFRC) is providing to help you get started. We hope that you will be taking advantage of this opportunity for promotion, fund-

raising, recruitment and advocacy on behalf of our volunteers.

## **Make your National Society the first choice for people who want to volunteer**

Volunteering in the Red Cross Red Crescent is very diverse. Today, people have many different activities and services to choose between. However, many people have not yet tried to volunteer. How can you make your National Society the first and obvious choice for engagement? How can you use your status as an auxiliary and partner of choice to encourage trust within your local and national community? This year should be a Red Cross Red Crescent year. As the largest global volunteer network, 2011 provides an important opportunity to profile our 151 years of impact and demonstrate our unique ability to link local action to national and global impact.

## **Reach out to younger people**

Many young people have never volunteered. Often volunteering is asso-

ciated with disasters and grand gestures. As the first half of 2011 is also dedicated as International Youth Year, we are engaging youth in a complementary campaign effort focusing on simple ways young people can engage with their National Society and within their community through volunteering or spreading the word through an online initiative.

## **Develop and run your own national campaign**

The IFRC will develop a global framework in support of national campaigns. We are developing communication and marketing tools, advocacy material and capacity building resources to promote and encourage the development of 186 national campaigns. Our job is to advocate for and support the development and promotion of our National Societies and this will be our primary objective through the 2011 campaign. All the tools we will provide can be adapted to be used in your country.

**Find out your own value  
and impact**

As part of your national campaign, develop some of your own evidence-based materials and reports. Do a Volunteer Investment Value Audit (VIVA) of some of your services. Your volunteers can also carry out an impact assessment of a service. Why not do a survey on how satisfied your volunteers are, and find out why they have chosen to give their time and energy to the Red Cross Red Crescent.

**Your national campaign will help  
to raise the profile of volunteering  
in the Red Cross Red Crescent**

Many campaigns will reinforce the value of Red Cross Red Crescent volunteering. We want people to see the Red Cross Red Crescent as the first and natural choice when they think about volunteering or contributing as donors.







**Focus**

# Volunteering in emergencies

## Volunteering in emergencies

Voluntary emergency action is our unique quality in comparison to other volunteer involving organizations. This focus combined with concrete evidence of the impact volunteers provide (e.g. economic and social) with national recruitment efforts will bolster National Society advocacy efforts.

**Saving lives.**

**Changing minds**

This is the theme of the IFRC Strategy 2020. The strategy voices the IFRC's collective determination to move forward in tackling the major challenges that will confront humanity in the next decade. Volunteering is a vital component in realizing this strategy.

**Volunteering in emergencies**

**is a focus area**

The IFRC's Governing Board decided in May 2009 to support this as a focus of the IYV+10 engagements. A focus such as this can unify and facilitate joint action by the International Red Cross and Red Crescent Movement, and it provides opportunities to highlight the contribution of our volunteers in a broad number of areas.

**"Volunteering in**

**emergencies" is a well-known**

**trademark of the Red Cross**

**Red Crescent**

The overwhelming majority of National Societies engage their volunteers in emergency responses following large-scale disasters and small crises. However, this volunteerism is not limited to disaster response – the Red Cross Red Crescent is present and active in communities before, during and after a crisis.

**We want to promote good**

**practices and exchange of**

**experiences**

Reviews of Red Cross Red Crescent programmes and services have shown the importance of organizing and managing volunteers during emergencies. By sharing good practices across the network, National Societies can learn from and support each other. We need to continue this effort and focus on evidence. It is no longer sufficient to say we are the best: we need to show our impact, our value and experience in working in emergencies.

**Use this focus to position**

**your National Society and**

**reach out to new volunteers**

Many people are only interested in volunteering when there is a high profile emergency. This is an opportunity for your National Society to engage these people and show them that volunteerism can enrich their lives at all times.

Work with your partners. Many local and international organizations are engaged in emergency response operations, and the management of volunteers before, during and after emergencies is therefore a fundamental task for every volunteer-based organization. Work together with your partners to promote volunteering and good practice. We are not just auxiliaries to governments; we are also partners with the UN and many national and international NGOs. The Year of Volunteering is an opportunity to promote the importance of working together and the role our volunteers play in supporting our partners.

**Campaign tools will build  
on evidence and show  
the value of our work**

Repeatedly, experiences highlight the importance and value of involving volunteers. We aim in 2011 to show the value of our volunteers in clear and measurable terms. The resources we are developing will be deeply rooted in experience and build on evidence.

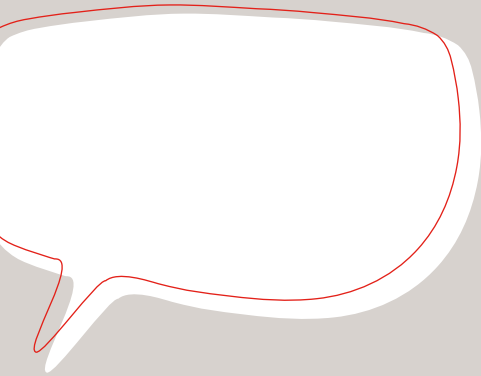


José Manuel Jimenez/IFRC





# What will the IFRC do to support your National Society?



**The IFRC will provide  
global coordination,  
guidance and support**

Our guidance, positioning tools, and capacity building materials are intended to support the largest numbers of National Societies as possible in the IYV+10.

**The key objectives for  
the IFRC are to**

- > position the Red Cross Red Crescent as a leader in volunteering and its development, and as one of the leading volunteer-based humanitarian actors
- > advocate at international and national levels (government, corporate sector, volunteer sector) for volunteer-enabling environments
- > contribute to the promotion of volunteerism to build up the volunteer base at national level.

**The IFRC's key activities are**

- > to develop and disseminate localizable tools and resources to be ready at the end of 2010

- > develop an externally-produced study on the value of volunteering in the Red Cross Red Crescent and present it on International Volunteers Day, 5 December 2010
- > work and liaise with the International Committee of the Red Cross (ICRC) to ensure coordinated messaging and provision of services
- > develop and present a global report and resources on volunteering in emergencies in May 2011
- > organize a global volunteering summit in November 2011
- > present the global volunteering development award and revised volunteering policy at the General Assembly in November 2011
- > participate and facilitate at key meetings to address volunteering and volunteering development all through 2011
- > carry out key advocacy activities for the UN General Assembly in 2011
- > expand outreach through social media, traditional and offline communication tools all through 2011.

## Key events to note in your calendar

### 2010

**16-19 September 2010**

IAVE Arab Volunteer Conference

**27-28 September 2010**

IAVE Latin America Volunteer Conference

**5 December 2010**

International volunteer day: survey based on the economic and social value of Red Cross and Red Crescent volunteers and launch of IYV+10

### 2011

**24-27 January 2011**

IAVE World Volunteer Conference, Singapore

**In the beginning of May 2011**

Release of a global report and a resource on volunteers in emergencies

**In the end of November 2011**

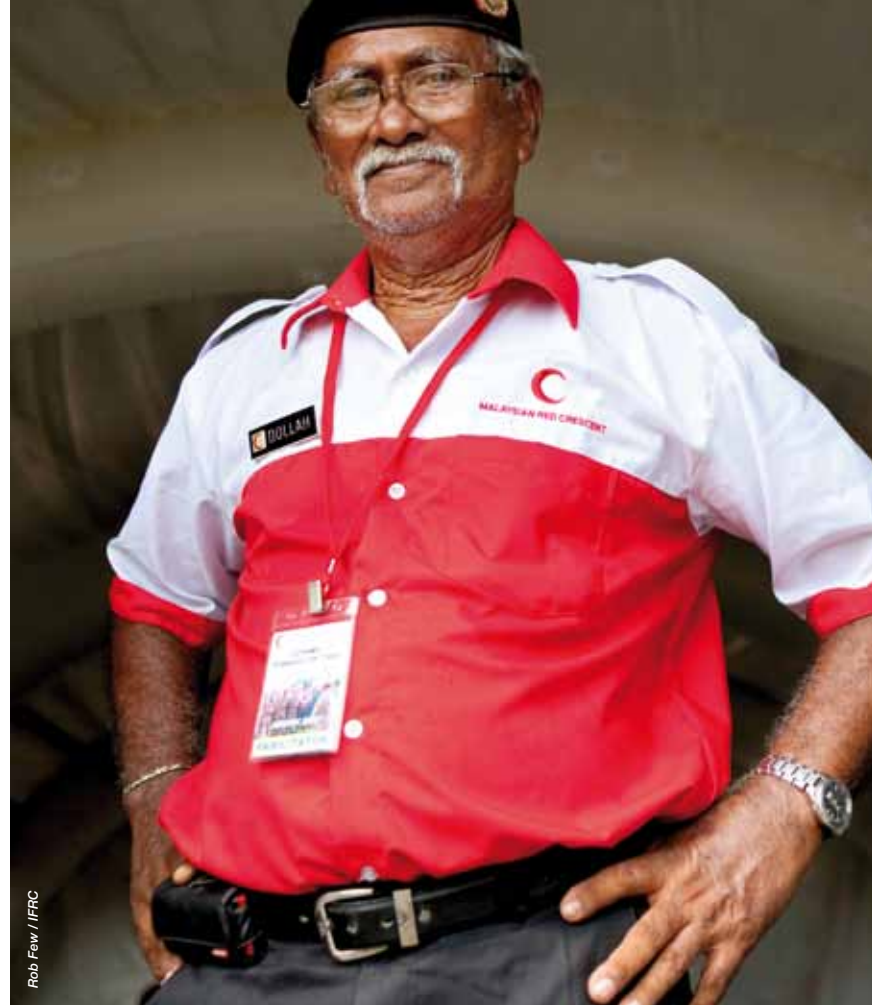
IFRC General Assembly, Council of Delegates and the International Conference

**5 December 2011**

International volunteer day: summing up the IYV+10 and looking ahead the coming ten years

**We will develop global  
advocacy and diplomacy  
tools that also can be used  
locally**

These will be released timely to build momentum towards the 2011 General Assembly and International Conference. All IYV resources developed to support your National Society are designed to reach “influencers” as well as the public. The materials will include “how to” guidance for all communication and advocacy materials and all can be localized for domestic use. An important component in developing these resources is the ability to brand all materials with your National Society logo.







# **Checklist**

## **Get ready and engaged in 2011**

### **Involve many stakeholders**

- > Bring together stakeholders in your National Society
- > Engage them in a discussion on what to achieve with this year

### **Take the lead in your country**

- > Get in touch with your government partners and ask what they are planning to support this year
- > Start a National Committee for the planning of the year
- > Contact some of your partner organizations and discuss with them how you can work together

### **Inspect yourself**

- > Take a serious look at your National Society. Do you provide a volunteer-friendly environment in your National Society?
- > Look at how you reach out to new volunteers. Will potential volunteers see you as a first choice for volunteering?

### **Engage locally**

- > Find out what your volunteer leaders and volunteers want to do to get involved in 2011

- > Identify volunteers who can act as spokespeople for your initiatives

### **Use existing events**

- > Map out meetings and events. Find out how to engage in them
- > Showcase your volunteering and volunteer management practice and what it contributes

### **Present your evidence**

- > Invest in understanding the economic and social value that your volunteering brings to your country
- > Find out what impact you make for people reached by your services
- > Tell the story of your volunteers. Numbers are important but so are human-interest examples

### **Celebrate your volunteers**

- > Make the achievements and contributions of volunteers visible
- > Organize a formal celebration and recognition event. Award your volunteers

### **Advocate for change**

- > Build your advocacy message around the concrete impact your

volunteers (and National Society) have at local and national level

- > Bring the voices of the volunteers to the attention of decision-makers in a clear manner that reinforces your message
- > Take action and advocate for a greater government recognition of the value of volunteerism

### **Call out for support**

- > Call out your need for support of your volunteer initiatives.
- > Plan to reach out and recruit new volunteers
- > Engage your volunteers in reaching out to individuals, the corporate sector, the government and other organizations and partners
- > Your best fundraisers and spokespeople are volunteers. Invest in training them as communicators to carry your message forward

### **Engage globally and regionally**

- > Participate at key meetings to learn from other organizations and to bring forward the Red Cross Red Crescent experience and position.

# Where to find information, updates, tools and resources

## Contact the IFRC team working on the campaigns for 2010-2011

- > Email the volunteering development team for technical support at: [volunteering@ifrc.org](mailto:volunteering@ifrc.org)
- > Email the communication department for communication and marketing support at: [zach.abraham@ifrc.org](mailto:zach.abraham@ifrc.org)

## For more updates, tools and resources online

- > Campaign section on FedNet <http://fednet.ifrc.org>
- > IFRC website volunteer section [www.ifrc.org/voluntee](http://www.ifrc.org/voluntee)

## You can find more information about the international year

- > IYV +10: [www.worldvolunteerweb.org](http://www.worldvolunteerweb.org)
- > EYV 2011: [www.eyv2011.eu](http://www.eyv2011.eu)
- > Red Cross and Red Crescent European Union Office: [www.redcross-eu.net](http://www.redcross-eu.net)
- > International Association of Volunteer Efforts: [www.iave.org](http://www.iave.org)

## For more information, contact

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