COLLEGIATE DECA × AMERICAN RED CROSS

Lead. Serve. Make an Impact.

A student-led community impact program

BLOOD DRIVES • SOUND THE ALARM • MAPSWIPE

LEAD

SERVE

COMMUNITY IMPACT



Today’s roadmap: from mission to action

Mission + history

Mission, history, and the five service lines.

Why blood matters

Blood need, donor diversity, and sickle cell awareness.

Ways to take action

Blood drives, Sound the Alarm, MapSwipe, and campus engagement.

Plan + questions

Build a first-step plan, review impact measures, and discuss questions.

BY THE END, YOU CAN

Choose an activity • Connect with the right Red Cross team • Outline a simple chapter plan • Track approved impact

Our mission:

The American Red Cross mobilizes people and resources to help when emergencies happen.

OUR MISSION

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

VOLUNTEERS

People who give time, skills and compassion.

DONORS

Generosity that helps sustain lifesaving services.

COMMUNITY

Partners who help reach people where needs arise.

Our mission is more than words: it guides every service and every community partnership.

Your leadership can save lives

Turn classroom skills into real-world community impact.

01

LEAD

Build a plan, set a goal and coordinate a team.

02

SERVE

Support patients, families and communities.

03

MEASURE

Track results and celebrate your chapter’s impact.

DECA SKILLS IN ACTION

Marketing • Project management • Teamwork • Communications • Stakeholder engagement

A brief history of the American Red Cross

Founded by Clara Barton, the organization has evolved to meet changing humanitarian needs.

1860s

Service inspires a vision

Clara Barton cares for wounded soldiers during the Civil War; her experience helps shape her commitment to organized relief.

1881

American Red Cross founded

On May 21, Clara Barton established the American Red Cross in Washington, D.C.

1882

Geneva Convention ratified

The United States ratifies the Geneva Convention after advocacy by Barton and others.

1900

Federal charter granted

The organization receives its first congressional charter, formalizing its humanitarian role.

Today, the same humanitarian purpose is delivered through five lines of service down the street, across the country, and around the world.

Five lines of service. One humanitarian mission.

These connected services help people prepare for, respond to and recover from emergencies and other urgent needs.

01 **Biomedical Services**

Collects blood and blood products that help patients every day.

02 **Training Services**

Teaches lifesaving skills, including first aid, CPR/AED and water safety.

03 **International Services**

Provides humanitarian support and helps reconnect families separated by crisis.

04 **Disaster Cycle Services**

Helps people prepare for, respond to and recover from disasters.

05 **Service to the Armed Forces**

Supports service members, veterans and their families.

The mission in action

DISASTER RELIEF

Help people prepare for, respond to and recover from emergencies.

BLOOD SERVICES

Collect blood products needed by patients every day.

TRAINING & CERTIFICATION

Provide skills and knowledge that help people respond in emergencies.

MORE WAYS TO SERVE

Support military families and international humanitarian work.

Blood is needed every day

Donated blood supports emergency care, surgery, childbirth, cancer treatment and blood disorders.

3%

of age-eligible people in the U.S. donate blood each year.

42 DAYS

typical maximum shelf life for red blood cells.

5 DAYS

typical shelf life for platelets.

WHY YOUR CHAPTER MATTERS

Every 2 seconds, someone somewhere in the country needs blood. Blood cannot be manufactured. Patients rely on volunteer donors to give regularly.

A stronger blood supply reflects our communities

Type O blood is frequently needed for emergency care, and it is especially common among Latino donors.

TYPE O

57%

of Hispanic/Latino people have type O blood, according to Red Cross estimates.

ESTIMATED SHARE WITH TYPE O BLOOD



INVITE—DON'T ASSUME

Invite participation without assuming anyone's blood type or eligibility.

Sickle Cell Disease: why matched donors matter

A diverse donor pool can help patients receive more compatible blood.

100,000+

people in the U.S. live with sickle cell disease; most are of African descent.

WHY IT MATTERS

WHAT IT IS

The most common inherited blood disorder that makes red blood cells rigid and crescent-shaped, affecting blood flow and oxygen delivery.

WHY BLOOD HELPS

Some people with sickle cell disease need repeated transfusions to help prevent serious complications.

WHY DIVERSITY MATTERS

Close matches can involve red-cell antigens beyond ABO/Rh. A diverse donor pool can improve the chances of finding compatible blood.

Host a blood drive on your campus

The Red Cross supports collection operations; DECA students lead campus engagement.

1

CONNECT

Contact the Red Cross to explore dates, location and feasibility.

2

PLAN

Set goals, assign roles and confirm logistics.

3

PROMOTE

Use campus partners, email, social media and announcements.

4

HOST

Welcome participants and support a positive experience.

5

CELEBRATE

Thank donors and volunteers; track approved results.

NEXT STEP Host a Collegiate DECA Blood Drive – Fill out form

A campus blood drive starts well before event day

1	12+ WEEKS OUT	**CONNECT + RESERVE**	Contact Red Cross; discuss feasibility, date, room, capacity, privacy and site requirements.
2	8–6 WEEKS OUT	**BUILD THE TEAM**	Assign a student lead, recruitment team, campus approver and day-of volunteers.
3	4–2 WEEKS OUT	**PROMOTE + FILL**	Launch approved messages and appointment link; recruit face-to-face; check sign-ups with your Red Cross partner.
4	FINAL WEEK	**CONFIRM + REMIND**	Confirm room access, volunteer coverage, signage, campus rules and donor reminders.
5	EVENT + AFTER	**HOST + FOLLOW UP**	Support logistics; thank participants; obtain approved results from the Red Cross and share them responsibly.

Make roles clear: campus host + Red Cross partner

A strong partnership works best when responsibilities are agreed on early.

CAMPUS / DECA HOST

- ✓ Secure an appropriate location and campus approvals.
- ✓ Recruit and schedule donors using approved tools.
- ✓ Coordinate student volunteers and day-of coverage.
- ✓ Promote the event and send reminders.
- ✓ Thank participants and share approved aggregate results.

AMERICAN RED CROSS

- ✓ Advise on feasibility, room set-up and goals.
- ✓ Provide scheduling and recruitment resources.
- ✓ Bring equipment, supplies and trained staff.
- ✓ Manage confidential donor screening and blood collection.
- ✓ Share drive results and feedback through the partner.

Important: student volunteers should not determine donor eligibility or handle confidential health information.

Recruitment works best when it is personal and repeated

1

PERSONAL INVITES

Ask classmates, faculty, alumni and campus groups directly. Share the official scheduling link.

2

MULTIPLE TOUCHPOINTS

Use email, student org newsletters, social posts, campus screens and tabling—repeat the message over time.

3

MAKE IT CONCRETE

State date, location, time commitment if confirmed, appointment link and who to contact with questions.

4

CLOSE THE LOOP

Send approved reminders, check appointment gaps with the Red Cross, then thank donors and volunteers.

USE RED CROSS TOOLKITs **Email templates • Flyers and posters • One-on-one recruitment tips • Planning checklists • Thank-you notes**

Incentives, gifts or food should be discussed with your Red Cross representative and approved before promotion.

The event is one day; the impact includes what happens after

A reliable day-of plan protects the donor experience and helps you build a repeatable program.

BEFORE / DAY OF

1. Arrive early and check in with the drive supervisor.
2. Keep volunteer roles covered: welcome, directions, refreshments and room support.
3. Keep pathways, signage and waiting areas organized.
4. Refer donor eligibility or medical questions to trained Red Cross staff.

AFTER THE DRIVE

1. Thank donors, volunteers and campus partners promptly.
2. Request official unit/drive results from your Red Cross contact.
3. Share only approved, aggregate information—never donor health details.
4. Capture lessons learned and agree on the next opportunity.

A positive, well-organized donor experience makes it easier to bring the drive back next semester and beyond.

Sound the Alarm

Help families prepare for home fires through local Red Cross events.

7

LIVES LOST EACH DAY

Home fires claim about seven lives every day, according to the Red Cross.

WHAT VOLUNTEERS MAY DO

- ✓ Help install free smoke alarms
- ✓ Share home fire safety information
- ✓ Help families create escape plans
- ✓ Support event logistics and outreach

WHY IT MATTERS

Working smoke alarms can cut the risk of dying in a home fire by half.

redcross.org/sound-the-alarm.html

MapSwipe: small tasks, global impact

A flexible, technology-friendly way to contribute to humanitarian mapping.

MAP

VOLUNTEER MAPPING

WHAT IS MAPSWIPE?

A crowdsourcing platform where volunteers review satellite imagery and identify features such as buildings. Contributions help improve maps used for research, crisis response and humanitarian decisions.

HOW A CHAPTER CAN PARTICIPATE

01 Host a 30 to 60 minute MapSwipe session.

02 Invite members to learn the tool and contribute together.

03 Celebrate participation and track reliable counts when available.

Learn more: redcross.org/about-us/our-work/international-services/humanitarian-mapping.html

Activity: sketch your chapter’s first activation

Take five minutes to turn the program into a specific, manageable first step.

WHAT? Choose one: blood drive, Sound the Alarm, MapSwipe or a campus awareness activity.

WHO? Name a student owner and one campus/community partner to involve.

WHEN + WHERE? Set a realistic target date and identify the first approval or connection needed.

HOW WILL YOU KNOW? Choose one or two measures you can verify and report appropriately.

SHARE OUT **Invite 2–3 chapters to share their idea, owner and next step.**

Measure what matters—and only what you can verify

A simple impact tracker helps your chapter celebrate results, improve future events and tell a credible story.

BLOOD DRIVES

Drives held; appointments scheduled if available; units collected as reported by Red Cross.

COMMUNITY SERVICE

Number of volunteers, volunteer hours if tracked, households reached or events supported.

MAPSWIPE

Sessions hosted and participation counts available through the approved activity or tool.

ENGAGEMENT

Outreach channels used, partner organizations involved and lessons learned.

Potential $1,000 scholarship opportunities

Recognize chapters and students who help grow the program's impact.

PROPOSED CATEGORIES • EACH POTENTIALLY ELIGIBLE FOR A $1,000 SCHOLARSHIP

$1,000* **FIRST TO HOST**

First campus to host a qualifying blood drive.

$1,000* **MOST DRIVES**

Campus hosting the greatest number of drives.

$1,000* **TOP COLLECTOR**

Top collector in a single drive.

$1,000* **SICKLE CELL INITIATIVE**

Most AA (Black/African American) units collected.

$1,000* **TYPE O INITIATIVE**

Most Latino units collected.

**Potential awards only; subject to final approval, eligibility, verification and published rules.*

Set your chapter up for success

A few simple habits make projects easier to run and easier to celebrate.

1. Name one student lead and a small planning team.
2. Connect with the Red Cross before advertising a blood drive or local event.
3. Set a clear goal and realistic promotion timeline.
4. Partner with student groups, faculty, campus services and community organizations.
5. Use approved Red Cross guidance for donor eligibility, event safety and reporting.
6. Record results consistently and thank every participant.

Make it student-led. Make it measurable. Make it meaningful.

Your first 30 days: move from interest to action

WEEK 1

ALIGN

Identify the chapter lead, interested members and one priority activity.

WEEK 2

CONNECT

Contact the appropriate Red Cross team; confirm feasibility, eligibility, dates and approvals.

WEEK 3

BUILD

Set a goal, assign roles, identify campus partners and draft outreach.

WEEK 4

LAUNCH OR SCHEDULE

Launch the approved activity or lock the date; define how results will be captured and shared.

Choose your impact.

Give blood. Sound the Alarm. MapSwipe. Lead your community.

CONNECT

Host a Collegiate DECA Blood Drive – Fill out form

Start a conversation with your local Red Cross team.

GET THE TOOLKIT

Connecting with your local Red Cross to receive project guides, best practices, and templates.

Access outreach resources and planning materials.

SHARE YOUR IMPACT

Keep track of the work you do, share it on socials, and celebrate the work you do!

Report approved results and review award requirements.

LEAD. SERVE. MAKE AN IMPACT.

Sources & launch notes

Use official resources for current guidance; confirm local program details and scholarship rules before launch.

BLOOD DRIVE HOST GUIDE

redcrossblood.org/hosting-a-blood-drive/.../how-hosting-a-blood-drive-works.html

DONOR RECRUITMENT TOOLS

redcrossblood.org/.../tips-tools-for-recruiting-donors.html

BLOOD SUPPLY FACTS

redcrossblood.org/.../blood-needs-blood-supply.html

SICKLE CELL DISEASE

redcrossblood.org/.../diversity/sicklecell.html

FIVE LINES OF SERVICE

redcross.org/about-us/careers.html

LATINO DONORS & TYPE O

redcrossblood.org/.../latino-blood-donors-rcbs.html

SOUND THE ALARM

redcross.org/sound-the-alarm.html

HUMANITARIAN MAPPING / MAPSWIPE

redcross.org/.../humanitarian-mapping.html

MISSION + HISTORY

redcross.org/about-us/who-we-are/mission-and-values.html

HISTORY TIMELINE

redcross.org/about-us/who-we-are/history.html

BEFORE LAUNCH

Confirm contacts, approved logo use, scholarship funding, data privacy, category definitions and verification rules.

Scholarship categories and awards remain proposed until formally approved and published.

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Questions?
Let’s make an impact.

Thank you for helping connect campus communities with meaningful service.

PROGRAM CONTACT

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[Host a Collegiate DECA Blood Drive – Fill out form]

THANK YOU

LEAD

SERVE

MAKE AN IMPACT

CONTACT • QUESTIONS • NEXT STEPS