



croix-rouge française
PARTOUT OÙ VOUS AVEZ BESOIN DE NOUS

COVID-19

Volunteering and engagement facing the crisis



Context and issues

A sudden crisis, a response to put in place

Externally

- **An unprecedented mobilisation of citizens** (more than 3 000 e-mails received on the 'volunteering inbox' and an increase in visits to the 'engagement' page of the national website **(25 000 visits)**)
- **An invitation to engage** via the (re)launch of the 'civic reserve' (<http://jeveuxaider.fr>)

Internally

- The **confinement of volunteers over 70 years old**, i.e. nearly 11 000 volunteers
- **The strengthening of our essential activities**, which mobilise a large part of the so-called "at-risk" population
- **The launch of activities** to meet new needs: 'Red Cross at home', 'Hello how are you?'...

A major challenge: **empowering people** who wish to join us, during and after the crisis



The tools put in place

COVID-19 as an accelerator of our practices

For the network

- **A form for centralising spontaneous applications**, sent daily to the territorial delegations (**12 000 applications received**)
- **A platform for publishing white label advertisements:** <http://croix-rouge.benevolt.fr> (**55 advertisements published**)
- **A mobilisation and recruitment kit:** communication tools, communication templates, documents to hand out to volunteers.
- **Digitalisation** of our trainings: <http://formation-benevoles.croix-rouge.fr/>

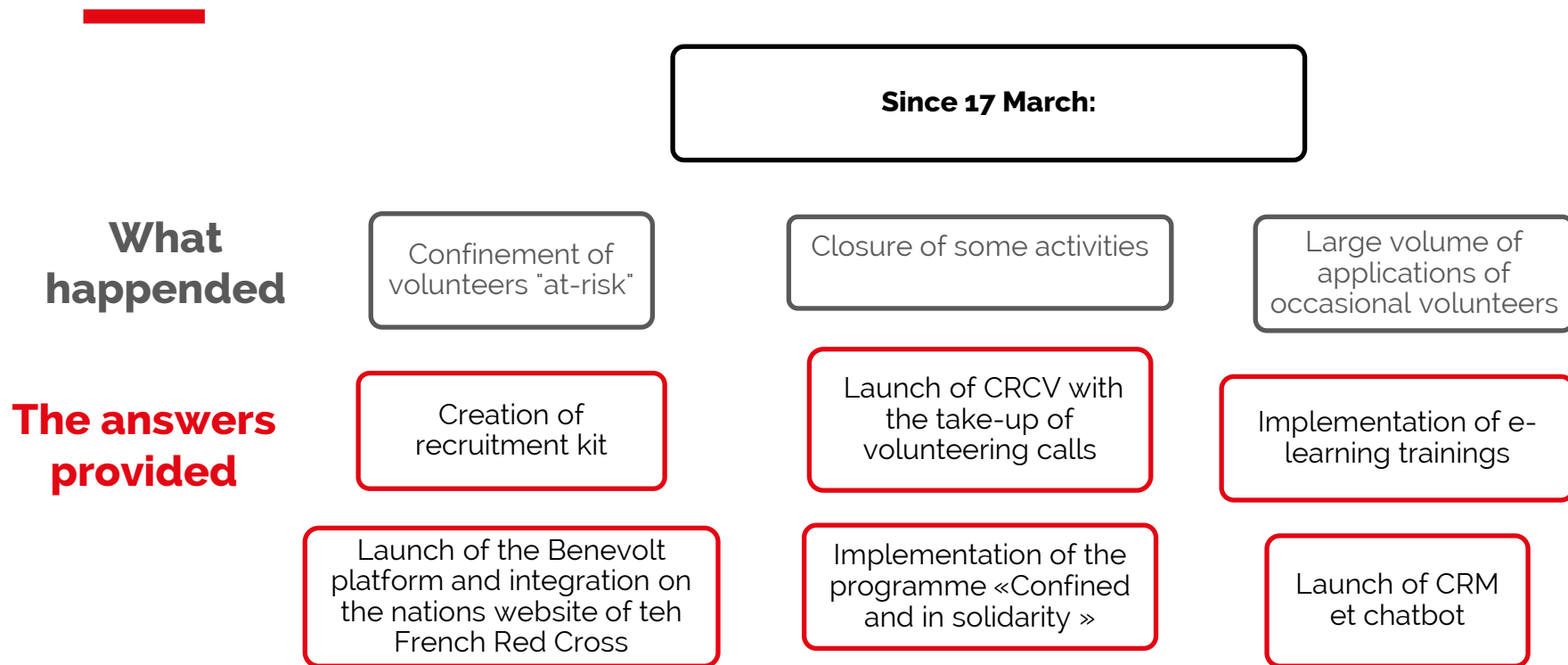
For new volunteers

- **Remote onboarding tools:** welcome videos, e-learning welcome from the Red-Cross, modules for volunteers active in delivery and listening support, etc.
- **A CRM** aiming at keeping in touch with occasional and mobilised volunteers.
- **External outreach of the French Red Cross:** facilitate the discovery of our universe and the access to 'knowledge' thanks to the dedicated e-learning modules (**5 modules**)
- **Accelerated digitalisation of our tool:** (platform Benevolt, CRM et Chatbot) which allow the French Red Cross to be accessible to the general public.



Chronology of events

Citizen involvement in the French Red Cross during the health crisis





The challenges ahead

Lessons learnt and perspectives for engagement in the French Red-Cross

- Ensuring the reactivation of associative life and a proper balance of “distanced” and face-to-face activities = > engagement means above all creating **social ties**
- An **internal survey** has been suggested to assess the psychological condition of the volunteers and to be able to support them in the future.
- **The necessity to recruit to meet new needs and to ensure the rebalancing of certain activities.**