



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/>

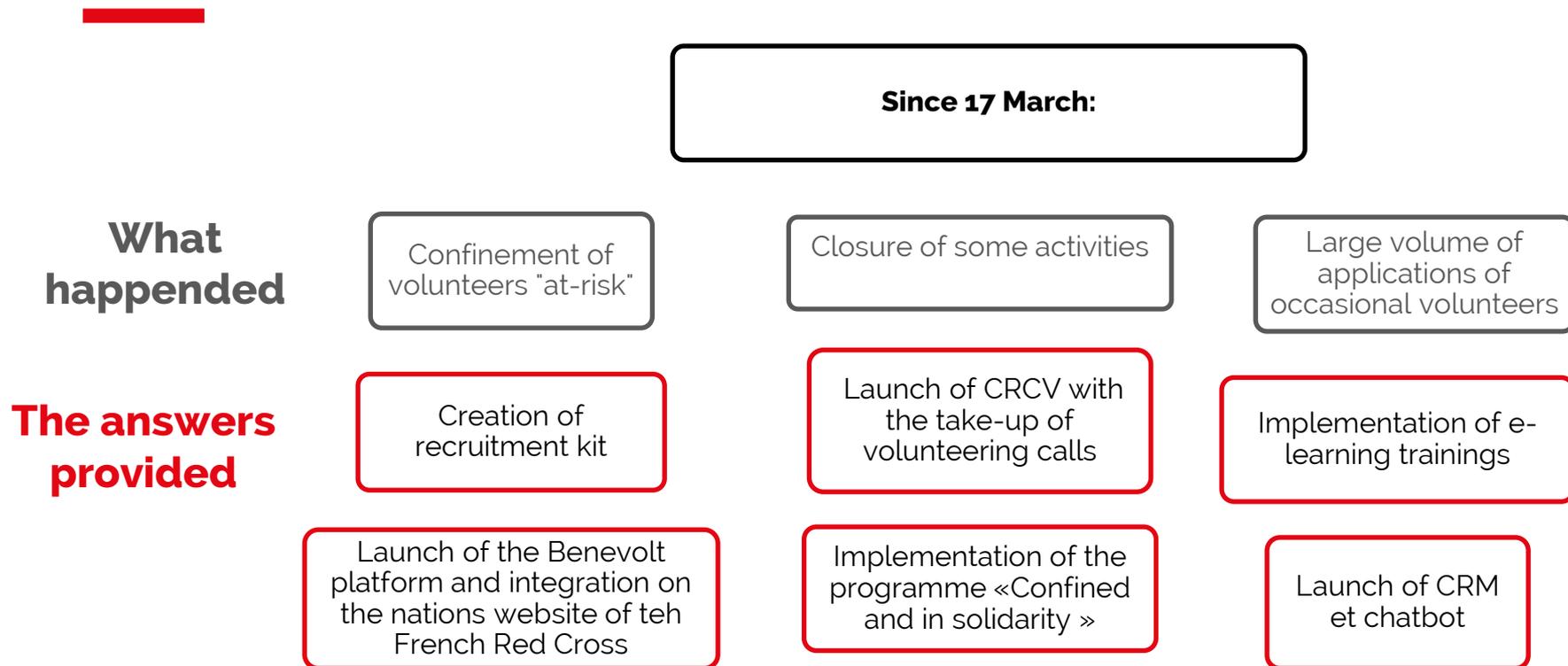
### For new volunteers

- **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





croix-rouge française  
PARTOUT OÙ VOUS AVEZ BESOIN DE NOUS

# 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.**