



Indian Red Cross Society

National headquarters

**Red Cross Communications &
Resource Mobilisation workshop**

3-5 September 2019



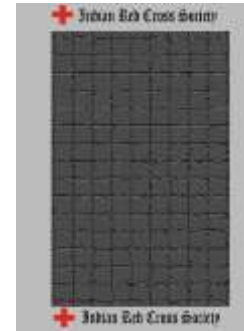
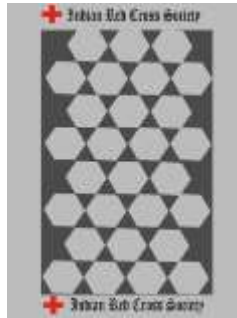
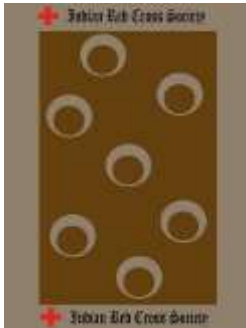
Communication & Visibility

- ◎ Branding of Relief Material-
Standardize colour combination, Pattern & Specification
- ◎ IRCS e-Newsletter
- ◎ Up gradation of IRCS website (indianredcross.org)
- ◎ Enhanced engagement with other organizations

Branding Pattern



Branding Pattern



Colour



Colour



Centenary Celebration

- ◎ Tableau – Republic Day 2020
- ◎ Coffee table book
- ◎ Exhibiting 100 years of IRCS Journey
- ◎ Committee to decide on details of other activities

Centenary Celebration



Mr. KANCHARAPU RAJESH,
SRIKAKULAM DISTRICT,
ANDHRA PRADESH

Logo Explanation: The red curvature indicates that Indian Red Cross Society started minutely and gradually it grew throughout India covering all States and Union Territories serving the nation as a whole.

Social Media Channels

- ◎ Facebook
 - <http://facebook.com/indianredcross>
 - <http://facebook.com/ircsofficial>
- ◎ Twitter
 - @IndianRedCross
- ◎ Youtube
 - <https://www.youtube.com/channel/UC3Zf4Kg9OUE4VN5NYivo99A>
- ◎ Twitter following:
 - Red Cross Odisha @OdishaRed
 - Odisha Red Cross @ircs_odisha
 - Indian Red Cross, Jammu & Kashmir @jkircs_official
 - IRCS-WEST BENGAL @IrcsBengal
 - RedCross Kerala @RedCrossKerala
 - Indian Red Cross @ircs_palakkad
 - Karnataka Red Cross @ircskarnataka
 - Red Cross Karnataka @ircs_kar
 - Indian Red Cross Society WAYANAD @IRCSWAYANAD
 - INDIAN RED CROSS SOCIETY SITAMARHI @IRCSSITAMARHI
 - Indian Red Cross Society,Pupri,Sitamarhi,Bihar @RedCrossPupri
 - Indian Red Cross Society – Mumbai @ircs_mumbai

Disaster time...

- ⦿ Need nodal person complete details and preferable with photo
- ⦿ Share clips that even media can pickup such as making announcements, evacuations, camp details etc
 - Focus on IRCS camps and evacuations with figures/numbers
 - General devastation scenario vis a vis IRCS help
 - Branch details along with photographs
 - Final report that can be published on website and mentioned in Newsletter
 - Donot pose or take selfies in photographs
 - Donot send photographs with Redmenote etc lines

NHQ website...

- News and Views
- Our Publications
- Get Involved
- Alerts and Events
- Important Notices

Alerts and Events

- View
- Edit
- Delete
- Revisions

Alerts

- [-IRCS flood response in Kerala and Karnataka - August 2019](#)
- [-IRCS flood response in Bihar - July 2019 \[Gallery\]](#)
- [- Assam Flood Response - July 2019](#)
- [- Heat Wave Responses and Campaigns across the States - Summer 2019](#)
- [- Cyclone VAYU \(pronounced as VAA'YU\) is towards Gujarat and like](#)

IRCS STATE BRANCHES

- North Zone
- South Zone
- East Zone
- West Zone
- Glimpses of work done by Red Cross Volunteers

Glimpses of work Done by Red Cross Volunteers

- View
- Edit
- Delete
- Revisions

[July 2019 archive](#)

Flood Response by Indian Red Cross across the affected States - July-August 2019

Great humanitarian work by SERV and PIR volunteers, YRC members of Indian Red Cross State and District Branches



Indian Red Cross Volunteers – Kerala State and District Branches



Indian Red Cross Volunteers – Karnataka State and District Branches

We are open to add any section on website such as impact stories, testimonials etc

Key Messages should

- ◎ be consistent, concise, compelling narrative and be coherent amongst all States/District branches with an external audience in mind:
 - **Put people ahead of policy and process.** The message “millions of children in India need our help now” is much more compelling than “IRCS-supported response efforts will target children displaced during Tsunami”.
 - **Be jargon free.** “A new basic health care emergency response unit (ERU) is providing treatment for thousands of people” as opposed to “our rapid response field hospital is a lifeline for people who desperately need help”.
 - **Be concise.** Aim for one to three- short sentences, with a strong and repeatable top line message in bold, supported by one or two sentences of context or evidence.
 - **Keep it short.** On any topic, we need three to five key messages. This is the amount of information that can be usefully and repeatedly used and, crucially, is the amount of information that an audience can easily absorb and retain. Longer lists of key messages risk confusing audiences and stripping away the discipline we need in our external-facing communications.

Questions and answers (as needed)

- ⦿ There will be situations where we can anticipate that media will raise topical or difficult questions to a particular issue or event. In such cases, include a short questions and answers section to address specific queries that are likely to arise.
- ⦿ For more information: Always include contact details at the end of key messages. If possible, also include someone on the ground. List full names, phone numbers (with international dialing code) and email addresses.
- ⦿ Source of data should always be given, specially if it is external source

Criteria for Assessment of Branch and Blood Bank

- Available at <https://indianredcross.org/ircs/notices> under Important notices
- [Criteria for Assessment of State/UT IRCS Branches \(Financial Year 19-20\)](#)
- [Criteria for selection of five best Blood Banks of IRCS in the Country \(Financial Year 19-20\)](#)

Indian Red Cross Society National headquarters



THANK YOU

For further information, visit
www.indianredcross.org