

Punainen Risti



**Path towards Finnish Red Cross Membership
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Finnish Red Cross

- Introduction to the Finnish Red Cross (SPR)
- SPR Membership
- Assignment: Path towards Finnish Red Cross Membership

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Finnish Red Cross

- The Finnish Red Cross, helps people in times of accidents or crises in Finland and abroad
- Our mandate is to take care of the most vulnerable members of the society
- We encourage people to ensure safety, take care of each other and to always side with the weak.
- The operations of the Red Cross and Red Crescent Movement are always steered by seven fundamental principles: **humanity, impartiality, neutrality, independence, voluntary service, universality** and **unity**.
- The Finnish Red Cross is one of the largest non-governmental organizations in Finland.
- We provide a vast array of volunteering activities throughout the country – our main focuses are preparedness, health and social wellbeing
- We have 30 000 volunteers and 75 000 members

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Uutiset Tuoreimmat Koronavirus Sää Kotimaa Ulkomaat Talous Poli

SUOMEN PUNAINEN RISTI

Koronarokotuksissa auttaa nyt "ennennäkemättömän suuri määrä" suomalaisia – Arja Mikkosen mieltä lämmitti, kun myös vointia kysyttiin

Liki parituhatta suomalaista on lupautunut auttamaan terveydenhuoltoa koronarokotuksissa, SPR:stä kerrotaan.



Seurasimme koronarokotuksia ja SPR:n vapaaehtoisten arkea torstaina Kajaanisissa. Video: Jarmo Nuotio / Yle





Punaisen Ristin kenttäsaairaala Haitissa. Kuva: SPR

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HYRYNSALMI

Jääräpäiset vanhukset eivät suostu jättämään sähköttömiä kotejaan Kainuussa – Auttajat huolissaan: "Riittääkö nyt ruoka?"

Kainuun sähkökaoksesta johtuen Hyrynsalmella Suomen Punaisen Ristin vapaaehtoiset ovat muun muassa käyneet vanhusten kodeissa. Vapaaehtoisia kaivattaisiin vielä lisää.



SPR:n Pentti Remes odottaa tulevaa viikonloppua pelko puserossa: lunta tulee lisää, mikä todennäköisesti lisää sähkökatkojen määrää. Kuva: Niko Mannonen / Yle

- "Stubborn elderly people refuse to leave their homes during prolonged power cuts"
- SPR preparedness is built on the continuous presence of local volunteers in communities (e.g often health and wellbeing programmes)

How you can help

- Become a volunteer
- Donate
- Become a member

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Path towards Finnish Red Cross Membership

Membership in the Finnish Red Cross

- As a member of the Red Cross, you are a part of a unique global network
- Membership is a statement for the values and [principles](#) of the Red Cross
- It is recommended for volunteers to join as members
- As a member you have the right to vote and take part in decision making
- Paying the membership fee is an easy way of supporting Red Cross work locally
- Membership fees are used to fund local Red Cross work

Membership benefits

- As a membership benefit, you will receive the Red Cross magazine [Avun maailma magazine](#)
- 10% discount of first aid courses
- Membership benefits from the Red Cross shop
- Discounts on selected products and services (typically 10 %)

Membership types

- Annual membership - €20 per calendar year
- Annual membership for those under 29 - €10 per calendar year
- Membership for life - €300

How to become a member

- <https://www.redcross.fi/our-work/join-us-as-a-member/>

Design Brief

- "Path towards Finnish Red Cross Membership"
- Guiding questions:
 - How could an easy to use digital membership path increase the number of new members?
 - How can we reverse the trend of decreasing membership numbers?
 - How could increasing usability and accessibility minimize user dropout during the membership process?
 - How could joining as a member inspire to volunteer or donate as well?
 - How is the path to membership constructed in other Red Cross & Crescent national societies?
 - Could your active membership be visible on your online and social media presence?
 - How can the Finnish Red Cross attract more members who do not speak Finnish or Swedish?

Possible final presentation content

- User Experience Design
- Member personas
- User journeys for new members
- Mobile application user interface design
- Usability and accessibility improvement suggestions to the membership process
- Review of membership processes between other Red Cross & Crescent national societies and non-profits