

# The red cross

[Technology](#), [Internet](#)



Kevin Smith The Red Cross is an International organization that thrives on donations and the kindness of others to succeed. This Red Cross supports military families, disaster relief, health and safety training along with education, and blood drives that save thousands of lives yearly. The Red Cross started in the year 1881 and was mainly used to help wounded soldiers from the battlefield. "The global Red Cross has evolved into the world's largest humanitarian network- the only non-governmental organization with specific responsibilities outlined in the Geneva conventions"(Red

Cross, 2013). The Red Cross has established itself in the cyber community to succeed. With online donations exceeding 36 million dollars the Red Cross has been able to far exceed anything it did in the years prior to the Internet. The Red Cross relies on its volunteers as its strength to work donation sites for all actions the organization participates in. The challenges the Red Cross faces today is the ability to keep enough volunteers on hand to run the organization. While the Red Cross has full time members like any business this organization's success comes from those willing to help. The challenges the Red Cross faces in the media environment include many things. System hacking can be seen as hackers will set up fake websites that look like the Red Cross web page. This in turn turns out to be a scam and people will give donations to a hacker instead of the Red Cross. There can be other challenges out there for this organization that would include government policy. Foreign policy. ND legislative issues that can strain the mission of the Red Cross. The instant access the Red Cross has to the world has helped this organization in ways that are unimaginable. The instant media

environment has created an unlimited amount of people it can reach throughout the world. The money raised on daily donations is less the amount today as it was in the past. This is due to the instant access the world has to the Red Cross. The Red Cross uses social media during disasters because this is the fastest and most effective way to reach a large number of individuals.

The instant media environment has done nothing but help the Red Cross succeed. I mentioned earlier that volunteer recruitment is a challenge for the Red Cross, but with social media and instant media the Red Cross has been able to alleviate some of the stress as they can recruit for volunteers over the internet. The Red Cross will use multiple tactics to get its message out to the community. The Red Cross will gain its target audience by associating someone within the organization to speak or interact with the community that is in question.

This tactic is used by military recruiters and it tends to work well with inner city communities as well as communities with language barriers. The Red Cross has volunteers from all walks of life so it would only be natural to use those people from that community to spread the Red Cross message to a particular group of individuals. The internal messaging of the employees is that of care for the community and to give security to those in need. The mission stays the same in the Red Cross and that is to provide care to all walks of life that may need it.

The message stays the same internally throughout the world for the Red Cross as well. The Red Cross is not the largest humanitarian organization by

doing things the wrong way. The internal structure is sound and solid and provides excellent support to all communities throughout the world. This is done with compassion, time, and hard work on behalf of the employees and the thousands of volunteers within the organization. I researched the Red Cross for numerous hours and found that it takes compassion and dedication too cause to make this organization successful.

The Red Cross can be unified with many different events and by anybody willing to put in the time and energy to do so. I recently was a part of the Golf for Life rally which was to raise money and blood donations for the Red Cross. There are other events that happen all over the United States on a daily basis in which blood and money is raised for this organization. This is not only going on in the United States, but all over the world. If a person was to look up how to do an event on the Red Cross website it would show them exactly not only to go about doing it, but also show them ways it can be successful.