



for every child

UNICEF UNITE CLUBS STARTER GUIDE

Everything You Need to
Know to Start a UNICEF
Club at Your School



To learn more about UNICEF UNITE Clubs visit unicefclubs.org.



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DEAR CLUB LEADER,

I am excited to know that you are thinking about starting a UNICEF UNITE Club in your school! It is UNICEF USA's goal to empower youth in the United States with the resources and skills to be effective global citizens. We encourage youth to think globally and act locally with and for the world's most vulnerable children.

We hope you will join us in the fight for children's rights with our national community of college and high school students who are advocating, fundraising, building community and educating others on behalf of UNICEF USA.

As you decide whether the club program is right for you and your group, this toolkit will serve as your guide. You may also use it to prepare your application and to prep your school for the work ahead. Becoming a part of this movement is exciting and rewarding, but we know it isn't for everyone. To make your best, informed decision, please review the requirements, guidance documents, and responsibilities of leadership.

We have an ever-expanding list of schools and student leaders committed to this work. We're in awe of their accomplishments. Because of our youth, we help realize critical policy changes in the best interests of children. We raise hundreds of thousands of dollars each year and introduce thousands of people to UNICEF's mission. Most importantly, we advocate for issues vital to the survival, protection and development of the world's children.

The staff at UNICEF USA and our National Youth Council are here to assist you. If you have any questions or need additional information, please email us at volunteer@unicefusa.org.

Sincerely,

The Community Engagement Team
UNICEF USA

GETTING TO KNOW US

What is UNICEF

UNICEF was founded in 1946 to help children in countries devastated by World War II. UNICEF works in over 190 countries and has helped save more young lives than any other humanitarian organization. Voluntary contributions solely sustain UNICEF's world-changing work.

What is UNICEF USA

Your club is affiliated with UNICEF USA. Founded in 1947, UNICEF USA is the oldest of 33 worldwide National Committees for UNICEF. Together, the national committees raise approximately one-third of the operational budget of UNICEF. UNICEF USA prioritizes advocacy, education and fundraising to fight for children's rights globally.

What is the UNICEF Clubs Program

The UNICEF Clubs program is a youth-led, grassroots movement. Our high school and college students in the United States play a vital role as the voice for children everywhere. UNICEF Clubs partner with UNICEF USA and activate their local community. It is UNICEF USA's goal to empower youth in the United States with the resources and skills to be effective global citizens.

What Do Our Clubs Do?

Each activity of a UNICEF Club should fall into one of the following categories:

Fundraising Plan and support fundraisers that generate donations for UNICEF. Contribute to UNICEF's impact for children by hosting a fundraiser, like a film screening, bake sale or cultural event, for example. All UNICEF Club fundraisers are required to register on our UNICEF USA website (unicefusa.org/fundraiser). To learn more about hosting fundraisers read our [Fundraising and Event](#) guide.

Advocacy Use your voice for youth around the globe by staying civically engaged on a federal, state and local level. Take [legislative action](#) online and during key moments throughout the year to push for funding and policies for children.

Community Building Find opportunities to promote the work of UNICEF in your local community. Tap into your existing relationships with community organizations, schools, or faith-based institutions. You can also highlight and extend the reach of UNICEF USA programs, such as UNICEF Kid Power and Trick-or-Treat for UNICEF.

Education Raise awareness among your peers and in your neighborhood about UNICEF USA. Support UNICEF's global work through yearly campaigns around issues such as gender equality, human trafficking or health. Choose a powerpoint from our online center or share resources for others to learn more.



STEPS TO BECOME A UNICEF CLUB

1 Identify a Core Group of Interested Students

Forming and sustaining a UNICEF Club may take a considerable amount of time and dedication. You need other students who are equally passionate about UNICEF's work and will help you get the ball moving. Including others in leadership roles early in the process will help you reach out to more people and provide diverse perspectives. It will also make the leadership transition easier at the end of your term. Involve students in different academic grades to ensure that all of your leaders will not be graduating in the same year. Remember, we require four leaders when you register to become a club! For ways in which you can structure your executive board check out our [Leading your Club Guide](#) at unicefclubs.org.

2 Choose an Advisor

All UNICEF Clubs are required to have an advisor. This can be a responsible adult who is 25 or older. It should not be a UNICEF staff member. Take time to select someone who cares about UNICEF's mission and has the time to dedicate to your success. Be prepared to outline your goals for the club in the year ahead and be honest about the level of support you think you'll need to get things off the ground. Keep reading for Advisor Tips & Tricks.

3 Register!

To be an official UNICEF Club you must register your club! **Registration for the 2021-2022 school year launches the first week of August** and is accepted throughout the year. Once you register, you'll be sent an awesome Back to School Kit, while supplies last, with materials to help get you started like posters, flags, pins, T-shirts and more. To register you need to have four leaders, an advisor, and their contact information. Register at unicefusa.org/clubregistration.

4 Educate Yourself About UNICEF's Work

UNICEF has helped save more children's lives than any other humanitarian organization! Now you get to be a part of our UNICEF USA family. Read more about UNICEF's work at unicefusa.org and unicef.org.

5 Recruit Members

Now that you have your core team it's time to recruit members for your club! Members help execute events, and spread UNICEF's message throughout your school.

Check out our [Membership Tips](#) one pager!

6 Plan Your Year

UNICEF Clubs hold events focused on fundraising, community building, educating and advocating on behalf of UNICEF's work around the world.

Take a look at our [2021-2022 Year-long Calendar](#) for event ideas and action items to do throughout the year!

7 Talk to School Administrators About Becoming a Club

Having support from your school can bring a wealth of knowledge and resources. Some student groups can even receive funding to help operate their club. Bring the administration into the process early. Being aware of your school's guidelines for club formation is essential. Keep in touch with your administrators to navigate a smooth club founding, as guidelines vary at every school. You'll find a sample letter to send to your administration at the end of this guide!



THINGS TO KNOW

Uphold the Mission and Name of UNICEF and UNICEF USA

Protecting the names and reputations of UNICEF and UNICEF USA is the responsibility of every student leader. Please make sure you read, understand and abide by the policies and procedures outlined in this guidebook.

Yearly Requirements

- Register your UNICEF Club every school year.
- Submit your funds to unicefusa.org/clubremit.
- Fill out the End of Year survey to receive digital club certificates and badges for your club, club leaders and club members.
- Organize 5 total events per year, one with each of these purposes: Community Building, Fundraising, Educating and Advocating.

UNICEF Clubs Yearly Awards

UNICEF USA provides awards to clubs that go above and beyond the yearly requirements. Our awards highlight outstanding leaders, members, advisors and clubs. Events and activities will be rewarded in the following categories: Fundraising, Advocacy, Education and Community Building.

Organizational Structure and Membership

All clubs should have a minimum of at least four officers but can choose to have more if desired. These positions may not be filled by the same person. The transition of leadership typically occurs in the early spring. New leadership should be communicated in the registration form each year. If leadership changes mid-year, the club should email volunteer@unicefusa.org. Look at the Leadership Transition guide for more tips.

Event Registration

All events carried out by a UNICEF Club must be registered and approved via the Fundraiser and Event application process at unicefusa.org/fundraiser.

Financial Accountability

We require all clubs to submit funds to UNICEF USA within 30 days after a fundraiser. Work with your advisor to manage funds responsibly and build a system of accountability, such as creating a budget. Make sure you learn about your school's fundraising and budget policies. Please read our [Policies](#) one pager for more details.

Logo Use

Using our UNICEF USA logo on flyers and banners is a great way to advertise your club and its activities at your school and in the community. Our brand's reputation is what allows us to be there for every child. As a UNICEF Club you are encouraged to use our logo, but you are also responsible for protecting it and treating it with respect. Please ensure you are using the most updated UUSA logo. All design templates must be emailed to volunteer@unicefusa.org for approval. Check out our brand guidelines to learn more at unicefclubs.org.

Member Responsibilities

As a UNICEF Club member, you agree to a set of terms and conditions that will help UNICEF maintain its high standards of professionalism. You agree to uphold the positive image of UNICEF USA and UNICEF. Read the full terms and conditions in our [Policies](#) one pager at unicefclubs.org.

Nondiscrimination Policy

It is the policy of UNICEF USA that there will be no discrimination or harassment in its programs, activities or employment based on race, color, religion, gender, sexual orientation, age or any other basis prohibited by law. We expect your club and each member to uphold this policy.

See our [Policies](#) one pager to make sure you are aligned with UNICEF USA's values.

HELPFUL TIPS FOR YOUR ADVISOR

Advisor's Role

UNICEF Clubs are student led initiatives. The role of the advisor is to be a mentor, help guide students through decision making processes, help brainstorm through challenges, navigate finances, build relationships with school administrations and make any legal request with venues for events. Every club is unique, and the role of each advisor is different. We encourage you to meet with your advisor and create an agreement on the roles and responsibilities that the advisor will take on for the year. Have an honest conversation about their capacity to support you, the type of help that you need from them, and your expectations. Below are some tips and conversations you should have with your advisor to have a successful relationship:



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1 Availability Advisors tend to be busy people. Understand their availability by asking them how many hours they can commit to the club per month. Schedule regular meeting times with the executive board and the advisor where you can discuss plans, challenges, and club highlights all at once. Setting times for club office hours with your advisor is a great way to respect their time.

2 Active Participant The most successful clubs are the ones that have active club advisors. Advisors can help recruit members through their classes, bring valuable input in the conversation at club meetings, and help the team stay accountable to your goals. Encourage your advisor to go to your meetings and events, ask them to present to the club on an issue that is important to them and go to them when you need help. When you engage your club advisor they will want to stay involved.

3 Communications You should keep your advisor up to date on all communications with your club. Establish the ways in which your advisor would like to communicate: in writing, through meetings, via text or phone calls. Make sure you are on the same page.

4 Feedback The role of the advisor is not to run the club, but provide feedback on what you are doing well and what you can do to improve. As a general rule, you should always have positive conversations in public and provide criticism in private.

5 Keep It Going Advisors are usually great people to help keep the club going even after you graduate. Make sure they have access to all of your records, know where to find materials, and are familiar with club members and the executive board. They are a great neutral source to help you through leadership selection and transition.

6 Know Your Stuff While some advisors know a lot about both UNICEF and your school, you may want to provide them with basic information about the organization, the club program, school policies and where to find more information. Encourage them to learn about both UNICEF USA's policies and procedures. The more they know, the more they can help.

You and your advisor are never alone, reach out to our team for questions or help at volunteer@unicefusa.org.

KNOW YOUR RESOURCES

We're here to help **YOU** so you can make the biggest impact for children around the world.

Helpful People On Your Side

You're not alone! We have a great support system to help you every step of the way.

National Youth Council Members

Student leaders here to help you, email council@unicefclubs.org

Community Engagement Team

UNICEF USA Staff, email volunteer@unicefusa.org

Community Engagement Associates

In each of our 9 regions we have staff ready to support you through meetings, presentations, info and more. Locate your region [here](#).

Now What?

You just started your club, and there are SO MANY resources to read. You've read this Starter Guide, but now what? Here's what we suggest you read next:

- [2021-2022 Calendar](#) Overview of the year with month to month ideas
- [Membership Tips](#) Tips to recruit new club members
- [Policies and Best Practices](#) A few rules to stay on track as a new UNICEF Club
- [Event Ideas](#) Stumped on what event to hold? Find some great socially distanced and online ideas.
- [Fundraising Guide](#) Best practices in fundraising.

You and your advisor are never alone, reach out to our team for questions or help at volunteer@unicefusa.org.

