

**Keep
in
Mind**

UNICEF Clubs are student-led initiatives where members put #childrenfirst every day.

UNICEF Clubs Prospective Toolkit



The 2014 UNICEF Campus Initiative Leadership Summit convened October 9-12 at Lynn University and the Renaissance Hotel in Boca Raton, Florida.



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Dear Leader,

It is the U.S. Fund for UNICEF's (USF) goal to empower American youth with the resources and skills to be effective global citizens—thinking globally and acting locally for the world's most vulnerable children.

We hope you will help us accomplish this mission by joining the ranks of college and high school students around the country who are educating, advocating and fundraising on behalf of UNICEF. As a UNICEF Club, you will have the opportunity to work in your community and on your campus for our common goals.

This is a big responsibility.

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 campus for the work ahead. Becoming part of this movement is exciting and rewarding, but we know it isn't for everyone. So please review the requirements, guidance documents and responsibilities of leadership carefully to enable yourself to make the best decision.

We have an ever-expanding list of schools and student leaders committed to this work. We're in awe of their accomplishments. Because of their efforts, we raise hundreds of thousands of dollars each year, we introduce thousands of people to UNICEF's mission and we advocate for issues vital to the survival of the world's children.

The staff at the U.S. Fund for UNICEF and our National Council are here to assist you. If you have any questions or need additional information please email volunteer@unicefusa.org.

Sincerely,



Laura Restrepo
Manager, Youth Engagement
U.S. Fund for UNICEF

Requirements of a UNICEF Club

Uphold the Mission and Name of UNICEF and the U.S. Fund for UNICEF

Protecting the name and reputation of UNICEF and the U.S. Fund for UNICEF is the responsibility of every student leader. Please make sure you read, understand and abide by the policies and procedures outlined in this handbook. Important highlights include gaining appropriate permission before you use the UNICEF logo on flyers, T-shirts, promotional materials, etc., and limiting any fundraising activity expenses to 25 percent or less of generated revenue.

Club Registration

Each year, a club is required to re-register on our website to provide updated leadership information. Once approved, this will automatically subscribe your club for its yearly Back-to-School Kit.

Individual Online Registration

All leaders, members and advisors of officially registered UNICEF Clubs should be registered as volunteers on our website at www.unicefusa.org/supporters/volunteers/leader-resources. Members are required to update their subscription if their email changes.

Organizational Structure and Membership

There are a number of ways that UNICEF Clubs organize their leadership structure. At a minimum, all clubs should have four officers: president, vice president, treasurer and secretary. These positions may not be filled by the same person. The transition of leadership typically occurs in the early spring. Each UNICEF Club conducts a recruitment campaign for members and volunteers at the beginning of each academic year and at appropriate times throughout the year. New leadership should be communicated via re-registration each year.

Reporting

All UNICEF Clubs are required to submit a Reporting and Reflection Survey at the end of each term (or twice a year if on a quarterly system). This tool is used to report the accomplishments of our clubs, increase the national staff's ability to track activity, share best practices and demonstrate the impact of resources devoted to the clubs. The survey will be sent via email by the National Council and staff and posted on our social media platforms and made available on our website December 1 and May 1. It is due twice a year (on or before December 31 and May 31).

Registration

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

Financial Accountability

At the U.S. Fund for UNICEF, we believe it is our responsibility to wisely use every dollar received. More than 90 percent of contributions go directly to program services that save children's lives. Organized under the laws of New York State as a not-for-profit corporation, the U.S. Fund for UNICEF is exempt from tax under section 501(c)(3) of the Internal Revenue Code and qualifies for the maximum charitable contribution deduction by donors. More information regarding your fiscal responsibility is available in our Fundraising One-Pager, which can be found under leader resources on our website at: www.unicefusa.org/form/new-volunteer-orientation.

The following is a summary of requirements:

- Clubs must gain student activity or club status through their school and comply with their local requirements.
- Fundraising (and all activities) must be appropriate to the identity of the U.S. Fund for UNICEF.

- Funds raised for a specific purpose must be used for that purpose.
- All money raised in the name of UNICEF and the U.S. Fund for UNICEF must benefit UNICEF. It may not be donated to other charitable causes.
- UNICEF cannot accept donations of material goods or in-kind items for distribution abroad. Clubs must keep accurate financial records and accurately report these records in the Reporting and Reflection Summary.
- All donations and acknowledgments should be processed quickly and efficiently within 30 days.

Logo Use

Using the U.S. Fund for UNICEF logo on flyers and banners is a great way to advertise your club and its activities on campus and in the community. It's also a great addition to T-shirts, pens and other merchandise that you may want to use as part of a fundraiser. Because the most powerful visual element within the U.S. Fund for UNICEF brand is the logo, it must always be

treated with respect. All design templates must be emailed to volunteer@unicefusa.org for approval.

Volunteer Agreement Policy

As a registered volunteer, 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 the U.S. Fund for UNICEF and UNICEF. Read the full terms and conditions on our one-pager under leader resources at www.unicefusa.org/supporters/volunteers/leader-resources.

Nondiscrimination Policy

It is the policy of the U.S. Fund for UNICEF 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. See our Policies, Rules and Regulations one-pager under Leader Resources on our website at: www.unicefusa.org/form/new-volunteer-orientation.



Students sharing best practices at the Student Summit in Boca Raton, Florida in 2014

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How to Become a UNICEF Club

Determine if There is a Need on Your Campus and in Your Community for a UNICEF Club

Is there already a UNICEF Club working on your campus? What is the environment on campus for this kind of student organizing? Will there be students and faculty interested in joining the effort? What other groups are working on campus for child survival? Could you partner with them? Reflecting on the answers to the preceding questions will help you assess the interest and need for a UNICEF Club at your school. Your group will also have a higher potential for success if you know who else is working on these issues.

Determine if a UNICEF Club Is Right for You

There are plenty of ways to volunteer with UNICEF, and it is important that you understand the expectations and requirements of becoming an official UNICEF Club. UNICEF Clubs are expected to have a sustainable and long-term presence on their campus over a number of years. Applying to be a UNICEF Club means committing to a long-term relationship with the U.S. Fund for UNICEF. It means ensuring proper leadership and leadership transition. Non-official groups may certainly plan one-time events to benefit UNICEF but may not receive the same level of support and access to resources. Please read this toolkit carefully before completing the Club application.

For more help in deciding if an official club is right for you contact:

■ College Club Inquiries:

campus@unicefusa.org

■ High School Club Inquiries:

highschoolclubs@unicefusa.org

Identify a Core Group of Interested Students

Forming and sustaining a UNICEF Club may take a considerable amount of time. Your school

administration will want to see a number of students participating, and you will need to find others who are interested in founding this effort. Including others in leadership early on 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.

Talk to Your School Administration about the Steps to Become a Recognized Group on Campus

This can be critical to the success of your UNICEF Club. Support from your school can bring a wealth of knowledge and resources. (Most student groups can access funds to help with their work.) Bring the administration into the process early and use them as a resource. This toolkit guides you through the U.S. Fund for UNICEF's requirements for campus and high school groups, but it's extremely important to be aware of and adhere to your school's guidelines.

Choose an On-Campus Advisor

All UNICEF Clubs are required to have a campus advisor who is a member of the faculty or staff. 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.

Educate Yourself about UNICEF and Issues Important to the Survival of Children around the World

Read about our work on the websites www.unicefusa.org and www.unicef.org. Whether the obstacle to child survival involves politics, poverty, basic logistics or a combination of these problems, UNICEF is the most qualified humanitarian organization in the world to confront and resolve these difficulties. Learn where and how UNICEF's funds and those of the U.S. Fund for UNICEF are used.

Applying to Be a UNICEF Club

Complete and Submit the Campus Initiative or High School Club Application Online

If you have decided the UNICEF Club program is right for you and your campus, complete the application:

■ College Club Inquiries

www.unicefusa.org/campusinitiative

■ High School Club Inquiries

www.unicefusa.org/highschoolclubs

A member of our team will review your application, and you will be contacted via email with next steps and/or approval.

Receive the Official Welcome Email and Back-to-School Kit

Once you have been approved, you will receive your yearly bundle of resources and materials such as T-shirts, posters, pens, a one-pager and educational materials.

Get in Touch with Your National Council Member

The Campus Initiative National Council can be reached at campus@unicefusa.org. The High School National Council can be reached at HighSchoolClubs@unicefusa.org. The National Council will be your best connection to the U.S. Fund for UNICEF. Each region of the United States has one representative on the National Council who will be in touch with you regularly.

Attend a New Volunteer Orientation (Online)

All your leaders, and members if they'd like, should register and "attend" one of our next online new volunteer orientations. This one-hour



Students sharing their work on a national level. Student Summit, 2014. Boca Raton, Florida.

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session is an opportunity to hear a UNICEF 101 presentation. It also provides you with the chance to ask questions of our team afterward. Orientations are held about once a month. Register at: www.unicefusa.org/form/new-volunteer-orientation!

Learn What Resources Are Available to You

Additional Resources can be found on our website under Leader Resources at:

www.unicefusa.org/supporters/volunteers/leader-resources.

- About UNICEF, the U.S. Fund for UNICEF, and UNICEF Clubs
- Events Guide
- Fundraising Tips
- Know Your Resources
- Leadership
- Leadership Transition
- Member Recruitment and Retention
- Partnerships
- Policies, Rules and Regulations
- Publicity and Social Media