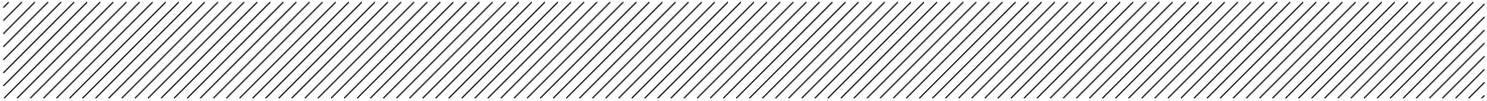


unicef 
united states fund



 **CAMPUS INITIATIVE**
PROSPECTIVE HANDBOOK



Welcome!

Dear Campus Leader,

Thank you for your interest in fighting for global child survival. UNICEF has helped save more children's lives than any other humanitarian organization on Earth for one crucial reason: It is the organization best equipped to tackle the major child killers like pneumonia, diarrhea, malaria, measles, AIDS and malnutrition. No one does this work better than UNICEF.

UNICEF is at the forefront of efforts to reduce child mortality worldwide. There has been substantial progress: the annual number of under-five deaths dropped from 12.4 million in 1990 to 8.1 million in 2009. But still, 18,000 children die each day from preventable causes. Our mission is to do whatever it takes to make that number ZERO by giving children the essentials for a safe and healthy childhood.

We hope you will help us accomplish this mission by joining the ranks of college students around the country who are educating, advocating and fundraising on behalf of UNICEF. As a Campus Initiative 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 campus 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.

Please consider, as well, other activities that benefit UNICEF at actioncenter.unicefusa.org. Thank you, and we look forward to reviewing your application!

In partnership,



Taruna Sadhoo

Officer, Volunteer and Community Partnerships

U.S. Fund for UNICEF

125 Maiden Lane New

York, NY 10038

tsadhoo@unicefusa.org

212.880.9167

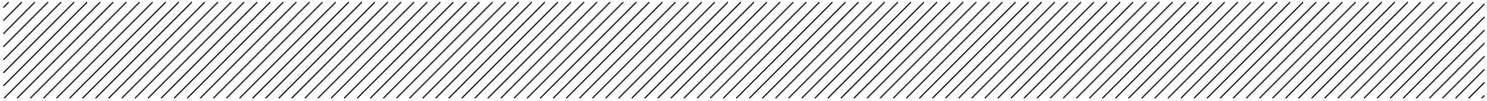


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What is UNICEF?

UNICEF was founded in 1946 to help children in countries devastated by World War II. Now operating in over 190 countries and territories, it has helped save more young lives than any other humanitarian organization. Its world-changing work is sustained completely by voluntary contributions.

UNICEF turns innovative ideas into reality — everything from providing mobile classrooms in Uganda to harvesting rainwater in Bangladesh to empowering girls in Afghanistan through peer counseling.

» WHAT MAKES UNICEF UNIQUE?

Almost 70 years of lifesaving results.

Reach: UNICEF works in more than 190 countries and territories and has developed one of the world's most extensive supply networks.

Expertise: UNICEF's staff of more than 11,000 is highly skilled in responding to public health, child survival and education needs, as well as to emergencies of all kinds.

Access and influence: UNICEF takes a leadership role with governments and communities to make sure children are given top priority.

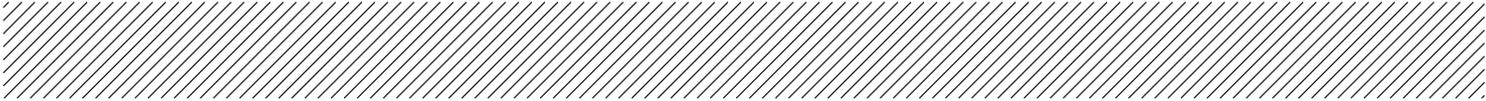
Innovation: UNICEF provides cutting-edge, cost-efficient solutions to get results — everything from easy-to-use birthing kits to solar-powered cold-storage units that safely transport vaccines.

Efficiency: UNICEF is trusted as one of the most effective humanitarian organizations in the world; more than 90 percent of the contributions UNICEF receives goes directly to lifesaving programs for children.

Resolve: UNICEF will not be daunted by war or conflict, disaster or disease, geography or logistical complexity. Every day, 18,000 children die from preventable causes. We believe that number should be zero. And we will not rest until it is.

Join us. Believe in ZERO.





What is the U.S. Fund for UNICEF?

Your Campus Club will be affiliated with the U.S. Fund for UNICEF. The U.S. Fund for UNICEF works to advance the survival, protection and development of children worldwide through fundraising, education and advocacy. The funds raised by your group directly support UNICEF projects and programs around the globe.

Founded in 1947, the U.S. Fund for UNICEF is the oldest of 36 worldwide National Committees for UNICEF and is a vital part of the effort to save and improve children's lives everywhere. Our mission is to reach a day when zero children die from preventable causes, by doing whatever it takes to give them the basics for a healthy childhood. Since its creation, the U.S. Fund has provided UNICEF and partner nongovernmental organizations with more than \$3.7 billion in cash and contributions-in-kind.

Headquartered in New York, the U.S. Fund for UNICEF consists not only of the leadership and staff in its national and regional offices, but also of a nationwide movement of celebrities, volunteers, corporate partners, nongovernmental organizations and generous donors across the country — all working together to save kids' lives.

The U.S. Fund for UNICEF is a non-profit organization incorporated in the State of New York and is tax-exempt under Section 501(c)(3) of the Internal Revenue Code. The U.S. Fund for UNICEF is governed by an independent, non-salaried board of directors.

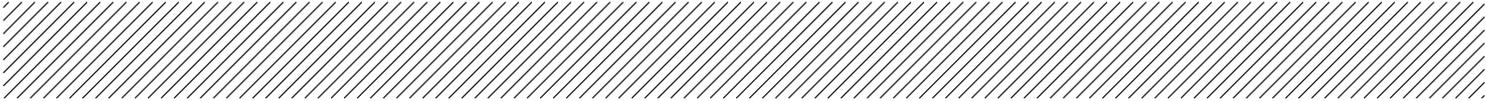
What is the UNICEF Campus Initiative?

The UNICEF Campus Initiative is a rapidly growing grassroots movement of student-led groups that partner with the U.S. Fund for UNICEF to educate, advocate and fundraise on behalf of children and in support of UNICEF's lifesaving work. College students have a powerful role to play in helping the world's children survive. With your help, UNICEF and its partners WILL reach a day when no child dies from a preventable cause.

There are over 120 active Campus Initiative Clubs around the country, and members donate over 65,000 hours of service to UNICEF each semester. The clubs are supported by U.S. Fund for UNICEF staff and by a student-led Campus Initiative National Council.

Education, advocacy and fundraising projects are at the heart of the UNICEF Campus Initiative's invaluable work. Students initiate and conduct a wide range of activities that include:

- Organizing benefit concerts.
- Participating in the Trick-or-Treat for UNICEF campaign and the UNICEF Tap Project.
- Hosting globally themed dinners.
- Setting up booths on campuses and at festivals to promote children's issues.
- Advocating by contacting elected officials.
- Writing campus newspaper editorials about UNICEF's work.
- Fundraising online via the Campus Challenge.



Functions of the Campus Initiative Clubs

The activities of Campus Initiative Clubs should fall into the categories of: education, advocacy and fundraising. The strongest and most developed clubs organize around all three categories.

1. EDUCATION

This is a key component of UNICEF's campus programming. As a Campus Initiative Club, you are expected to educate your members and people on campus and in your community about UNICEF's child survival work. Education can take the form of international dinners, lectures, movies or discussions. Many clubs base their local volunteer work on their interest in issues central to children, such as early childhood health, immunization, education, HIV/AIDS, child protection and emergencies. Direct service is a great way to grasp the importance of these issues in the United States, and many Campus Initiative Clubs incorporate volunteering into their educational activities.

2. ADVOCACY

There are two types of advocacy important to UNICEF's work: educational and political. Educational advocacy includes activities that raise awareness about child survival issues. Political advocacy involves communicating with public officials or the general public to influence legislation and public policy. UNICEF's political advocacy efforts are highly structured and overseen by the U.S. Fund for UNICEF's Office of Public Policy and Advocacy. Campus Initiative Clubs are heavily involved in educational advocacy. They are only engaged in political advocacy on behalf of UNICEF when the public is encouraged to participate in UNICEF-supported legislation. See the Leadership and Membership Handbooks for more information. Examples of club advocacy efforts include chalking campuses with UNICEF facts, organizing hunger banquets and participating in letter writing campaigns.

3. FUNDRAISING

This is a critical component of the Campus Initiative Club work plan and is essential to UNICEF's global success. Funds may be directed to a particular issue or area of the world in which UNICEF works. Clubs are encouraged to hold fundraisers on campus and in the local community. They may participate in the Trick-or-Treat for UNICEF Campaign in the fall, utilizing resources and ideas available at www.trickortreatforunicef.org; recruit restaurants and plan on-campus events through the UNICEF Tap Project in the spring — www.uniceftaproject.org; and raise funds online at unicefusa.org/raisefunds. There are many resources to help clubs raise funds for and awareness of UNICEF's important work. Funds raised using the UNICEF Campus Initiative name and logo can be designated only for UNICEF programming.

Campus Initiative Program Resources

» UNICEF CAMPUS INITIATIVE NATIONAL COUNCIL

The Campus Initiative National Council was founded to strengthen and unite the Campus Initiative and works closely with the U.S. Fund for UNICEF to represent and support campus clubs around the country. It also helps gather resources and plan trainings for Campus Initiative members. Most importantly, the Council provides feedback given by groups and individuals to make specific regulations and recommendations regarding the work of campus leaders to national staff.

The Campus Initiative National Council, which generally consists of 5-6 members, serves a one-year term beginning prior to the start of each new school year. Members are selected based on their level of commitment to UNICEF, history as a student leader and innovative ideas that they bring to the work of the council. The Council meets in person twice a year, participates in monthly conference calls and promotes communication within its designated zones.

The Campus Council is an excellent source of ideas and knowledge related to campus work. The Campus Initiative National Council can be reached by emailing campus@unicefusa.org.

» UNICEF CAMPUS INITIATIVE FELLOW

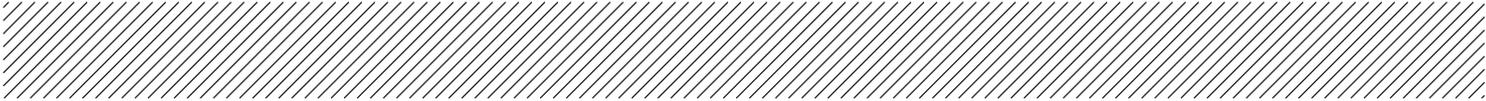
The Volunteer and Community Partnerships Fellow at the U.S. Fund for UNICEF works full-time with the Campus Initiative National Council and U.S. Fund for UNICEF Staff to support campus clubs and individual student volunteers within the UNICEF Campus Initiative.

The Fellow can be reached by emailing volunteer@unicefusa.org.

» GLOBAL CITIZENSHIP FELLOWS

The U.S. Fund also employs Global Citizenship Fellows. Fellows are individuals who exemplify the concept of the global citizen as someone who understands global interconnectivity, respects and values diversity, has the ability to challenge injustice and inequalities and takes action in a way that is personally meaningful. Fellows aim to inspire their communities to take action for the world's children by engaging local groups and cultivating awareness.





Requirements of a Campus Initiative 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.

» ONLINE REGISTRATION

All leaders and members of officially registered Campus Initiative Clubs should be registered as volunteers with the Action Center and receive the Campus Initiative eBulletin. Members are required to update their subscription if their email changes. Action Center instructions are located at the end of this packet.

» ORGANIZATIONAL STRUCTURE AND MEMBERSHIP

There are a number of ways that UNICEF Campus Initiative 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. The new or outgoing officers are responsible for communicating new contact information for the club officers to the Campus Initiative National Council (campus@unicefusa.org) each time a transition occurs. Each Campus Initiative Club conducts a recruitment campaign for members and volunteers at the beginning of each academic year and at appropriate times throughout the year.

» REPORTING

All UNICEF Campus Initiative 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 the Campus Initiative, increase the national staff's ability to track activity, share best practices, and demonstrate the impact of resources devoted to the Campus Initiative. The survey will be sent via email by the UNICEF Campus Initiative National Council and the Campus eBulletin. It is due twice a year (on or before December 31 and May 31).

» 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 goes 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 the Leadership Handbook. 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.

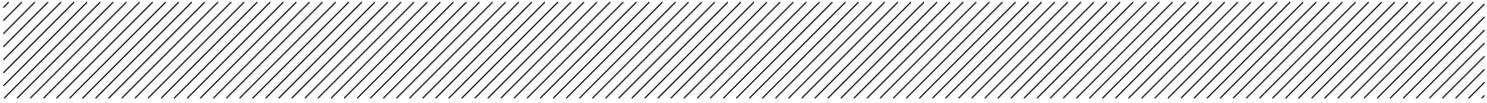
» VOLUNTEER AGREEMENT POLICY

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.

» 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





How to Become a Campus Initiative Club

Determine if there is a need on your campus and in your community for the UNICEF Campus Initiative. Is there already a UNICEF Campus 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 the UNICEF Campus Initiative 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 THE CAMPUS INITIATIVE 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 Campus Initiative Club. UNICEF Campus Clubs are expected to have a sustainable and long-term presence on their campus over a number of years. Deciding to apply for a Campus 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 campus@unicefusa.org.

» IDENTIFY A CORE GROUP OF INTERESTED STUDENTS.

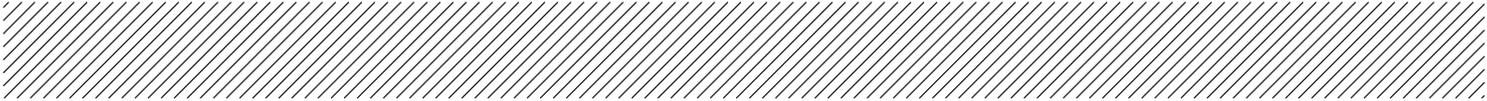
Forming and sustaining a UNICEF Campus Initiative Club may take a considerable amount of time. Your school administration will want to see a number of students participating, and you will need to find others who are interested in founding this effort. Including others in leadership early on in the process 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 Campus 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 UNICEF's requirements for campus groups, but it's extremely important to be aware of and adhere to your school's guidelines.

» CHOOSE AN ON-CAMPUS ADVISOR.

All UNICEF Campus Initiative 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 Campus Initiative in the year ahead, and be honest about the level of support you think you'll need to get things off the ground. See the appendix for more information about the Campus Initiative advisor position.



» 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, we are the most qualified humanitarian organization in the world to confront and resolve these difficulties. Learn where and how our funds are used. Visit our Action Center and check out the resources available to volunteer and campus leaders.

Applying to be a Campus Initiative Club

1. COMPLETE AND SUBMIT THE CAMPUS INITIATIVE CLUB APPLICATION ONLINE.

If you have decided the Campus Initiative is right for you and your campus, complete the campus application. The application is located on the Campus Initiative page on the Action Center: www.unicefusa.org/campusinitiative and a copy of the online application is at the back of this packet.

2. SUBMIT THE CLUB'S CONSTITUTION AND SIGNATURE PAGE.

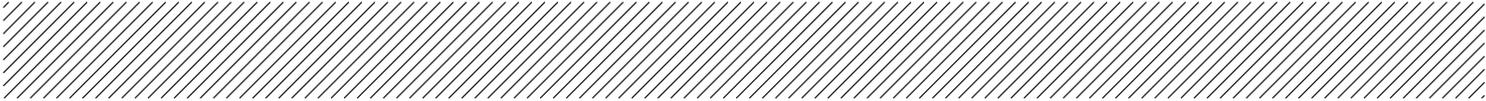
You will receive feedback on your original application within three weeks. If approved, you will move to the second stage of the application process and be asked to submit electronic and hard copies of your organization's Constitution and Signature Agreement Page (examples and forms will be sent to you). If denied, you may resubmit your application with the suggested adjustments. A sample constitution is located in the appendix for your reference.

3. RECEIVE THE OFFICIAL WELCOME LETTER AND BACK TO SCHOOL KIT

Congratulations, you are now an officially registered Campus Initiative Club! The Back-to-School Kit includes: 2013 Campus Initiative Summit Save the Date, Campus Initiative One Pager, Donation Form, Campus Challenge Flyer, Alumni Association Flyer, and Action Center Instructions.

4. GET IN TOUCH WITH YOUR CAMPUS INITIATIVE NATIONAL COUNCIL MEMBER.

The Campus Initiative National Council can be reached at campus@unicefusa.org.



Where do I go for help?

» THE CAMPUS INITIATIVE NATIONAL COUNCIL

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

» YOUR ON-CAMPUS ADVISOR

Your campus advisor should be able to answer a lot of the questions you have about starting a new student group on campus. Other great resources on campuses are the dean of students, student activities office, resident assistants, service-learning centers and professors whose areas of interest are related to child survival.

» THE VOLUNTEER AND COMMUNITY PARTNERSHIPS DEPARTMENT

In addition to the primary support you receive from your campus advisor, the Campus Initiative staff in the Volunteer and Community Partnerships Department is also available to help guide you through the process of founding a UNICEF Campus Initiative Club. The Volunteer and Community Partnerships Department, including Taruna Sadhoo, Program Officer, and the UNICEF Campus Initiative Fellow, serve as a means of support, and can be reached at volunteer@unicefusa.org.

» OTHER UNICEF CAMPUS LEADERS

Visit the Action Center: <http://actioncenter.unicefusa.org>, or the Facebook page: www.facebook.com/campusinitiative to learn what other campus volunteers are doing, and post any questions you have about starting your Campus Initiative Club.

What's next?

» MOVE AHEAD!

After reading this toolkit, you should have a good understanding of what it means to be an official Campus Initiative Club. If you have completed the requisite steps and want to move forward with an application, please download it at unicefusa.org/campusinitiative for submission. See the Appendix V for a hard copy of the application.

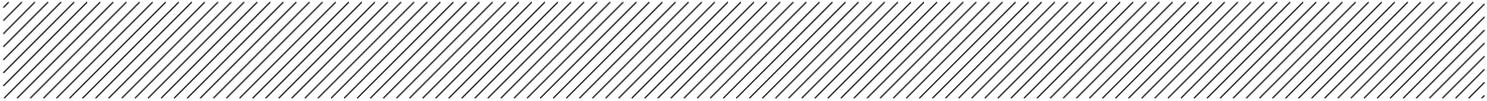
» OTHER OPPORTUNITIES

If you have decided the Campus Initiative is not for you at this time, there are other ways to get involved with UNICEF's important work.

1. Get informed. Read UNICEF's Field Notes blog (<http://fieldnotes.unicefusa.org>) to learn about the challenges facing the world's children and the simple solutions UNICEF is using to save them.

2. Advocate. Allow your voice to be heard in support of UNICEF's extraordinary work. Send a letter to your senator and representative in support of UNICEF's annual congressional allocation and other UNICEF-backed legislation.

» Contact your elected officials now by visiting www.unicefusa.org/advocate, and forward the link to friends.



3. Shop UNICEF. Purchase UNICEF greeting cards and gifts, and make a difference in the lives of children around the world. Explore our exciting line of premium cards and gifts, all designed to delight you, your family and friends.

» Visit [unicefusa.org/shop](https://www.unicefusa.org/shop) or your Hallmark Gold Crown Store.

4. Trick-or-Treat for UNICEF. The Original Kids Helping Kids® campaign, created and inspired by kids. Trick-or-Treat for UNICEF has empowered generations to make lasting change in their global community. This Halloween, help kids in your community save lives with the world's leading children's organization, UNICEF.

» www.trickortreatforunicef.org.

5. Volunteer with the UNICEF Tap Project. During World Water Week each March, participating restaurants ask their patrons to donate \$1 or more for the tap water they usually enjoy for free, to support UNICEF's efforts to bring clean and accessible water to millions of children around the world. Volunteers are encouraged to recruit restaurants to participate and plan events as a part of the UNICEF Tap Project to raise awareness of the world water crisis and raise vital funds to help the millions of children it impacts daily.

» uniceftapproject.org.

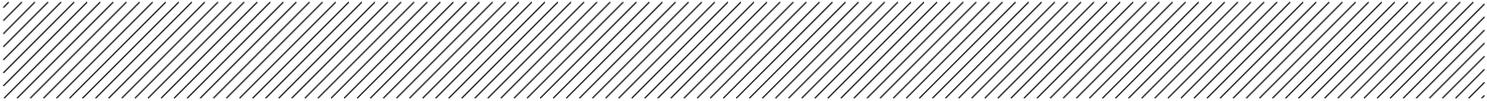
6. TeachUNICEF. TeachUNICEF is a portfolio of UNICEF-focused resources designed and collected by the U.S. Fund for UNICEF's Education Department. The units, lesson plans, stories and multimedia cover topics ranging from the Millennium Development Goals to water and sanitation and can prove useful to educational activities.

» www.teachunicef.org

7. The George Harrison Fund for UNICEF and ACUI Campus Challenge. UNICEF has partnered with the Association of College Unions International (ACUI) and the George Harrison Fund for UNICEF in a nationwide fundraising challenge on campuses from August through April of each school year. With your help, college campuses will aim to raise \$150,000, and all fundraising efforts will then be matched, dollar for dollar, by the George Harrison Fund for UNICEF, for a total of \$300,000 to support UNICEF programs. It's easy to get started.

» Simply visit www.unicefusa.org/campuschallenge to access resources and fundraising ideas and to sign up your campus group to join the challenge.

For more opportunities and resources, visit [unicefusa.org](https://www.unicefusa.org) or email volunteer@unicefusa.org.



Collaborating Organizations

» THE GLOBAL POVERTY PROJECT

The Global Poverty Project is an educational and campaigning organization that activates citizens to become a part of the global movement to end extreme poverty. Currently, there are 1.4 billion people on our planet living in extreme poverty. The Global Poverty Project, in partnership with the U.S. Fund for UNICEF, mobilizes global citizens to take action toward ending extreme poverty by giving a groundbreaking 1.4 Billion Reasons presentation all across the nation and participating in the Live Below the Line campaign.

» www.globalpovertyproject.com and www.livebelowtheline.com

» PHI IOTA ALPHA

Phi Iota Alpha is the oldest Latino fraternity in existence and aims to develop leaders and create innovative ways to unite the Latino community. The brotherhood is composed of university and professional men committed to the empowerment of the Latin American community through social and cultural programs and activities geared toward the appreciation, promotion and preservation of Latin American culture.

The U.S. Fund for UNICEF was chosen as Phi Iota Alpha's official national charity partner. Brothers of the fraternity all across the nation focus on fundraising for our two national campaigns: Trick-or-Treat for UNICEF and the UNICEF Tap Project. At many colleges/universities, Phi Iota Alpha chapters and colonies have formed partnerships with UNICEF Campus Initiative clubs to host events and campaigns.

» To see the list of Phi Iota Alpha fraternity chapters and colonies, visit: www.phiota.info/?page=Chapters_Colonies.

» BETTER WORLD BOOKS

Better World Books is a global bookstore that harnesses the power of capitalism to bring literacy and opportunity to people around the world by collecting and selling books online to donate books and fund literacy initiatives worldwide. The U.S. Fund for UNICEF began a partnership with Better World Books on February 2012 on their Better World Books on Campus Book Drive Campaign. UNICEF is now one of the charities campuses can select when hosting a Book Drive fundraiser.

» www.betterworldbooks.com/go/campus

» ASSOCIATION OF COLLEGE UNIONS INTERNATIONAL (ACUI)

ACUI is a nonprofit educational organization that brings together college union and student activities professionals from hundreds of schools in seven countries. To raise funds toward its mission of saving children's lives worldwide, the U.S. Fund for UNICEF partnered with ACUI and the George Harrison Fund for UNICEF for a fundraising challenge on campuses starting in 2008. To date, more than \$842,000 has been raised through this challenge.

» Learn more about the partnership at: www.unicefusa.org/campuschallenge or www.acui.org/unicef/uniindex.aspx.

» GLOBAL BRIGADES

Global Brigades is the world's largest student-led global health and sustainable development organization. For the past nine years, the organization has mobilized thousands of university students and professionals through skill-based programs, working with community members to improve the quality of life in developing regions.

» www.globalbrigades.org

» THE RESOLUTION PROJECT

Founded in 2007, The Resolution Project aims to inspire young leaders from an underserved population through Social Venture Challenges ("SVCs") and awarding Resolution Fellowships. These young leaders are invited to propose impactful social ventures in a multistage competition, and the fellowship is awarded to those young leaders with the most promising social venture proposals and compelling personal leadership characteristics.

» www.resolutionproject.org

» CLINTON GLOBAL INITIATIVE

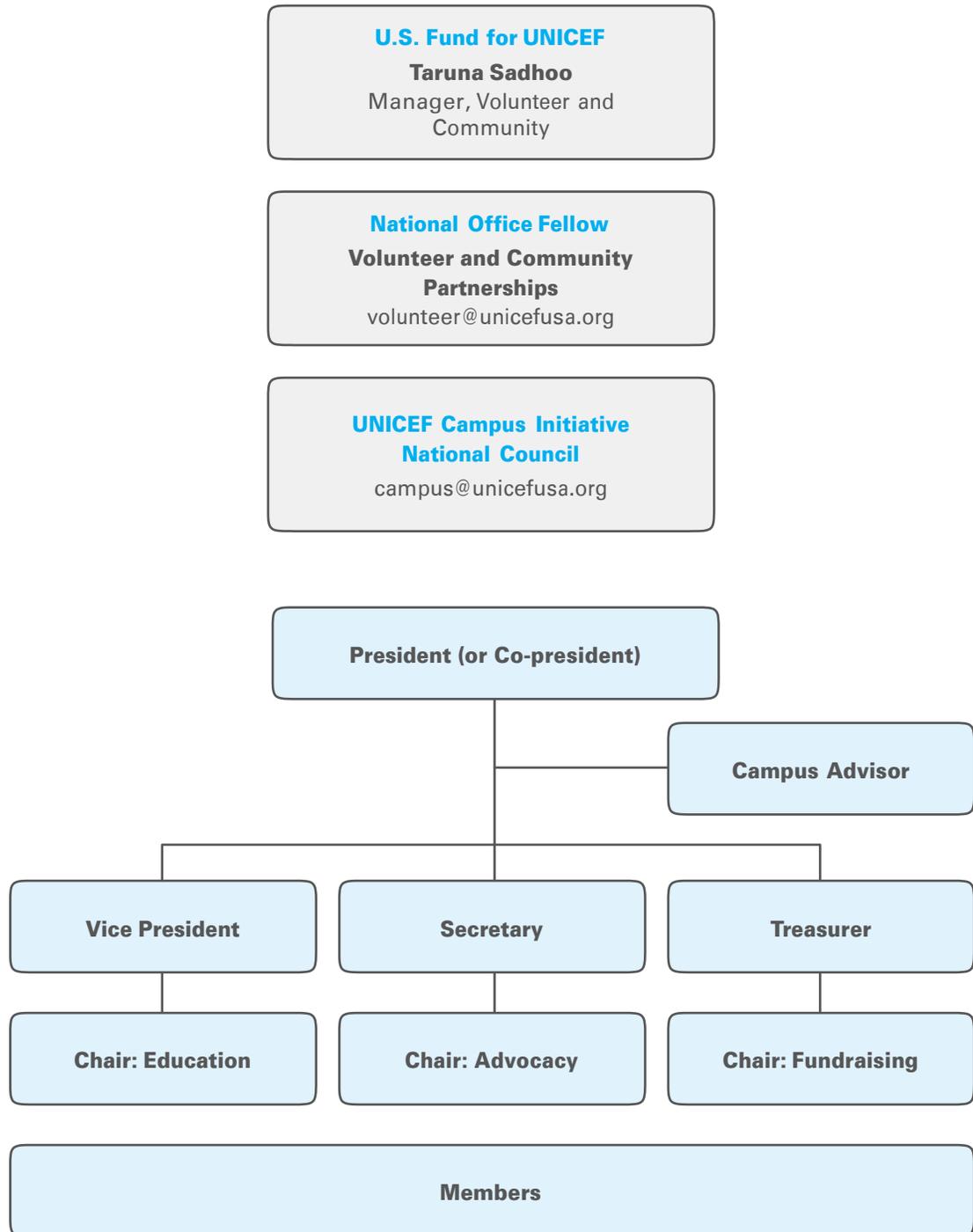
Established in 2005 by former President Bill Clinton, the Clinton Global Initiative (CGI) brings global leaders together to create and implement innovative solutions to society's most pressing challenges. CGI Annual Meetings have brought together more than 150 heads of state, 20 Nobel Prize laureates and hundreds of leading CEOs, heads of foundations and NGOs, major philanthropists and members of the media.

» www.clintonglobalinitiative.org



Appendix I

» SAMPLE ORGANIZATIONAL CHART FOR CAMPUS INITIATIVE CLUBS



Appendix II

» LEADERSHIP ROLES FOR CAMPUS INITIATIVE CLUBS

President: The presiding officer of the club, the president sets the agenda and plans meetings and events. The president works with the advisor, the staff of the U.S. Fund for UNICEF and other club officers to accomplish the goals of the Campus Initiative. The president, along with other outgoing officers, coordinates leadership transition.

Vice President: Assists the president in his or her duties and presides over the club in the absence of the president. The vice president also acts to support the chair of education and is responsible for setting up appropriate committees to coordinate and expand educational outreach.

Secretary: Takes the minutes and types the agenda of the meetings. Also acts to support the chair of advocacy and is responsible for setting up appropriate committees to implement advocacy efforts.

Treasurer: Oversees all funds and transactions associated with the Campus Initiative Club. The treasurer's duties include: obtaining a budget from the college or university (whether that requires working with student government or requesting monies from a campus activities fund); developing an individual budget for each event; overseeing funds associated with the club; and sending contributions to the U.S. Fund for UNICEF within 30 days of an event. The treasurer also acts to support the chair of fundraising and is responsible for setting up appropriate committees to coordinate fundraising efforts.

All officers should keep careful records of all activities and financial transactions that occur during their term of service. These records are reported during the Reporting and Reflections Surveys in December and May and are used during leadership transition. All new officer contact information should be emailed to volunteer@unicefusa.org and updated on the Action Center.



Appendix III

» CAMPUS INITIATIVE ADVISOR

Potential Advisor:

Thank you for considering an advisor's role for the UNICEF Campus Initiative. UNICEF Campus Initiative Clubs are student-led organizations that educate, advocate and fundraise on behalf of the world's children for the benefit of the United Nations Children's Fund. One of the requirements of founding a Campus Initiative Club is to partner with an appropriate ally on campus to serve as the on-campus advisor.

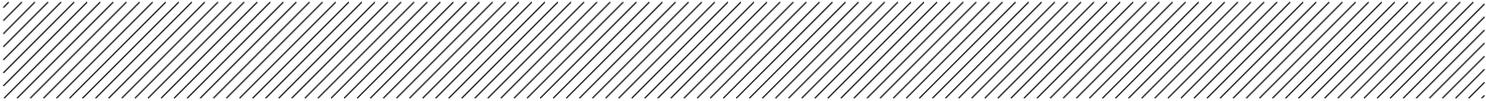
An advisor can be anyone employed by the school as a member of the faculty, staff or administration. Advisors are essential to the success of the student groups, as they provide consistency and sustainability to the Clubs. It is important to remember that Campus Initiatives Clubs are student-led organizations. Advisors should not serve as the primary contact or leader of the group. They should serve, rather, as a mentor, coach or guide.

An advisor's role requires the following:

- Meet with student leaders on a monthly – or at least regular – basis.
- Guide interpretation of campus policies and provide guidance on navigating the school's campus activity environment.
- Support annual planning and goal-setting.
- Provide help with event planning.
- Lend guidance and oversight to annual leadership transition.
- Facilitate access to campus and community resources.

Each Club should have one advisor, but should encourage other faculty members, staffers and administrators to be involved with the UNICEF Campus Initiative.





Appendix IV

» SAMPLE CONSTITUTION

Leadership University
UNICEF at LU Constitution

» ARTICLE I: NAME

The name of this organization shall now be known as UNICEF at LU.

» ARTICLE II: AIM/PURPOSE

The purpose of this organization is to organize students for the survival, protection and development of children worldwide through education, advocacy and fundraising as a UNICEF Campus Initiative group through the U.S. Fund for UNICEF.

» ARTICLE III: MEMBERSHIP

Section 1: Membership in UNICEF at LU shall be equally available to all students. There may not be any discrimination against race, religion, political views, nationality, handicap, sex, etc., according to the Leadership University Discrimination policies.

Section 2: An official member of this organization is one who has attended three meetings during one semester and paid any applicable annual dues. The membership list shall be kept up to date by the Secretary of the organization.

Section 3: Members are to be recruited during “Welcome Week” during the fall semester and the “Student Activities Expo” at the start of each semester. Flyers, announcements in classes and tabling will also be used for recruitment.

Section 4: New members may join at any time throughout the year.

» ARTICLE IV: EXECUTIVE BOARD

Section 1: All officers must be students at Leadership University.

Section 2: All officers are expected to be present at all organization and executive board meetings.

Section 3: The executive board of the organization shall meet once per week, with additional one-on-one executive meetings to be called as needed.

» ARTICLE V: EXECUTIVE BOARD RESPONSIBILITIES

President duties shall include, but not be limited to:

1. Calling, presiding over and adjourning all meetings of this organization and its executive board;
2. Overseeing the induction, activities, responsibilities and removal of committee chairpersons;
3. Performing all other various duties as required by the organization;
4. Representing the organization as a whole, both externally and internally;
5. Settling any and all disputes among or between committees, in addition to settling any and all disputes among or between members of the Executive Board;
6. Maintaining a President’s Manual or Book;

- 7. Staying in regular contact with the Faculty Advisor;
- 8. Staying in regular contact with the U.S. Fund for UNICEF;
- 9. Collaborating with other organizations and student groups;
- 10. Connecting graduating seniors with the UNICEF Campus Initiative Alumni Association.

Vice President duties shall include, but not be limited to:

- 1. Assuming the duties and responsibilities of the President in his/her absence;
- 2. Assisting the President in planning the Executive Board meetings and agendas;
- 3. Creating and maintaining a Calendar of Events;
- 4. Working with, advising and supporting the Education Chair in the organization and planning of all educational initiatives and events;
- 5. Coordinating with relevant university departments and student organizations;
- 6. Organizing community service work on behalf of UNICEF at LU.

Secretary duties shall include, but not be limited to:

- 1. Maintaining a membership list of all official members, including, but not limited to
 - a. Contact information
 - b. Attendance records;
- 2. Maintaining both an active and general email list —
 - a. An active email list for the purpose of keeping club members up to date
 - b. A general email list for the purpose of keeping members of the community up to date with select events and meetings.

Treasurer duties shall include, but not be limited to:

- 1. Handling all fiscal matters related to UNICEF at LU;
- 2. Completing and signing all necessary paperwork with the Student Activities Office (SAO);
- 3. Working with, advising and supporting the Fundraising Chair in the organization and planning of all fundraising initiatives and events;
- 4. Coordinating with all relevant fundraising university departments and student organizations.

» ARTICLE VI: CHAIR POSITIONS & RESPONSIBILITIES

Section 1: The Executive Board of this organization shall have the authority to, either through appointment or election, authorize the establishment of Chairs.

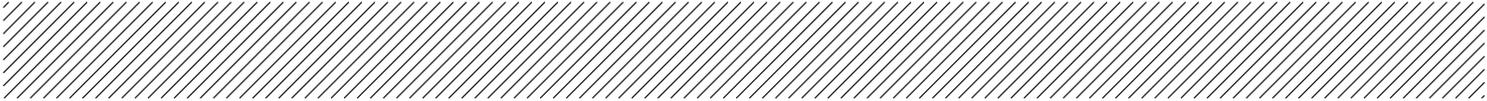
Section 2: Chair responsibilities may include but not be limited to coordinating all Committee programming; assisting the Executive Board in any Committee-related initiatives; and active participation in all Committee work.

» ARTICLE VII: VACANCIES

Section 1: Vacancies occurring in any of the elected offices shall be officially filled at the next regular organizational meeting following the occurrence of such a vacancy.

Section 2: The order of succession shall be followed in the filling of any vacant office during an unexpired term. The order of succession will be: President; Vice President; Secretary; Treasurer; Education Chair; Advocacy Chair; Fundraising Chair.

Section 3: If an officer declines to fill a vacant office, then an election shall be held to fill the vacant office for the remainder of the term.



» ARTICLE VIII: ELECTIONS

Section 1: Elections for officers of the Executive Board shall take place three weeks before the last day of classes.

Section 2: Each candidate must receive a basic majority of votes (51%) to be deemed the winner.

Section 3: All candidates must be members of the organization to be nominated or selected, as per membership rules of Article III.

Section 4: All official members of the organization shall be afforded one vote.

Section 5: Newly elected officers must meet with the outgoing officer to train for their new position. The outgoing President is expected to host an Executive Board transition day to include all outgoing and incoming Executive Board leaders.

» ARTICLE IX: MEETINGS

Section 1: The UNICEF Campus Initiative shall meet once every one to two weeks.

Section 2: The Executive Board of the organization shall meet once per week, with additional one-on-one executive meetings to be called as needed.

» ARTICLE X: FINANCIAL ACCOUNT

Section 1: The club financial account shall be used to hold all funds raised for U. S. Fund for UNICEF donations and club expenses. All club financial activities shall be tracked using the club financial logbook or Excel record. The logbook or record shall be maintained by the President and Treasurer and may be reviewed by any current officer at any time upon request.

Section 2: The club financial account will not include the name “UNICEF” in its title, per U.S. Fund for UNICEF policy.

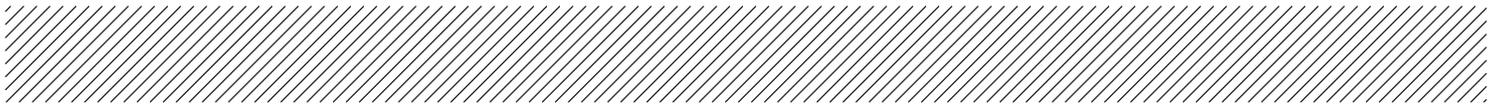
Section 3: Fundraising activity expenses should be 25 percent or less of generated revenue.

Section 4: Should the club become defunct, all remaining funds in the club financial account are to be donated to the U.S. Fund for UNICEF within one month of the termination of the club.

» ARTICLE XI: AMENDMENTS

Section 1: Two-thirds (2/3) of the membership is required in order to vote on changes of the Constitution.

Section 2: All amendments, after being successfully voted on by the organization, shall be forwarded for approval to the Director of the Student Activities Office. A new copy of the Constitution will then be sent to the U.S. Fund for UNICEF, Attn: Volunteer and Community Partnerships, 125 Maiden Lane, New York, NY 10038.



Appendix V

» CAMPUS INITIATIVE CLUB APPLICATION

Application Instructions

Please complete this application to the best of your ability. You may use extra pages as necessary. Save this document as "Application [School Name] [Year]" (as in "Application University of Georgia 2013"). Kindly submit your thoroughly completed application to volunteer@unicefusa.org.

You will receive feedback on your original application within three weeks. If approved, you will move into stage two of the application process and be asked to submit electronic and hard copies of your organization's Constitution and By-Laws and Signature Agreement Page. If your application is denied, you may resubmit it with the suggested adjustments.

Contact Information

Name of University:

Campus Address:

Official Name of your Campus Club:

Primary Student Officer Contact:

Name:

Current Address:

Telephone: Cell Phone:

E-mail at School:..... Permanent E-mail:

Year in School: Estimated graduation month/year:

Permanent Address:

Contact Information for other Founding Officers: (Names, phone numbers, emails, years in school):
.....
.....

Campus Initiative Advisor:.....

Campus Position:

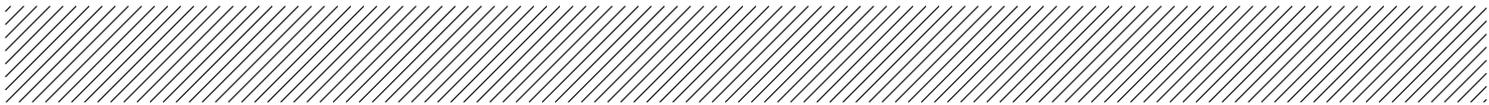
Address:

Telephone: Cell Phone:

E-mail:

Group website (if applicable):

Group listserv or e-mail (if applicable):



» APPLICATION QUESTIONS

Please feel free to provide responses on a separate document, but application questions should not exceed 3-5 pages. Note: It is expected that the plans outlined in this application may shift with time depending on campus environment, group successes, and challenges.

University Environment

- Please describe your school (for example: size, location and student demographics) and the level of student engagement on your campus.
- Why is the UNICEF Campus Initiative needed on your campus? And what would set the UNICEF Campus Initiative apart from other groups on campus?
- Provide a summary of the official campus club registration process on campus and where your prospective UNICEF Club is in the process.
- Describe your relationship with your advisor (for example: number of meetings, agreed-upon role, help you have received thus far, etc.).

Membership and Activities

- What is your target number of members the first year, and what ideas and plans do you have for recruiting members?
- What is your proposed leadership structure, and how will you encourage the engagement of members?
- How will you structure membership meetings (key components, frequency and length)?
- The mission of UNICEF Campus Initiative Clubs is education (including direct service), advocacy and fundraising to benefit of UNICEF. What activities do you propose that your group does to accomplish this mission?

Personal/Commitment

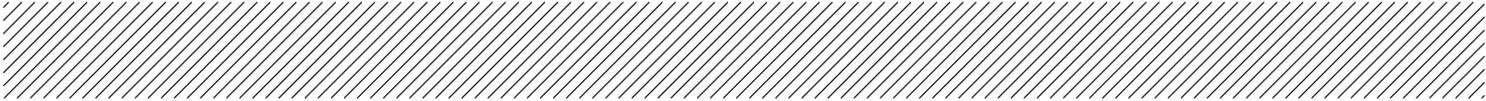
Why would you like to found a UNICEF Campus Initiative Club on your campus, and what leadership skills do the founding officers possess to make it successful?

Please Check

- I have read the Prospective UNICEF Campus Initiative Club Toolkit.
- I have registered as a volunteer with the U.S. Fund for UNICEF at unicefusa.org/actioncenter.

Signature Date.....

(Electronic signature is acceptable for this document)



Volunteering Abroad Resources

1. BUILDING BRIDGES COALITION:

The Building Bridges Coalition (BBC) is a consortium of leading organizations working collaboratively to promote the field of international volunteering. We are a galvanizing force, a convening space and the voice of our field. The BBC is a project of the Brookings Institution's Initiative on International Volunteering and Service and comprises international volunteer organizations, corporations, universities and colleges, government agencies, policy makers and other stakeholders.

Goals:

1. to improve the quality of international volunteer service
2. to scale up the number of international volunteers sent abroad annually
3. to maximize positive impacts of international service in communities throughout the world, and at home

» www.buildingbridgescoalition.org

2. CROSS CULTURAL SOLUTIONS:

Cross-Cultural Solutions is a nonprofit 501(c)(3) organization that addresses critical global issues by providing meaningful and sustainable volunteer service to communities abroad and contributing responsibly to local economies.

- Choose where you volunteer: Volunteer Abroad is available in 12 countries: Brazil, China, Costa Rica, Ghana, Guatemala, India, Morocco, Peru, Russia, South Africa, Tanzania and Thailand.
- Choose when you go: Volunteer Abroad start dates are available year round.
- Choose how long you stay: Volunteer Abroad is available from 2-12 weeks. Only have one week? Consider Insight Abroad.

» www.crossculturalsolutions.org/programs/volunteer-abroad.aspx

3. GLOBAL BRIGADES:

Global Brigades is the world's largest student-led global health and sustainable development organization. Since 2004, Global Brigades has mobilized thousands of university students and professionals through nine skill-based service programs to improve quality of life in under-resourced communities.

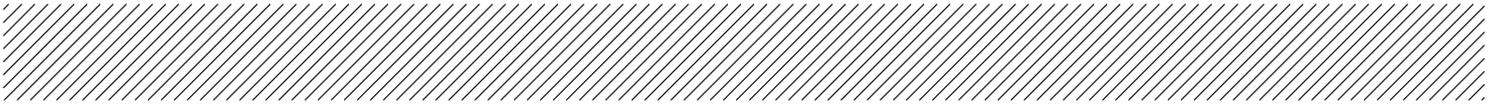
Volunteers can choose from nine programs relating to global health and sustainable development: architecture, business, dentistry, environment, law, medicine, micro-finance, public health and water.

» www.globalbrigades.org/programs/dental/objective/

4. HABITAT FOR HUMANITY:

Habitat for Humanity is an ecumenical Christian ministry founded on the conviction that every man, woman and child should have a decent, safe and affordable place to live. Habitat for Humanity builds for people in need regardless of race or religion. Volunteers and supporters from all backgrounds are welcomed.

» www.habitat.org/getinv/volunteer_programs.aspx



5. PEACE CORPS:

The Peace Corps traces its roots and mission to 1960, when then Senator John F. Kennedy challenged students at the University of Michigan to serve their country in the cause of peace by living and working in developing countries. From that inspiration grew an agency of the federal government devoted to world peace and friendship.

Since that time, 210,000+ Peace Corps Volunteers have served in 139 host countries to work on issues ranging from HIV/AIDS education to information technology and environmental preservation.

The type of work a volunteer does is ultimately determined by the needs of a host country and the potential of a volunteer to contribute to those needs and to the Peace Corps' mission. There are a wide variety of volunteer positions to fill throughout the world; however, nearly all volunteer opportunities fall under one of the following general categories: education, youth and community development, health, business information and communication technology, agriculture, environment, HIV/AIDS and food security.

» www.peacecorps.gov/learn/

6. RESOLUTION PROJECT:

The Resolution Project is a nonprofit organization founded in 2007 to connect and empower a global community of young leaders through cooperative social entrepreneurship. Resolution Members and Fellows work together on social venture projects around the world, creating a positive impact today. Resolution provides funding, support and assistance to these ventures, while fostering online crowd-sourcing and face-to-face collaboration through their Network.

Their Network connects, educates and activates young leaders, with a socially conscious web app at the center to bring people together to work on, create and develop projects and actively involve themselves in social change.

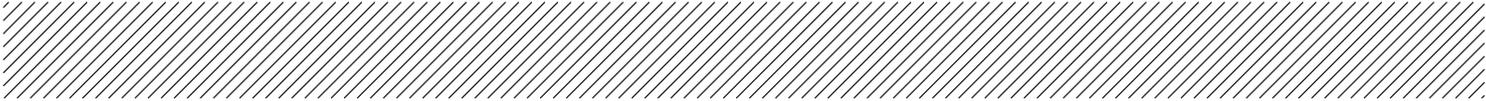
» www.resolutionproject.org/ventures

7. UNITED PLANET:

For more than a decade, United Planet has brought together thousands of people all over the world in the effort to build cross-cultural understanding and provide vital services to communities in need. Our guiding principle is that relationships are the building blocks of a more united planet. As an international nonprofit organization, we have earned a reputation for caring, excellence and respect for everyone who works with us: our volunteers, our local projects, our families and team members.

As an international nonprofit organization, United Planet works to build a world in which all people understand, respect and support one another. Our global network of leaders and volunteers fosters cross-cultural understanding and addresses shared challenges to unite the world in a community beyond borders.

The principle that animates everything we do is the concept of Relational Diplomacy -- recognizing that the relationship between people of diverse backgrounds is the basic building block for uniting the world. United Planet's innovative programs are designed to expose our common human bonds, generate respect and appreciation for our cultural, racial and religious diversity and enrich lives of our neighbors worldwide.



United Planet has been featured on CNN and in *National Geographic*, *The Huffington Post*, and *The Boston Globe*.

» We invite you to learn more about us and to join us in a journey that will open your heart, mind and world. Please visit: www.unitedplanet.org.

8. VOLUNTEER AFRICA:

Volunteer Africa is a not-for-profit organization. We do not spend any money on paid advertising. Our operating costs are minimal, meaning that more of the money you pay to participate is spent in Africa enabling community development. Why pay to volunteer?

Africa is not short of labor! Money is a different matter. Classrooms, homes, medical clinics and sanitation projects are some of the projects that are made possible by the program fee volunteers donate as well as their labor.

» www.volunteerafrica.org

9. VOLUNTEER LATIN AMERICA:

Volunteer Latin America is an environmentally friendly organization that helps independent volunteers find affordable volunteer work in South and Central America. We provide independent volunteers with all the information they need to get involved in volunteer programs that match their needs or personal interests, including the possibility to volunteer abroad for free. We provide a mutually beneficial bridge between those seeking volunteer work abroad and hundreds of Latin American nonprofits and charities seeking international volunteers. The benefits of volunteering abroad via the world's greenest overseas voluntary work advisor include gaining access to a fantastic range of volunteer opportunities.

» www.volunteerlatinamerica.com

10. WORLDTEACH:

As a WorldTeach volunteer, you will witness firsthand the challenges and rewards of education in a developing country. You will share the skills and knowledge gained through your education and life experience with your students, and you will make a lasting difference in their lives, opening their eyes to a world beyond their classrooms.

WorldTeach requires candidates to choose their country of service and corresponding departure date before applying. Each of our programs varies in their teaching assignments, type of accommodation, and potential placements in urban or rural areas. See a summary of our program offerings to aid in your decision-making process! You can read about the typical lifecycle of a WorldTeach program here.

» www.worldteach.org/site/c.buLR1bNO1bJ2G/b.6150577/k.874F/Teach_Abroad.htm

Action Center

Join the U.S. Fund for [UNICEF Action Center](#), our online volunteer support system. Here you will be able to access information on the U.S. Fund for UNICEF's major projects and campaigns, ideas and resources for hosting fundraisers, a map of events taking place in your area and more!

As a member of the UNICEF Campus Initiative, your school's UNICEF club gets its own page on the Action Center! Here you can share pictures, videos and files with your members and other volunteers. The Action Center is also a great way to network and form partnerships with other Campus Initiative Clubs.

If you have any questions about the Action Center, please email volunteer@unicefusa.org.

Step 1: Create a personal account on the Action Center. Please visit unicefusa.org/actioncenter to register.

Step 2: Join the UNICEF Campus Initiative page.

Step 3: Join your campus club's page. You can search for pages in the top, right-hand corner of the website. Each school should be labeled as [your official university or college name] Campus Initiative Club.

Step 4: If you are a member of the Executive Board for your Campus Initiative Club, message the UNICEF Campus Initiative page to request administrator access.

Step 5: Once you have been granted access, use this toolkit as a guide for updating your club's page.



