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# UNICEF UNITE CLUBS: LEADING YOUR CLUB

## LEADERSHIP RESPONSIBILITIES

We know being a leader can be a tough, but extremely rewarding role. To help you hit the ground running, take a look at what is expected of our club leaders, and how you may want to organize your club and executive board.

- Create a strong recruitment and retention strategy. See our Membership Tips for more information.
- Maintain ongoing communication with members of the UNICEF National Council and UNICEF USA staff through email at [volunteer@unicefusa.org](mailto:volunteer@unicefusa.org) or [council@unicefusa.org](mailto:council@unicefusa.org).
- Visit [unicefusa.org](http://unicefusa.org) to educate yourself about current issues and priorities on children's health, education and protection.
- Maintain political impartiality on issues when representing UNICEF. When asked, coordinate campus involvement in UNICEF-sponsored public policy concerns. Visit [unicefusa.org/advocacy](http://unicefusa.org/advocacy) for the latest advocacy alerts.

### Recognition

UNICEF Clubs and their leaders will receive digital awards at the end of the school year to showcase their achievements!

## SAMPLE WORK DISTRIBUTION (WHO DOES WHAT)

### • PRESIDENT

The presiding officer of the club. Sets the agenda and plans meetings and events. The president works with the advisor, the staff of UNICEF USA and other club officers to accomplish the goals of the club. 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. Your VP would be a great Community Building Lead.

### • SECRETARY

Takes the minutes and types the agenda of the meetings. This position could be an awesome person to be your Advocacy Lead.

### • TREASURER

Oversees all funds and transactions associated with the UNICEF Club. The treasurer's duties include: submitting all donations to UNICEF USA and maintaining records for the club's budget. Your Treasurer would be a great Fundraising Lead.

### • COMMUNICATION OFFICERS

Oversees the club's social media accounts, and club communications whether it's through email newsletters or text reminders. This position would be a great Education Lead.

## LEADERSHIP REQUIREMENTS

- Reregister each year on the [website](#) and receive your back to school kit. You will be asked to provide contact information for all of your leaders.
- Complete the End of Year Survey in May to receive digital badges and certificates for your club leaders and members.
- One year leadership term.
- Commit to no less than five hours per week.
- Host e-board meetings no less than once a week.
- Host structured member meetings weekly or biweekly.
- Submit your membership list through our online portal, which you'll receive via email.
- As the main contact for national initiatives, you should feel comfortable adapting and implementing national initiatives locally.
- Track finances and ensure the timely and secure processing of donations.
- Coordinate partnership development on and off campus.
- Stay up to date by reading UNICEF Clubs bimonthly email newsletters.
- Uphold the Policies and Best Practices outlined in the UNICEF Clubs resources.

## BOARD MANAGEMENT

- All board issues should be discussed at a board meeting, not at the general members meeting – except if there is a need for a general vote.
- All board members should be capable of running a meeting. Some clubs rotate meeting facilitation among board members.
- Each member of the board should be responsible for organizing their leadership transition before the end of his or her term. All of these transitions should occur at the same time of year.
- Club presidents should host a leadership retreat with the other officers and leaders to plan the club activities for the academic year with the other officers and leaders. Goals should be set for fundraising, advocacy, building community and speaking out.
- Club members should be presented with this plan and given the opportunity to help meet the goals and submit ideas for further action.



## RECORDS YOU MAY WANT TO KEEP

- Club Constitution and bylaws.
- Social media and email login, passwords and key websites.
- UNICEF club one pagers, UUSA staff resources.
- Contact information for club members, partners, university offices and other clubs.
- Meeting minutes (include number of attendees, length of meetings).
- Past posters, flyers, advocacy letters, etc.
- Club organization chart, position descriptions.
- Records of financial transactions (including names, dates, events, amounts, the purpose of the transactions, etc.) and all donations submitted to UNICEF USA.
- Records of events/activities (event name, date, description, number of attendees, amount raised, planning time and process, partners, etc.).
- Any other helpful resources or information (including leadership challenges, tips, etc.).



## MEETING FACILITATION

### Productivity

Above all else, make your meetings productive by setting goals.

### Schedule Meetings

You should schedule your meetings to last an hour to an hour and a half if you have an interactive/ educational activity planned. Be consistent about the duration to ensure consistent attendance.

### Create an Agenda

Plan ahead; it will make the meeting run more smoothly. Check out our [2021-22 Calendar](#) to plan out your meetings for the year and visit our [PowerPoint Center](#) for helpful meeting ideas.

### Participation

Encourage active involvement. Schedule time in meetings for introductions, community building activities, discussion and the opinions of your group members. Allow your members to be as involved as possible.

### Mission

Always remind members of the important impact of their efforts on behalf of the world's children.

### Education

Hosting a teacher or local children's advocate is a great way to keep members engaged.

### Task Forces and Assignments

Divide up the work. Don't take responsibility for everything; if people feel they aren't needed, they won't contribute. Keep track of who's doing what, and make sure they understand that this is an important commitment and that people are relying on them.

### Follow-up

After the meeting, you or one of the group leaders should send an email to all members (whether they were present at the meeting or not) containing the notes from the meeting. It is important to let members know what you are doing. If they missed the meeting, the email will bring them up to date.

### Stay Connected!

Join our UNICEF UNITE Clubs [Slack channel](#).





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# UNICEF UNITE CLUBS: ACTION AREA LEADS

Your club should choose FOUR leaders to serve in the following roles. These leaders will be your point person for these action areas. They will be responsible for sharing updates with your club about their area!

## Advocacy Lead

This leader will have the opportunity to work closely with the UNICEF USA Advocacy Team to activate your club around specific legislation and ensure that UNICEF USA continues to be a top priority for the United States Congress! This leader's role is to relay information specific to UNICEF USA- supported legislation and take action accordingly. Additionally, this leader keeps club members up to date about what your elected officials are up to. (This would be a great role for your Vice President!)

## Education Lead

This leader will organize initiatives to educate your peers and community about UNICEF's work around the world. The Education Lead will utilize UNICEF USA's online resources, PowerPoints, web stories and more to spread awareness about our key campaigns. They will share your club's impact through social media and blog articles. Throughout the year, this leader will stay up-to-date on UNICEF news, emergencies and campaigns to ensure their club is kept informed. (This would be a great role for your Secretary or Media Officer!)

## Community Building Lead

This leader will lead outreach initiatives to other high schools and colleges, community groups, elementary schools, and more. The Community Building Chair helps develop and manage your club's relationships with other clubs in your school and with community partners. Throughout the year, this leader will work with the UNICEF USA National Youth Council and Community Engagement Associates around the country to grow our presence in your local community. (This would be a great role for your President!)

## Fundraising Lead

This leader will work directly with the UNICEF USA Community Engagement team to manage your club's fundraising efforts! Throughout the year we will support them through organizing fundraisers, submitting funds, and managing donations. (This would be a great role for your Treasurer!)

**Stay Updated:** Share your leaders' contact information when you register your club so they can receive our email updates and join our [Slack channel](#) to connect with other leaders.

Updated JULY 2021

To learn more about UNICEF UNITE Clubs, visit our Leader Resources online: [unicefclubs.org](https://unicefclubs.org)



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# UNICEF UNITE CLUBS: MEMBERSHIP TIPS

## Effectively Orient and Train Members

### WHAT IS A MEMBER?

Our UNICEF UNITE Club Members are united by a common desire to make a difference both locally and globally. Members engage with their classmates, community, and local organizations to become champions for children.

Anyone who loves the work of UNICEF and wants to help put children first can join a UNICEF UNITE Club! You don't have to be an expert on fundraising, advocacy or the issues affecting the world's children. UNICEF USA will provide the resources and support you need to make the biggest impact.

### Benefits to UNICEF Club Membership

- Join a diverse community of UNICEF supporters who are passionate about advancing the survival, protection and development of children everywhere
- Develop your leadership skills to make an impact by participating in trainings with UNICEF USA staff
- Build relationships with student leaders around the country
- Gain a deeper understanding of UNICEF's programs and how they make a difference for children

- Receive invitations to UNICEF USA regional events and national webinars
- Gain opportunities to be nominated for special service awards and get volunteer hours

### TIPS TO KEEP MEMBERS ENGAGED

Remember, active members should participate in at least 50% of club meetings and events. Following are guidelines to make the most of your team:

- Schedule a mandatory member orientation about two weeks after your information sessions. Host 2-3 more member orientations throughout the year.
- Train members by using veteran members who did similar events the previous year.
- Organize a member retreat – it is a great way to train new members and plan for the semester or year with them.
- Prepare clear descriptions of the duties of a club member, engagement opportunities and benefits of being a member.

- Learn about UNICEF's core programming activities. Ask your faculty advisor or another professor to discuss child survival, protection and development with your club.
- Remind yourself and others why you volunteer by sharing stories, quotes or ideas that inspire you! Why did they join the UNICEF UNITE Club?
- Keep track of how many returning members you have to show your club's growth throughout the years.
- Get a copy of the school calendar. What is the best time to get your volunteers involved?
- Delegate: Allow members to take on leadership roles. When members are responsible for something specific, they are more likely to show up and in the future apply for leadership roles.

## CREATING INCENTIVES

### Sample 1: Create Committees

Outstanding members could be eligible to lead or participate in a committee:

- Fundraising
- Advocacy
- Education
- Community Building
- Recruitment/Social

### Sample 2: Use a Points System

Award members points for different participation criteria. This could be attending at least 50% of meetings, volunteering at a club event, or inviting a new member to a meeting. Based on the number of points obtained, members receive some of the following items:

- UNICEF Merchandise
- UNICEF Certificate
- Election Eligibility

## BEST PRACTICES

### Show Appreciation Often!

- Saying thank you is important. Send a thank you note, verbal recognition and/or small gift. At the end of the year host a thank you celebration.

### Lead by Example

- If you want members to show up on time, make sure you are always on time. If you're presenting something be there early in case of technical difficulties.

### Incentives Work Wonders

Examples include:

- Recommendation letter
- Food
- Member recognition in speeches, media and meetings
- Shirts, buttons and pins
- Social activities

### Help Members with Time Management

- Determine what other commitments they have. Can they really commit to the club?
- Decide whether evening member meetings might work better for school schedules.
- Keep the experience educational.
- Provide detailed information. There is no such thing as too much UNICEF data in an experiential learning environment.
- Help your members feel prepared for their many tasks in the community.

### Keep Members Energized and Interested

- Use icebreakers, team building exercises and energizers at meetings.

**Tips & Tricks:** Make sure members feel appreciated and connected to keep them involved! Encourage them to join our UNICEF UNITE Clubs [Slack channel](#).



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# UNICEF UNITE CLUBS: PARTNERSHIP TIPS

## Building relationships for success

### TIPS AND TRICKS FOR EFFECTIVE PARTNERSHIPS

- 1 Get to know the staff in your Student Activities office.** This office will always be busy handling student inquiries, so establishing a strong relationship and being on good terms with them is important and will help you get assistance more quickly.
- 2 Get to know your Student Government representatives.** This body is your voice on campus and can influence school policy in your favor. The Student Government is often responsible for awarding funding to campus organizations for events. Competition for funding may be fierce, so make yourself stand out by bonding with your representatives.
- 3 Reach out to like-minded organizations at school.** Working with other groups is extremely beneficial to your own membership recruitment and retention because you open yourself up to meeting new people who share in your mission and values. Collaboration also brings more skill sets and connections to the planning process, and your event will ultimately be more successful.

**4 Be specific when you are co-fundraising with another organization.** If you are splitting the money, be clear to whoever is donating that the money is going to two different groups that support UNICEF.

**5 Check out our partners.** UNICEF USA works with many partners that may have a local presence. Visit [unicefusa.org/partners](https://unicefusa.org/partners).

**6 Uphold UNICEF's Values.** When partnering make sure that issues you are addressing are non-partisan and that the organization does not promote opinions and perspectives that go against UNICEF's mission.

**Tips & Tricks: Partnerships are about building relationships. Dedicate time and energy to them!**



Updated JULY 2021

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# UNICEF UNITE CLUBS: LEADERSHIP TRANSITION

## NEW LEADERSHIP

### Suggested Qualifications

- Class Standing: Sophomore or Junior (to allow transition and growth).
- GPA of 3.0 or higher (adjust to your club standard).
- Attended at least two events in previous semester/year.
- Previous leadership experience.
- Must know about UNICEF's programs and campaigns.
- Able to fulfill the expected time commitment.
- Passionate about UNICEF's mission!
- Receives UNICEF Clubs bimonthly email newsletters.

Read through our [Membership Tips](#) for suggested officer position descriptions. This information can be found at [unicefusa.org/clubresources](https://unicefusa.org/clubresources).

**Keep in Mind:** All leaders are students first. Be honest and transparent about expectations during your selection process.

### Selecting New Leaders

- Hold elections each year.
- Set up one-on-one meetings to assess member commitment, and do an informal interview.
- Abide by school policies on selecting new leaders, be it voting rules or transition timing.
- Make sure to include new leadership information when you register your club online in August.

**Note:** Not everyone is automatically the right UNICEF leader. Be honest about the time commitment involved. Realize that members are people first, with other commitments in their lives.





## Share Your Files

**Passwords** Give new leaders the passwords to the club email and social media administrator info.

- We suggest that you use a sharing platform like GoogleDocs or Dropbox to share information and make transition easy for new leaders.
- Give them contact info for the club members. Past meeting minutes and posters would also be helpful for them to have.
- Remind all officers to keep careful records of club activities, key school contacts, administrative processes and financial transactions. This information will be useful for club leaders.

**Records** Provide needed information for completing the End of Year Survey in May. The records are also a useful source of on the club's activities for future club officers.

**Manual** You may find it helpful to compile a Club Manual that includes your officers' documents and other useful information. During your term, this will serve as a reference. After your term, it can be passed down to future club leaders.

## Suggestions for a Seamless Transition

- **Introduce your new board** to UNICEF USA National and Regional teams.
- **Allow incoming officers to shadow you** for the rest of the term, so they can get a feel for what leading a UNICEF Club is like.
- **Encourage them to meet with the advisor** on a regular basis to make plans and decisions for the upcoming year.
- After a few weeks, **ask the new leaders to host a meeting** of the club on their own. Take notes! Where did they succeed? Where can they improve? Give the new team helpful feedback!
- Or you could **ask interested candidates to hold an "internship" or "shadow position"** for one year or semester before running for office.

- **Create subordinate chair positions** for different club departments (education, outreach, marketing, events, advocacy, public relations, recruitment, fundraising, etc.). These positions will vary according to your club's size and needs. Regardless, they provide a chance for more club members to be involved in the club's planning and organization and develop leadership skills.
- **Meet with incoming officers** to go over the club's accomplishments and help them plan for the following year. Identify challenges and pending issues, as well as promising projects and ideas that should be further developed.
- **Share information about successful partnerships** that have been established with other schools, campus offices, departments or student groups. Be sure to share any tips that may help incoming leaders in the future.
- All new club leaders should also **read and understand the [Policies and Best Practices](#) and the [Leading Your Club](#) resources**.
- Be sure new leaders are aware they must **reregister their club every year**.
- **Encourage new leaders to follow @UNICEFClubs** on all social media platforms.
- **Host a training session** on UNICEF USA resources, which can be found on our [website](#). Have incoming officers connect with our [National Youth Council](#) members, or watch an online training on the UNICEF Clubs [YouTube channel](#).