



for every child



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UNICEF CLUBS: LEADING YOUR CLUB

LEADERSHIP RESPONSIBILITIES

We know being a leader can be a tough, yet 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 council@unicefusa.org or volunteer@unicefusa.org.
- Visit 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 for the latest advocacy alerts.

Recognition

UNICEF Clubs and their leaders will have opportunities to be recognized and showcase their achievements at the end of the school year.

SAMPLE WORK DISTRIBUTION (WHO DOES WHAT)

- **PRESIDENT**
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. And would be a great Community Building Lead.
- **VICE PRESIDENT**
Assists the president in their duties and presides over the club in the absence of the president. Your VP would be a great Advocacy Lead.
- **SECRETARY**
Takes the minutes and types the agenda of the meetings. This position would be an awesome person to be your Education 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.

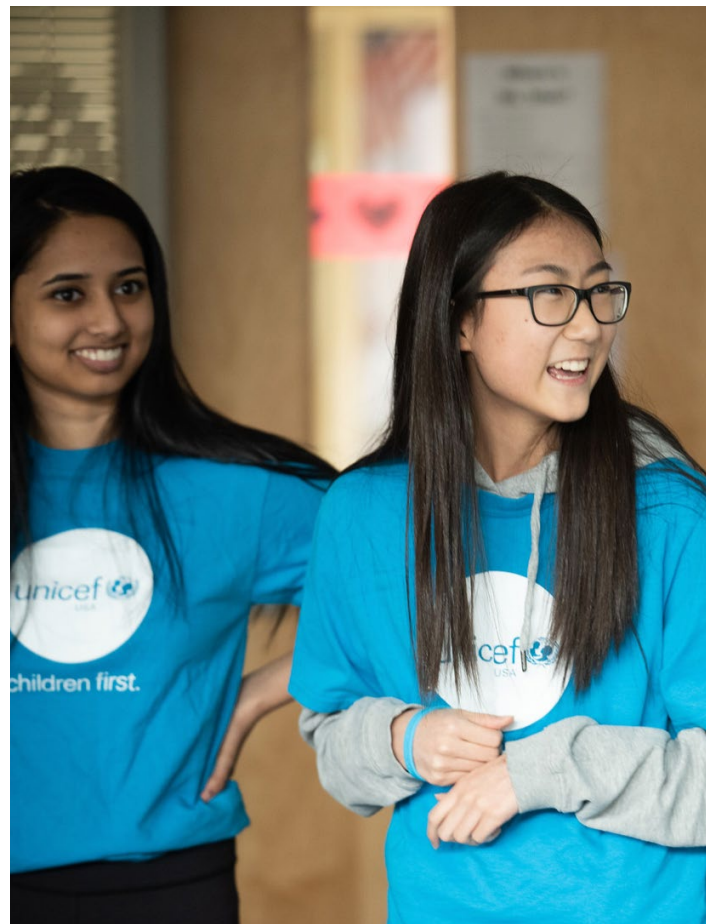
[Read more about our Action Area leads.](#)

LEADERSHIP REQUIREMENTS

- Re-register each year on the [website](#) and receive your Back-to-School kit. You will be asked to provide contact information for 4 of your leaders.
- Complete the End of Year Survey in the spring to receive your UNICEF graduation cords and be entered to win UNICEF USA swag giveaways.
- One-year leadership term.
- Commit to no less than five hours per week.
- Host executive 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 monthly 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 for children's rights.
- 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 in a secure location
- 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.)



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MEETING FACILITATION

Productivity

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 to make the meeting run more smoothly. Check out our [2023-24 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. Check out act.unicefusa.org to stay on top of advocacy campaigns.

Education

Hosting a teacher or local children's advocate is a great way to keep members engaged. Find out if there is a Child Friendly Cities Initiative in your area to connect with local municipal action to promote youth-led change.

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

It is important to let members know what you are doing. After the meeting, you or one of the group leaders should send an email to all members (whether or not they were at the meeting) containing meeting notes.

Stay Connected!

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