



for every child

UNICEF CLUBS: STARTER GUIDE



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

To learn more about UNICEF Clubs visit unicefclubs.org.



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DEAR CLUB LEADER,

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

We hope you will join us as we work to defend children's rights with our national community of college and high school students who are advocating, fundraising, building community and educating others in partnership with UNICEF USA.

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

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

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

Sincerely,

The Community Engagement Team
UNICEF USA

GETTING TO KNOW US

What Is UNICEF?

UNICEF works in the world's toughest places to reach the most disadvantaged youth – and to protect the rights of every child, everywhere. Across more than 190 countries and territories, UNICEF promises to do whatever it takes to help children survive, thrive and fulfill their potential.

What Is UNICEF USA?

UNICEF USA advances the global mission of UNICEF by rallying the American public to support the world's most vulnerable children.

What Is the UNICEF Clubs Program?

The UNICEF Clubs program is a youth-led grassroots movement of high school and college students in the United States working to advance child wellbeing in their local communities and globally. With over 20,000 members the UNICEF Clubs network is activating to ensure every child is healthy, educated, protected and respected.



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What Do Our Clubs Do?

Throughout the academic year UNICEF Clubs mobilize their peers, school and communities to learn about global issues, advocate, fundraise for UNICEF and build community through civic engagement. More specifically Clubs.

Educate: Clubs raise awareness about child rights and issues impacting young people globally like malnutrition, mental health, education, climate change, and youth-led civic engagement.

Advocate: Clubs influence and advocate their local and national decision makers to advance child wellbeing and ensure policies, practices and programs at the federal, state and local levels improve the lives of children.

Community Building: Clubs expand their reach and impact by partnering with other school-based clubs, community organizations and the UNICEF Clubs network throughout the year.

Fundraising: Through fun and creative events, like Trick-or-Treat for UNICEF, Clubs raise funds for programs that support children in communities all over the world.

UNICEF USA'S CORE VALUES

We believe that pursuing a more equitable world means upholding the rights of all children and empowering every child, everywhere.

We know that sustainable change is attainable, but it can't be achieved alone. It takes a committed team – individuals, governments, corporations, young people and staff.

We will never stop supporting UNICEF to develop smarter, more cost-effective solutions; scaling up proven, data-driven programs; and harnessing new technologies to create measurable change for children.

We believe children should have a voice and role in shaping their futures and the futures of their communities. Read more of our [Core Values](#) online.

STEPS TO BECOME A UNICEF CLUB

1 Identify a Core Group of Interested Students

who are passionate about UNICEF's work to make up your leadership team, then reach out to more people to recruit diverse perspectives. Involve students in different academic grades to ensure that all of your leaders will not be graduating in the same year. Remember, we require four leaders when you register to become a club! For ways in which you can structure your executive board, check out our [Leading Your Club Guide](#) at [unicefclubs.org](#).

2 Choose an Advisor

All UNICEF Clubs are required to have an advisor. This can be a responsible adult who is 25 or older. It should not be a UNICEF staff member. Take time to select someone who cares about UNICEF's mission and has 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.

3 Register!

To be an official UNICEF Club, you must register your club! Registration for the 2024–2025 school year launches July 15, 2024 and applications are accepted throughout the year. Once you register, you'll be sent an awesome Back-to-School Kit, while supplies last, with materials to help get you started, like posters, flags, pins, T-shirts and more. To register, you need to have four leaders, an advisor and their contact information. Register at [unicefusa.org/clubregistration](#).

4 Educate Yourself About UNICEF's Work

Now you get to be a part of our UNICEF USA family. Visit the clubs [resources page](#) to access activities to support your club year-round.

5 Connect with your Regional Community Engagement Associate

Learn about your Community Engagement Associate and connect with them by emailing them or connecting with them on [Instagram](#). Your CEA can conduct in-person or virtual workshops, connect you to regional events, youth leadership opportunities and networking activities with other clubs!

6 Recruit Members

Now that you have your core team, it's time to recruit members for your club. Register your club members using your personalized form and be entered to win UNICEF USA merch! Leaders can access this link by emailing your regional [Community Engagement Associate](#).

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

7 Plan Your Year

Take a look at our [2024- 2025 quarterly Calendars](#) and clubs resource page for event ideas and action items to do throughout the year!

8 Talk to School Administrators About Becoming a Club

Having support from your school can bring a wealth of knowledge and resources, and some student groups can even receive funding to help operate their club. Bring the administration into the process

Early and be aware of your school's guidelines for club formation. You'll find a [sample letter](#) to send to your administration at the end of this guide!



THINGS TO KNOW

Uphold the Mission and Name of UNICEF and UNICEF USA

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

Yearly Requirements

- Register your UNICEF Club every school year.
- Organize at least four activities with your club each year related to Educating, Advocating, Fundraising or Community Building.
- Submit your funds to unicefusa.org/clubremit.
- Fill out the End of Year Survey to provide UNICEF USA with feedback on the clubs program and receive graduation cords for your seniors leaders.
- Participate in our Child Rights and Advocacy Certificate training opportunities.

Organizational Structure and Membership

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

Event Registration

All events and fundraisers carried out by a UNICEF Club must be shared with your [Regional Community Engagement Associate](#).

Financial Accountability

We require all clubs to submit funds to UNICEF USA within 30 days after a fundraiser. Work with your advisor to manage funds responsibly and build a system of accountability, such as creating a budget. Make sure you learn about your school's fundraising

and budget policies. Please read our [Policies](#) two-pager for more details.

Logo Use

Using our UNICEF USA logo on flyers and banners is a great way to advertise your club and its activities at your school and in the community. Our brand's reputation is what allows us to be there for every child.

As a UNICEF Club, you are encouraged to use our logo, but you are also responsible for protecting it and treating it with respect. Please ensure you are using the most updated UNICEF USA logo. All design templates must be emailed to your Community Engagement Associate for approval. Check out our brand guidelines to learn more at unicefclubs.org.

Member Responsibilities

As a UNICEF Club member, you agree to a set of terms and conditions that will help UNICEF maintain its high standards of professionalism. You agree to uphold the positive image of UNICEF USA and UNICEF.

Nondiscrimination Policy

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

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

Follow us @UNICEFClubs and @UNICEFUSA on Instagram and Tiktok for monthly actions, opportunities and club spotlights.



HELPFUL TIPS FOR YOUR ADVISOR

Advisor's Role

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

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



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

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

4 Feedback The role of the advisor is not to run the club, but provide feedback on what you are doing well and what you can do to improve.

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

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

7 Background Checks UNICEF USA is committed to Child Safeguarding, and for that reason, we require background checks for all organizational club advisors that are not teachers or school-based. If you would like to serve as a UNICEF Club advisor, and you are not a teacher or school employee you are required to take a one-time background check through UNICEF USA's Vendor, Sterling Volunteers. If we do not receive a background check from your advisor within 30 days of registering your club, we will reject your application. [Learn more](#) about why we conduct background checks.

KNOW YOUR RESOURCES

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

Helpful People on Your Side

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

Community Engagement Associates

In each of our seven regions, we have staff ready to support you through meetings, presentations, regional gatherings, youth leadership opportunities and more. Email volunteer@unicefusa.org to get in touch with your associate!

Youth Representatives

Student leaders, many who are club leaders and members, are here to help you with all your questions. Contact your Community Engagement Associate to connect with your Regional Youth Representative

Community Engagement Team

To contact UNICEF USA staff, email volunteer@unicefusa.org.

Now What?

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

- [2024-2025 Calendar](#) Overview of the year with month-to-month ideas
- [Membership Tips](#) Tips to recruit new club members
- [Policies](#) and Best Practices A few rules to stay on track as a new UNICEF Club
- [Event Ideas](#) Stumped on what event to hold? Find some great socially distanced and online ideas
- [Fundraising & Events](#) Best practices in fundraising

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

