UNICEF CLUBS
STARTER GUIDE 2026-2027

unicef USA

for every child



Hello

You may be wondering...

How do I start my Club

You've come to the right place! This guide will walk you through the following questions to set you up for success with your UNICEF Club:

- What is this guide for? (Welcome Letter)
- What is UNICEF? (About UNICEF)
- How do I start a Club? (How To Start Your Club)
- What are the requirements for starting a Club? (Club Requirements)
- What is an advisor and how do I select one? (Selecting An Advisor)
- How do I ask my administration? (Administrator Letter)



next

Dear Club Leader,

Welcome and thank you for your interest in starting a UNICEF Club in your school or community! UNICEF USA empowers young people to think globally and act locally advocating, fundraising and educating on behalf of the world's most vulnerable children.

Join a national movement of college and high school students advancing child wellbeing in partnership with UNICEF USA. This guide will take you through the application process and help you determine if starting a Club is the right fit. Starting a club is rewarding and takes work. As an officially recognized Club, you are joining a network of over 25,000 young people activating on behalf of UNICEF USA. Every dollar you raise expands those programs and helps children survive and thrive.

Our Clubs **raise hundreds of thousands of dollars annually, introduce thousands of new supporters to UNICEF's mission, and drive policy change** for children's survival, protection and development. To support that work, UNICEF USA provides Clubs with the resources to succeed: connect with fellow Clubs and grassroots leaders through the UNICEF USA online Community, access toolkits for key campaigns and tap into trainings and fundraising incentives all on top of the reward of championing children's rights worldwide.

We ask one thing in return: stay active. Clubs must join Club Hub, complete at least 4 activities per year and register annually, submit your club membership roster by the end of September and complete the annual Spring survey to keep your Club privileges.

UNICEF USA wouldn't exist without people like you, **your creativity and compassion are what drive this movement.** We're here to support you every step of the way. Questions? Email us at volunteer@unicefusa.org.

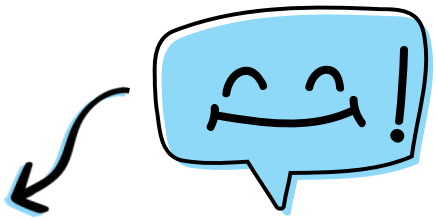
Sincerely,

The Community Engagement Team
UNICEF USA

Your creativity and compassion are what drive this movement!



ABOUT UNICEF



The Mission

UNICEF works in the world's toughest places to reach the most disadvantaged children protecting the rights of every child, everywhere. Across 190+ countries and territories, UNICEF does whatever it takes to help children survive, thrive and fulfill their potential. **UNICEF USA advances that mission by rallying the American public behind the world's most vulnerable children.**

UNICEF USA

A nonprofit organization that advances the global mission of UNICEF by rallying the American public to support the world's most vulnerable children

UNICEF

A UN agency mandated to advocate globally for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential.

UNITED NATIONS

An international organization that brings the world's nations together to promote peace and the well-being of people. UN agencies, such as UNICEF, UN Women, and WHO, carry out the UN's work around the world.

The Movement

The UNICEF USA Clubs program is a **youth-led grassroots movement** of high school and college students across the United States and it's growing.

- **25,000+ members** are activating locally and globally.
- Clubs are ensuring every child is **healthy, educated, protected and respected.**
- Students are driving real change in their schools, communities and beyond.



What Clubs Do

Throughout the year, UNICEF Clubs mobilize peers, schools and communities through four pillars:

Educate

Raise awareness on child-centered governance, child rights, malnutrition, mental health, climate change and youth civic engagement.

Advocate

Influence local and national decision makers to advance policies that improve children's lives.

Build Community

Partner with school clubs, community organizations and the UNICEF Clubs network.

Fundraise

Host creative events like Trick-or-Treat for UNICEF to fund programs for children worldwide.

ABOUT UNICEF

What We Believe

- Every child has the right to survive, thrive and shape their own future.
- Sustainable change takes a committed team: individuals, governments, corporations and young people like you.
- Smarter, data-driven solutions create measurable impact for children everywhere.
- Children must have a voice in shaping their communities and their futures.

Read more at unicefusa.org

People On Your Side

You're never alone. UNICEF USA has a full support system behind you:

Community Engagement Associates (CEAs)

In each of our four regions, CEAs are ready to support you through meetings, presentations, regional gatherings and youth leadership opportunities. [Find your CEA and reach out](#) to connect with yours.

Community Engagement Team

Reach the full UNICEF USA staff team anytime at volunteer@unicefusa.org.

Quick Tips!

Bookmark link.unicefusa.org/clubhub and unicefclubs.org for easy access to our Club Hub, brand guidelines, and registration.

Follow us **@UNICEFClubs** and **@UNICEFUSA** on Instagram and TikTok for monthly actions, opportunities and Club spotlights.



HOW TO START YOUR CLUB



1 Build Your Core Team

Recruit students passionate about UNICEF's mission and aim for diverse perspectives and mixed grade levels so your leadership isn't all graduating at once. You'll need at least four leaders to register. For executive board structures, check out our Club Leader Handbook.

2 Choose An Advisor

All UNICEF Clubs are required to have an advisor. They should be a teacher, faculty member or for a community-based Club, a mentor aged 25 or older, who believes in the mission and has time to invest in your success. Be upfront with them about your goals and what support you'll need to launch.

3 Register

Make it official at unicefusa.org/clubregistration. **Registration for 2026–2027 opens August 1st, 2026** and the sooner you register, the better your shot at getting a Back to School Kit (first come, first served). You'll hear from our team within 1–2 weeks.

4 Know Your Mission

Dig into UNICEF's work. Visit the Clubs resources page for activities and tools to keep your Club informed and engaged all year.

5 Connect With Your Regional Community Engagement Associate

Your Community Engagement Associate (CEA) is your go-to for workshops, regional events, leadership opportunities, and networking with other Clubs. Find and follow them on Instagram or reach out by email.

6 Recruit Members

With your core team locked in, now grow it. Register members using the Club membership form for a chance to win UNICEF USA merch. Make sure all your members are registered by September 30th. Check out our Club Leader Handbook to get started.

7 Plan Your Year

Use the 2026–2027 monthly calendar, Club resource page and join our Club Hub to plan your events and action items for the school year.

8 Loop In Your School

School buy-in can unlock resources and sometimes funding. Bring administrators in early and know your school's Club formation guidelines. Find a sample letter to administrators at the end of this guide.

CLUB POLICIES AND REQUIREMENTS

Club Requirements

As an official UNICEF USA Club, you represent UNICEF USA. That's a responsibility and a privilege. Here's the requirements your Clubs needs to meet:

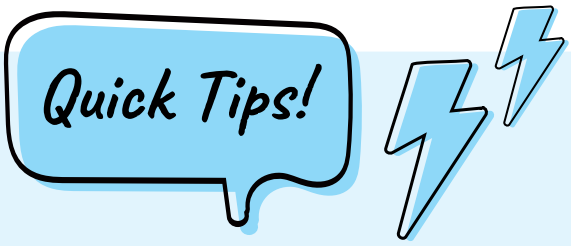
Yearly Requirements

- Register your Club every school year
- Submit your Club membership roster **by September 30th** each year.
- Have Club Members join the UNICEF Club Hub on Circle
- Submit your Club Activities Survey monthly or post about your activities in our Club Spotlights channel via our Club Hub
- Officers should complete three foundational courses in the Club Hub: UNICEF 101, Child Rights 101, UNICEF + Multilateralism
- Organize at least **4 activities per year** across Educate, Advocate, Fundraise or Community Building
- Post events 30 days after any event in the Circle Club Hub. If you have any questions, reach out to your Community Engagement Associate (CEA).



- **Submit funds within 30 days** of any fundraiser at unicefusa.org/clubremit and direct any fundraising or donation issue questions to volunteer@unicefusa.org
- **Fill out the End of Year Survey** to provide UNICEF USA with feedback on our Clubs program and receive graduation cords for your senior leaders





Club Registration and the **Club Membership Roster** are separate forms: registration lists your club leadership, while the membership roster includes all club members. You must submit both to meet your yearly requirements.

CLUB POLICIES AND REQUIREMENTS

Club Policies

Here's the policies your clubs must follow:

Club Member Agreement

As a registered club member, you're becoming part of a global movement to help children everywhere. As a member, you agree to represent UNICEF USA with pride, kindness and integrity both in and out of the club.

Conflict Of Interest

UNICEF Club members should avoid taking any action that would result in their financial and political benefit.

Impartiality

UNICEF USA is a nonpartisan organization. UNICEF USA club members must demonstrate impartiality on any political issues when representing UNICEF. Members engage in political advocacy on behalf of UNICEF only when equipped with UNICEF-supported legislation. For more information about which advocacy activities are sanctioned, please visit unicefusa.org/advocate.

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. It is expected that your club and each member uphold this policy.

Club Leadership Structure

Clubs need a minimum of 4 officers (no one person can hold two positions). Leadership transitions typically happen in early spring, update your roster in the annual registration form. Mid-year changes? Email volunteer@unicefusa.org. See our Club Leader Handbook for tips.

Public Relations For UNICEF

As you conduct UNICEF activities, you may come into contact with a member of the press. In all of your communication with the press, you should make clear to journalists that you are a volunteer and not a UNICEF staff member or spokesperson. This means you are unable to answer specific questions about UNICEF's mission and programs. You are, of course, encouraged to make comments about your UNICEF USA activities in your club. Please see additional information on our website at unicefusa.org/news. If a reporter wishes to speak to a staff person, or if you have a local media contact, please email volunteer@unicefusa.org and we will contact the Public Relations department on your behalf.

Collaboration

Many UNICEF club members work with other nongovernmental organizations and other United Nations agencies, such as the United Nations Associations (UNA). We encourage you to work with these groups to promote our message; however, because UNICEF is a neutral organization, UNICEF club members cannot sign any petition or declaration that takes a political stance on any issue in the name of UNICEF USA or UNICEF. If you wish to sign such documents, you must do so as individuals who are independent of UNICEF USA.

Expenses And Revenue

Covering and controlling the cost of any UNICEF USA-related activity are important tasks. As a club leader, you should have a very clear understanding of the realistic revenue and expenses of your club and keep accurate tracking of all funds. It is critical that UNICEF Club events are cost-effective and viewed as appropriate to the community. All funds raised by a UNICEF Club should be submitted within a month of an event and before the end of the academic year. When the UNICEF club is hosting fundraising events, all funds outside of those being kept for club operations must be donated to UNICEF USA, not other organizations.

SELECTING AN ADVISOR

UNICEF Clubs are student-led. Your advisor is your mentor, not your manager. They help guide decisions, navigate finances, liaise with school administration and handle legal requests for event venues.

Every advisor relationship looks different, so set expectations early and have an honest conversation about capacity, availability and how you'll work together. Questions? We're here: volunteer@unicefusa.org.



What To Align On

- Hours they can commit per month
- Preferred communication style (email, meetings, calls)
- Regular meeting cadence with the executive board
- Access to club records, materials and member contacts
- Familiarity with UNICEF USA's policies and the club program

Quick Tips!

Set a standing monthly check-in with your advisor from day one, it's the single best thing you can do to keep the relationship strong all year.



Making The Most Of Your Advisor

Availability

Advisors are busy. Ask upfront how many hours per month they can commit and set a regular meeting time with your exec board. Respect their time by keeping agendas focused.

Active Involvement

The most successful Clubs have engaged advisors. Invite them to meetings and events, encourage them to recruit through their classes and go to them when you're stuck. Engagement breeds investment.

Communication

Keep your advisor in the loop on all club communications. Agree early on how they prefer to stay updated and stick to it.

Feedback

Their job isn't to run the club; it's to reflect back what's working and what isn't. Use them as a sounding board, not a decision-maker.

Continuity

Advisors are key to keeping your Club alive after you graduate. Make sure they know where everything lives like records, materials, contacts and lean on them during leadership transitions.

Know Your Stuff

Don't assume your advisor knows UNICEF inside and out. Brief them on the organization, the club program and school policies. The more they know, the more they can help.

SELECTING AN ADVISOR

Background Checks

UNICEF USA is committed to **child safeguarding**. All advisors who are not current teachers or school employees must complete a one-time background check through our vendor, Safe Hiring.

- Background checks must be completed **within 30 days** of club registration or your application will be rejected.
- Teachers and school-based staff are exempt.

Learn more about why we conduct background checks at unicefusa.org





SAMPLE ADMINISTRATION LETTER

Dear School Administration,

I am interested in establishing a UNICEF Club at our school. The United Nations Children's Fund (UNICEF) is a United Nations organization. For more than 75 years, UNICEF has been relentlessly working day in and day out to deliver the essentials that give every child an equitable chance in life: health care and immunizations, safe water and sanitation, nutrition, education, emergency relief and more.

UNICEF has a presence in 190 countries and territories, carrying out programs, fundraising and advocacy to protect the rights of children and provide low-cost, high-impact, sustainable solutions. Since 1990, these efforts have helped slash child mortality rates by more than half.

By establishing a UNICEF club, we will empower students to become global citizens. Through local actions focused on fundraising, advocacy, education, and community service, we will be able to help millions of children be healthy, safe and educated throughout the world.

A UNICEF Club will benefit our school in several ways. The club will first serve as a space to discuss global and local issues impacting children and young people. As a club, we will brainstorm unique methods to engage students to activate and advocate to support children and young people in the US and all over the world. Discussing global issues will also leave the members with a better understanding of current events. The club will cover a wide range of UNICEF's Program Areas, such as child protection, education or water and sanitation. These may align with certain areas of study, allowing for a more insightful understanding of life outside of the classroom. The club will also provide students with an opportunity to gain leadership skills.

I hope that the UNICEF Club program is appealing to you and you will allow us to establish a UNICEF Club at our school.

Sincerely,