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UNICEF HIGH SCHOOL CLUB
HANDBOOK 2013/2014

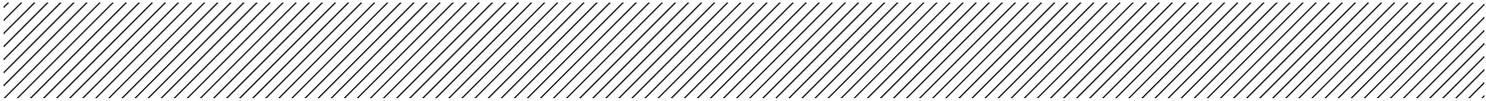


Table of Contents

Welcome to the UNICEF High School Club Program	2
What is the UNICEF High School Club Program?	2
Get Started:	
Preparing	3
Using the Action Center	4
Recruiting	4
First Meeting	6
Take Action: Club Activities	7
Activity Calendar	9
Run the Club: Regular Meetings	10
Maintain and Build Membership	11
Resources	12
Responsibilities of a UNICEF High School Club	14
Important Policies	16
Appendix I: UNICEF and the U.S. Fund for UNICEF.....	18
Appendix II: Getting Organized	19
A. Sample Leadership Structure	19
B. Leadership Responsibilities	19
C. Member Responsibilities	20
D. Sample UNICEF High School Club Advisor Description	21
Appendix III: Forms	22
A. Sample Budget	22
B. Donation Transmittal Form	23
C. Attendance Sheet	24
Appendix IV: UNICEF High School Club FAQs	25

Welcome to the UNICEF High School Club (UHSC) Program

UNICEF believes in a world with ZERO preventable child deaths and ZERO children denied the chance to learn and grow. There are few ways high school students can make a bigger impact on these goals than by joining UNICEF in this effort. Welcome to the club! UNICEF's High School Clubs affirm your power to make a major difference and help UNICEF save children's lives.

Becoming an official UNICEF High School Club is a wonderful way to make an impact on UNICEF's work worldwide. However, protecting the name and reputation of UNICEF and the U.S. Fund for UNICEF is the responsibility of every group. Please make sure you read, understand and abide by the policies and procedures outlined in this manual.

What is the UNICEF High School Club Program?

The UNICEF High School Club program is a youth-led initiative that partners with the U.S. Fund for UNICEF to educate, advocate and fundraise to support UNICEF's lifesaving work.

It is a growing movement rooted in a belief that students have a vital role to play in helping the world's children survive. The initiative supports UNICEF's work in more than 190 countries and territories, because students have a unique opportunity to involve members of their community in global humanitarian issues.

UNICEF High School Clubs engage in a variety of activities. They set up booths at their schools and at festivals to promote children's issues and fundraise, write letters to elected officials and participate in Trick-or-Treat for UNICEF and the UNICEF Tap Project campaigns. They also produce benefit concerts, host speakers, and write school newspaper articles about UNICEF's work.



Get Started: Club Goals

Any successful venture starts with a goal, and your club will be no different. As a leader, your club should set its own goals for the year. We have provided some baseline goals that we hope your club can achieve.

- Host at least two fundraising events during the year.
- Raise at least \$250 in funds during the year. Your club has its own crowdrise fundraising page at: crowdrise.com/unicefhighschool. Check it out!
- Recruit at least 10 members to the club – and make sure they “join” your club’s page on the Action Center.
- Host at least two educational opportunities for young people to learn more about UNICEF’s work – either through a club meeting or other forum.
- Host a club meeting at least two times a month.
- Participate, in some capacity, in two or more of our four campaigns:
 - Trick-or-Treat for UNICEF (trickortreatforunicef.org): October
 - UNICEF Tap Project (UNICEFTapProject.org): March
 - Live Below the Line (livebelowtheline.org): End of April/early May
 - UNICEF Movies 4 Development (unicefusa.org/m4d): December–February
- Fill out the end of year survey and select officers for next year’s club.

Preparing

Get your club up and running by familiarizing yourself with UNICEF’S mission and activities and the role of UNICEF High School Clubs in supporting them. Read all the information in this handbook as well as the Fundraising Toolkit. Look at the videos and other materials and resources that have been provided to you on your club’s welcome email, as well as on your club’s webpage on the Action Center (visit unicefusa.org/highschoolclubs to find a map with your club’s page). Have members visit unicef.org and unicefusa.org to find out more about UNICEF’S lifesaving work. Learning more is the first step in beginning to educate others and supporting UNICEF’S mission.



unicef High School Club

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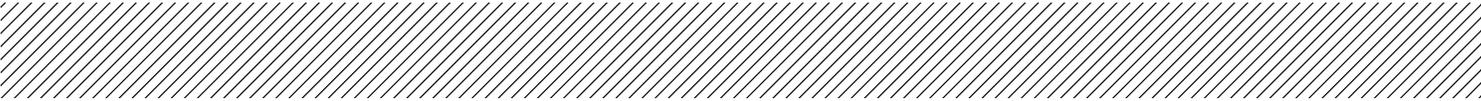
DONATE TO A FUNDRAISER

SET UP YOUR FUNDRAISER

THE STORY

UNICEF High School Clubs are driven by students who know they have a vital role to play in helping the world's children survive. Clubs partner with the U.S. Fund for UNICEF to educate, advocate, and fundraise—work that is vital to UNICEF's ability to save children in 195 countries around the globe.

Your club has its own UNICEF fundraising page, visit www.crowdrise.com/unicefhighschool to find your page and to get started.



Use Your Club's Page on the Action Center and Promote Your Club Online

Take advantage of the Action Center and its social features to keep everyone up to date on club activities.

- The High School Club private community on the Action Center is the page where you'll find the most relevant information to support your club's monthly activities. Make sure to visit myactioncenter.unicefusa.org/groups/home/22 regularly!
- Encourage interested students to join the U.S. Fund for UNICEF Facebook or Twitter accounts. These are global sites, and anyone can join.
- Use email to remind interested students about the first and subsequent meetings.
- Set up online discussion groups.
- Post photos of your activity on the Action Center.
- Post questions on the site forums or reach out to other UNICEF club supporters.

Please note that the club president is responsible for all maintenance of this page and that ALL club members must "join" the club page to be official members of the High School Club Program.

You should also begin to "join" other communities and campaigns on the UNICEF Action Center. Visit the campaign section to learn how to get started.

Recruiting

Once your club is registered and confirmed, and an advisor is selected, you'll want to add students as members. Here are some activity ideas for building your club. Hold an info session/first meeting within one week of initiating them and use social media to get the word out about your new club.

Make a Flyer

Create a catchy flyer with basic information about UNICEF and the club. Include information about your initial meeting or info session. Post flyers around your school.

- Include a photo or graphic and use a large easy-to-read font.
- Include a contact number or email address so interested students can receive more information.

Set Up a Table

Set up a table at a high-traffic place at your school or at a school event such as a picnic, club fair or sporting event. Make the table fun and highly visible. Hand out your flyer to passing students and talk to them about the club. Have several sign-up sheets available.

- Prepare a quick intro to get passing students to stop at your table.
- Provide information that students can read on their way to class.
- Plug in interested and super-motivated students right away. Have them help you recruit other volunteers immediately.

Connect at School

Word of mouth can be the most effective recruiting tool. Reach out to friends and classmates you think might be interested, and have them reach out to their friends. Use texts or email to encourage them to join. Get out the word that joining the UNICEF club is an exciting and dynamic way to make a real impact and a real difference.

- Target other student groups such as the student government, Model U.N. or Key Club(s).
- Target your school's service learning or community service programs. See if participation in the UNICEF High School Club can count toward your school's or organization's community service requirements.

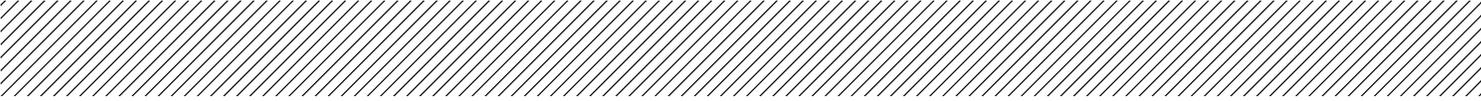
Make Announcements

Talk about the club at the beginning of classes. Keep your talks focused — 5 minutes or less: introduce yourself, explain the problem and what the UNICEF High School Club is doing to solve it, tell students how they can get involved, pass around a sign-up sheet and thank the teacher.

Diversify

- Reach out and involve students from organizations or groups that might not be involved in service on a consistent basis.
- Recruit international students.
- Consider your group's gender makeup and target volunteers accordingly. If you need more males, for example, have males recruit!
- Think about your club's specific needs. Work to attract students who are proficient in different areas —event planning, website technology, social media outreach, etc.





First Meeting

A kick-off meeting/information session will generate interest in your club and provide an opportunity to explain the work your club will be doing. Hold your kick-off meeting at a time and place convenient for students.

Introductions

- Start your first meeting by introducing yourself and any other co-founders or leaders of your UNICEF High School Club. Then go around the room and have attendees introduce themselves.
- Once personal introductions are done, introduce UNICEF and the UNICEF High School Club program. You have been provided with resources about the history of the U.N. and of UNICEF. Use this meeting to educate new and prospective members about the history and missions of both organizations.
- Show the Believe in Zero promotional video located here: youtube.com/watch?v=pfliYITSzRA and consider completing the “What’s Your Zero” activity that can be accessed here: teachunicef.org/free-classroom-poster.

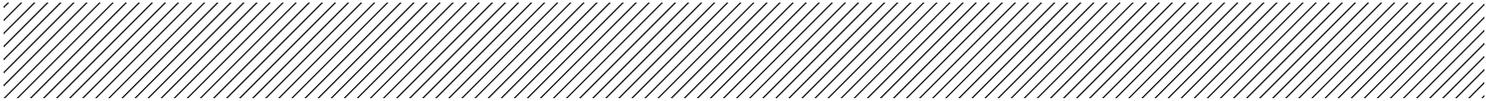
Goals, Questions, Planning for the Future

Discuss your goals for the group and any plans you might have for the year. Talk about sample duties and important dates. Students will want a clear description of what they will be doing and what their roles in the organization will be.

- Mention your mission: to educate, advocate and fundraise on behalf of UNICEF in your community.
- Create some goals for your club (see the “Get Started” section on p.3 for some sample minimum goals).
- Talk about meeting times and places and your upcoming agenda.
- Find out what your club members want to do, what their goals and interests are, etc. You can either use a survey or simply ask people to volunteer information.
- Discuss electing officers or leaders of the club. Give people time to think over how involved they want to be. Then ask for volunteers or host elections for the leadership positions. See Appendix II: Getting Organized for more information about leadership organization and responsibilities.
- Collect the names and contact information of all the people present. Add the names of new people to the roster of your group by visiting unicefusa.org/highschoolclubs.

TIP

Bring snacks to your meetings!



Take Action: Club Activities

UNICEF High School Clubs conduct all kinds of activities in their schools and local communities. Each activity should fall into one of the following categories: education, advocacy or fundraising. You'll find more information and ideas about each category below as well as all of the resources you will need in the UNICEF High School Club Activity Calendar at myactioncenter.unicefusa.org/groups/home/22.

Fundraising

Fundraising is a critical component of the UNICEF High School Club work plan and is essential to UNICEF's global success. Please read the Fundraising Toolkit for the most important information about how to fundraise. Clubs can hold fundraisers both in their schools and in the community. They can participate in the Trick-or-Treat for UNICEF and the UNICEF Tap Project campaigns and raise funds online (for more information, see trickortreatforunicef.org, unicefusa.org/ert and uniceftapproject.org). There are many resources to help clubs raise funds to support UNICEF's important work. Funds raised using the UNICEF High School Club name can only be designated for UNICEF programming and not for other organizations, unless previously approved by a U.S. Fund for UNICEF staff member.

Fundraising Activities — register your fundraisers at unicefusa.org/usfmaps

Many fundraising strategies and activities are possible for UNICEF High School Clubs. Each has its own particular advantages. Select the fundraising strategies most appropriate for your school and community from the suggestions in the Fundraising Toolkit.

Education

Education is a key component of UNICEF's programming. As a UNICEF High School Club, you are expected to educate members, fellow students and your community about UNICEF's work. You can do this with international dinners, lectures, movies or discussions. Many clubs structure their work around child survival issues, such as early childhood health, immunization, education, HIV/AIDS, child protection and emergencies.

Education Activities

- Visit unicef.org and unicefusa.org often to read the latest updates on UNICEF's lifesaving work and to learn more about child survival strategies.
- Use TeachUNICEF resources at teachunicef.org, which helps teachers engage students as active global citizens in learning about UNICEF, and ask student teachers you know to partner with your club (especially during the Trick-or-Treat for UNICEF campaign).
- Visit the UNICEF USA YouTube channel to watch educational videos about UNICEF's work: youtube.com/user/UNICEFUSA.
- Educate yourself about the fight for child survival around the world by reading UNICEF's flagship report *The State of the World's Children* at unicef.org/sowc/.
- Look for opportunities to tell others in your community (community fairs, parades, games, etc.) about UNICEF and present a speech, publicity materials and take-action activities.

TIP

Use the UHSC Activity Calendar on the Action Center for help in choosing themes and activities.

Advocacy Activities

- Post on social media channels about UNICEF's work to help spread the word and encourage global citizenship.
- Visit the Advocacy Center (unicefusa.org/advocate) often to educate yourself on the most pressing advocacy issues.
- Host an email-writing campaign at your school. Use a bank of laptops and a wireless connection to encourage students to use the U.S. Fund for UNICEF's Advocacy Center.



- When asked, respond to UNICEF public policy concerns by writing your congressional representative.
- 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. Please contact **highschoolclubs@unicefusa.org** for questions about outreach to public officials.

2013-2014 ACTIVITY CALENDAR

See the UNICEF High School Club Activity Calendar for the most detailed breakdown of activities and themes and access to all the resources you need. Go to myactioncenter.unicefusa.org/groups/home/22 and click on the appropriate month.

August

Start getting your club ready for the school year!

September

Featured Topic:
Introduction to UNICEF
September 21:
International Day of Peace

October

Featured Topic: Nutrition
Featured Campaign:
Trick-or-Treat for UNICEF
October 16:
World Food Day

November

Featured Topic:
Child Rights
November 20:
Universal Children's Day

December

Featured Topic:
HIV/AIDS
December 1: World AIDS Day



January

Featured Topic:
Child Trafficking
Featured Campaign:
Movies 4 Development

February

Featured Topic:
Education and Gender Equality

March

Featured Topic: Water, Sanitation and Hygiene
Featured Campaign:
UNICEF Tap Project
March 22: World Water Day

April

Featured Topic: Poverty
Featured Campaign:
Live Below the Line
April 15: Earth Day
April 25: World Malaria Day

May

Featured Topic: Health and Immunizations
Featured Activities:
- UHSC reporting and reflection survey
- Club officer elections

June

Featured Topic:
Child Protection and Emergencies
June 20: World Refugee Day

Run the Club: Regular Meetings

UNICEF High School Club meetings are a vital club activity, a forum in which the discussions and planning needed to set and reach your club goals are carried out. Your club should expect to meet at least once a month. Your advisor should generally be present for at least one meeting per month.

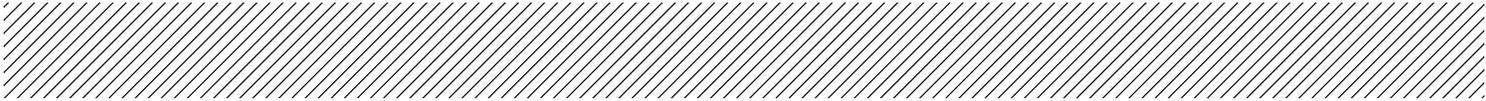
Meeting Planning

- **Agenda:** Set goals for each meeting and always prepare an agenda in advance. Each meeting should focus on a UNICEF theme (water, nutrition, etc.) OR a volunteer activity (like Trick-or-Treat for UNICEF or the UNICEF Tap Project). Use the Activity Calendar on (see page 9) to help you organize your agenda.
- **Stability:** Meeting at the same time in the same place each week will give your group stability. Giving the meetings the same sort of structure each week helps, too; people will know what to expect.
- **Time:** You should generally plan to have your meetings last an hour to an hour and a half if you have an educational or experiential learning activity planned. Start on time and end on time. Your members will appreciate it.
- **Materials:** Have helpful materials, such as photocopies, a projector, art supplies, etc., at hand.

Meeting Facilitation

- **Resources:** The videos, photo essays, etc., that you have been provided with can get your group thinking. Choose which resources work best for your group depending on the time and technology available. Feel free to use whatever resources you find.
- **Participation:** You don't want to be the only one talking. Make sure you have room in your agenda for discussion and the opinions of all group members.
- **Task assignments:** Divide up club work. Core members should not take responsibility for everything. People who feel they are not needed will lose interest. Keep track of who is doing what. Make sure members know that task assignments are commitments, and that activities depend upon their completion.
- **Minutes:** Assign one group member the task of taking minutes for each meeting.
- **Follow-up:** After each meeting, email the minutes to all club members so that anyone who missed a meeting will be up to date for the next one.





Maintain and Build Membership

Many student organizations have a “core” group of leaders and supporters. These are the people who helped found the organization and/or are heavily involved in all its activities. While having this core group of people to depend on is a good idea, it never hurts to have more members—even if you already have a large group. It’s also important to focus on maintaining the members you have.

TIP

Recruit all year round. Have a sign-up sheet at every UNICEF High School Club event!

Keep a Media Buzz

Plug stories about UNICEF and your club’s activities to your school newspaper, school newsletter or local newspaper.

Empower Members

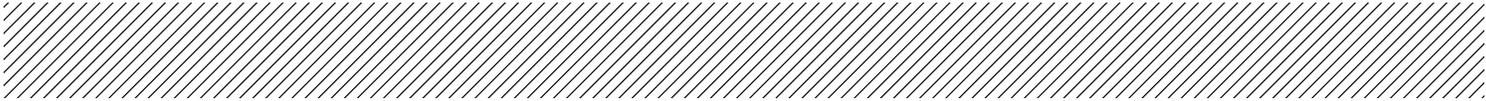
Empower all volunteers by making them feel that they have ownership of club activities, and set clear goals and expectations for volunteers. Provide a structure that enables members who desire greater responsibility to achieve it. One way to do this is by granting leadership titles such as “service coordinator,” “event planner” or “technology chair.”

General Retention Tips

- Model positive behavior even when things are tough. Energy and enthusiasm are contagious.
- Show appreciation often!
- Point out volunteer contributions in speeches, at meetings and in the media.
- Help members with time management and consider their other commitments.

TIP

Use incentives! Celebrate birthdays. Offer T-shirts and prizes. Hold parties. Write recommendation letters.



Resources

Upon approval of your UNICEF High School Club, you are automatically sent the UNICEF High School Club Activation Kit, which includes plenty of useful materials that may be of help throughout your education and fundraising activities.

Members should also log on to the Action Center often at unicefusa.org/actioncenter to find the most up-to-date resources on the UNICEF High School Club page. Features on the website include news, updates and contact info for anything your UNICEF High School Club might need! You can also visit the UNICEF High School Club page at myactioncenter.unicefusa.org/groups/home/22 for updates on the program and new UNICEF High School Club resources. Use the many downloadable toolkits, one-page resources, online fundraising pages, donation pages and meeting curriculum guides, including take-action activities. Other resources include:

High School Club Activity Calendar

This is your most important resource to educate people about UNICEF. You'll find online and interactive resources as well as activity ideas. Access the calendar at myactioncenter.unicefusa.org/groups/home/22.

Campaigns

Learn more about our flagship campaigns, such as Trick-or-Treat for UNICEF (trickortreatforunicef.org), the UNICEF Tap Project (UNICEFTapProject.org), Movies 4 Development and Live Below the Line. These national campaigns are great opportunities to capitalize on exposure in the media and a way to educate, advocate and fundraise on behalf of UNICEF.

The Volunteer & Community Partnerships Department

The staff in the Volunteer & Community Partnerships Department can guide you through the process of becoming a vibrant UNICEF High School Club. Contact the department with any questions you may have.

U.S. Fund for UNICEF
Volunteer & Community Partnerships
125 Maiden Lane
New York, NY 10038
highschoolclubs@unicefusa.org

UNICEF Branded Items

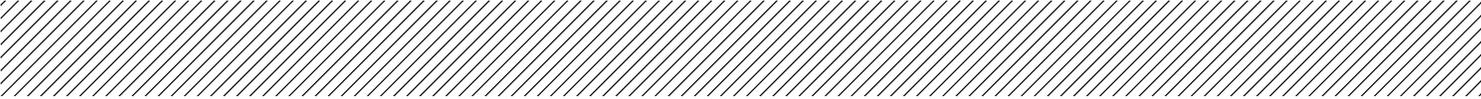
Visit the UNICEF USA store at Zazzle.com to purchase print-on-demand UNICEF items.

UNICEF Global Fellows

The U.S. Fund for UNICEF has Global Fellows in Atlanta, Boston, Chicago, Los Angeles, New York City, San Francisco and Washington, D.C. These professionals can serve as local UNICEF advocates in these areas. Contact highschoolclubs@unicefusa.org for more information about how the fellows can support your club.

TIP

Partner with other student clubs, cultural centers, the newspaper or other school institutions.



News Releases and Field Notes Blog

Keep up to date on UNICEF and its programs worldwide by going to the News Releases page at unicefusa.org/newsreleases. Check out reports from the field at fieldnotes.unicefusa.org.

Social Networking

Join the U.S. Fund for UNICEF Facebook and Twitter groups, as well as the UNICEF High School Club Facebook Fan Page for timely updates on UNICEF's work. In addition, club Facebook pages should link to the UNICEFUSA Fan Page and the UNICEF High School Club page. All Facebook pages should reflect the high standards of professionalism and uphold the positive image of the U.S. Fund for UNICEF and UNICEF. Websites that do not follow these guidelines must be taken down immediately.

Videos

The U.S. Fund for UNICEF and UNICEF Headquarters both maintain YouTube channels where you can view hundreds of videos about UNICEF's work. USF: youtube.com/UNICEFUSA; UNICEF: youtube.com/unicef?blend=1&ob=4.

TeachUNICEF

TeachUNICEF helps teachers engage students as active global citizens in learning about UNICEF and its work.

TeachUNICEF is a resource for U.S. educators. TeachUNICEF education materials have been designed to help educators bring a global understanding of the needs of children and families around the world into the classroom. Visit teachunicef.org to view and download resources, and share the site with your teachers and advisors as well.

TIP

Your school volunteer center or activity and service-learning office can help your club accomplish its goals.

Responsibilities of a UNICEF High School Club

Uphold the Mission and Name of the U.S. Fund for UNICEF

Becoming an official UNICEF High School Club is a wonderful way to have an impact on UNICEF's global work. However, protecting the name and reputation of UNICEF and the U.S. Fund for UNICEF is the responsibility of every club. Please make sure you read, understand, and abide by the policies and procedures outlined in this manual. Important highlights include gaining appropriate permission prior to the use of the UNICEF logo on flyers, T-shirts, promotional materials, etc., and ensuring that fundraising activity expenses do not exceed 25 percent of generated revenue.

Online Registration

All leaders and members of officially registered UNICEF High School Clubs must agree to serve as registered U.S. Fund for UNICEF Volunteers (register at unicefusa.org/actioncenter) either when they register their clubs or register as members of a specific club. Visit unicefusa.org/highschoolclubs and scroll down to the map to find and click on your club's page. Note: you'll need a log-in to access your club's page.

Organizational Structure and Membership

There are a number of ways that UNICEF High School Clubs organize their leadership structure. At a minimum, all clubs should have four officers — president, vice president, treasurer/secretary and event planner. These positions may not be filled by the same person.

Reporting

All UNICEF High School Clubs are required to submit a Reporting and Reflection Survey at the end of the school year in May. The survey allows us to track each club's activities and progress. Clubs that do not complete the survey will be considered inactive.





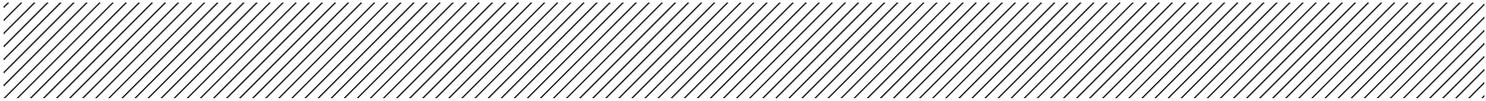
Financial Accountability

It is your responsibility to catalog and track donations you receive. Over 90 cents out of every dollar the U.S. Fund for UNICEF spends go to help children (far above average for the field). 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 as a UNICEF High School Club is highlighted later in this manual. The following is a brief summary of requirements:

1. UNICEF cannot accept donations of material goods for distribution abroad.
2. Clubs must gain student activity or club status through their schools and comply with any requirements.
3. Fundraising (and all activities) must be appropriate to the identity of the U.S. Fund for UNICEF and the High School Club.
4. Funds raised for a specific purpose must be used for that purpose.
5. 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.
6. Clubs must keep accurate financial records and accurately report these records in the Reporting and Reflection Survey.
7. All donations and acknowledgments should be quickly and efficiently processed within 30 days.

TIP

Read the Fundraising Toolkit for ALL information on how best to fundraise for the U.S. Fund for UNICEF.



Important Policies

Volunteer Agreement

When you register as a 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.

Certificate of Nonprofit Status/Tax ID Number

The U.S. Fund for UNICEF federal tax ID number is 13-1760110. The IRS letter confirming our 501(c)(3) status is available for download at unicefusa.org/faq. In some states, this letter will suffice to waive sales tax, but in other states, nonprofit organizations are not exempt from sales tax.

Certificate of Insurance

On occasion, a venue being used for a UNICEF event might require a certificate of insurance. You can obtain a certificate of insurance by contacting highschoolclubs@unicefusa.org. We will ask you to provide the date and address of the event, a contact person and telephone number, and the number of people expected to attend.

Conflict of Interest

A U.S. Fund for UNICEF volunteer, acting in an official capacity, shall not take any action that would result in the volunteer's (or household member's) financial benefit.

Expenses and Revenue

Covering, and controlling, the cost of any UNICEF-related activity is an important job. As the organizer, you should have a very clear understanding of the realistic revenue and expenses. It is critical that events that benefit UNICEF are cost effective and are viewed as appropriate to the community. Expenses should not exceed 25 percent of all collected revenue. This goal should be outlined in your budget during the very beginning stages of planning.

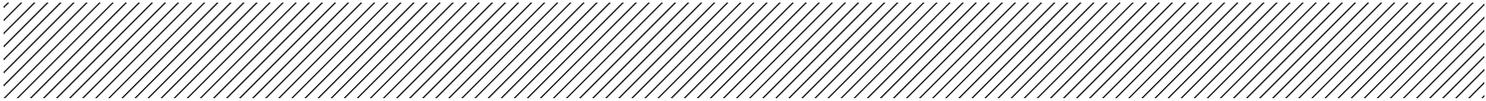
Impartiality

Please keep in mind that UNICEF is a nonpartisan, apolitical organization. The U.S. Fund for UNICEF also holds this policy and requires that its volunteers demonstrate impartiality in any political issues when representing UNICEF. Volunteers are engaged in political advocacy on behalf of UNICEF only when the public is encouraged to participate in UNICEF-supported legislation. For more information on which advocacy activities are sanctioned, please visit unicefusa.org/advocate.

Many volunteers work with other nongovernmental organizations and charities. U.S. Fund for UNICEF volunteers are encouraged to work with these groups to promote our message. However, because UNICEF is a neutral organization, volunteers cannot sign any petition or declaration that takes a political stance on any issue in the name of the U.S. Fund for UNICEF or UNICEF. If volunteers wish to sign such documents, they must do so as individuals, independent from the U.S. Fund for 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 orientation, age or any other basis prohibited by law.



Public Relations for UNICEF

Media outreach by our supporters is invaluable in engaging the public to support 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 or spokesperson—and are therefore unable to answer specific questions about UNICEF’s mission and programs. You are, of course, encouraged to make comments about your UNICEF activities in your capacity as a volunteer. 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 highschoolclubs@unicefusa.org, and we will connect you with our colleagues in the Public Relations department.

Logo and Website Do’s and Don’ts

Please email highschoolclubs@unicefusa.org for general guidelines on using the U.S. Fund for UNICEF logo.

Using the U.S. Fund for UNICEF logo on flyers and banners is a great way to advertise your club and its activities at school and in the community. It is also a great addition to T-shirts, pens, and other merchandise that you may want to use as part of a fundraiser. Please follow these guidelines when using logos:

1. All design templates must be emailed to highschoolclubs@unicefusa.org for approval and/or editing. Designs will be sent back to you within one week with any changes and/or approval.
2. The UNICEF or U.S. Fund for UNICEF logo may not be placed on an item that will be sold for donations or proceeds.
3. The UNICEF logo should be used only in its approved colors: white, black and cyan blue.
4. The minimum size of the logo should measure no less than 19 mm in width.

Planning and Implementing Fundraisers – register all fundraisers at unicefusa.org/usfmaps and make sure to read the full Fundraiser Toolkit for suggestions and policies on fundraising.

The U.S. Fund for UNICEF recognizes that UNICEF High School Clubs will host special events that serve as a significant part of their fundraising, education, public relations and advocacy efforts. However, there are several points worth particular attention.

Because you will be the “host” at a fundraiser, the UNICEF High School Club is responsible for what occurs. Clubs are liable for ensuring that the event is safe, legal and properly approved by all authorities that might be involved. You may not represent that the U.S. Fund for UNICEF is a producer, co-producer, sponsor or presenter of the fundraiser. When conducting a fundraiser, it is a requirement to fill out a Fundraiser Application, which can be found at unicefusa.org/usfmaps.

APPENDIX I:

UNICEF and the U.S. Fund for UNICEF

What Is UNICEF?

UNICEF — the United Nations Children’s Fund — was founded in 1946 to meet the emergency needs of children in war-torn Europe, China and the Middle East. Its mandate was extended in 1950 to address the problems of children in developing countries. UNICEF now works in more than 190 countries and territories throughout the world. It gives greater support to the least developed nations, with a particular emphasis on fighting major causes of death among children younger than 5. In 1965, UNICEF was awarded the Nobel Peace Prize. In 1990, UNICEF helped organize the World Summit for Children, at which 71 heads of state reached agreement on major child health and education goals.

UNICEF is an integral but semi-autonomous agency of the United Nations, with its own executive board. Its funding comes entirely from voluntary contributions. Its budget is not part of the assessed dues paid by member governments of the United Nations.

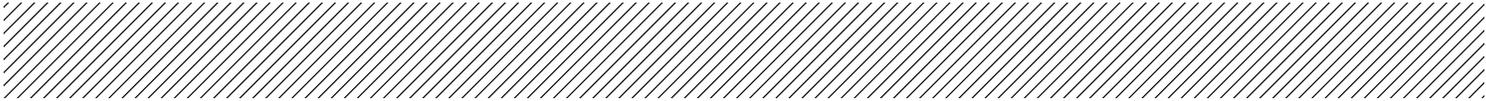


What Is the U.S. Fund for UNICEF?

Your UNICEF High School Club is affiliated with the U.S. Fund for UNICEF, and not UNICEF. The U.S. Fund for UNICEF works for the survival, protection, and development of children worldwide through fundraising, education and advocacy. The funds raised by your club go directly toward these projects and programs around the world. Created in 1947, the U.S. Fund is the oldest of national committees in industrialized countries that support UNICEF’s mission. Since its creation, the U.S. Fund has provided UNICEF and various NGOs with \$4.4 billion in monetary funds and contributions-in-kind.

Headquartered in New York, the U.S. Fund for UNICEF has developed an extensive network of volunteers in cities around the country. Among its many national programs, the U.S. Fund creates and distributes educational materials for teachers and students. It advocates to help secure the U.S. Government’s annual contribution to UNICEF. It also promotes the sale and distribution of UNICEF greeting cards, sponsors the Trick-or-Treat for UNICEF campaign and the UNICEF Tap Project and is host to the UNICEF High School Club program.

The U.S. Fund for UNICEF is a nonprofit 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.



APPENDIX II:

Getting Organized

A. Sample Leadership Structure

The following position descriptions are meant to be a template for UNICEF High School Clubs. Please add or amend these descriptions to reflect the leadership structure and duties of your club.

President: Is the presiding officer of the club, sets the agenda and plans for meetings and events. The president works with the advisor, the program manager of the UNICEF High School Club and other club officers to accomplish the goals of the UHSC.

Vice president: Assists the president in his or her duties and presides over the club in the absence of the president. Also is the chair of education and is responsible for setting up appropriate committees to deal with educational outreach.

Treasurer: Oversees all funds and transactions associated with the High School Club. The treasurer's duties include applying for funds from schools that offer assistance, developing an individual budget for each fundraising event, overseeing funds associated with the club and sending contributions to the U.S. Fund for UNICEF within 30 days of an event.

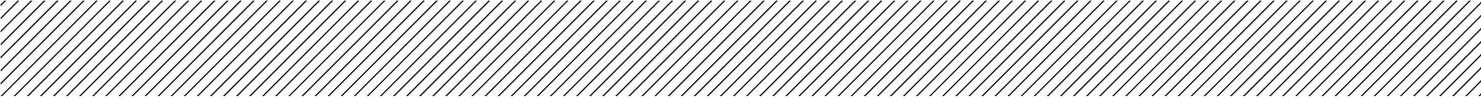
Event planner: Organizes all logistics and plans fundraisers and events. An event planning committee with other officers is a good idea for clubs that host many events and fundraisers.

All members: Should keep careful records of all activities and financial transactions that occur during their terms of service. These records are reported in the Reporting and Reflection Survey in May.

B. Leadership Responsibilities

U.S. Fund for UNICEF High School Club leadership responsibilities:

- Plan and implement at least one education, advocacy and fundraising activity per year in your school and in your community on behalf of UNICEF.
- Use the UNICEF High School Club Activity Calendar to guide the education and fundraising activities of your club.
- Continue to increase the quality and professionalism of UNICEF High School Club activities to increase the effectiveness of the movement for child survival.
- Promote membership management and leadership development by conducting effective recruitment campaigns each semester, organizing initial and ongoing membership development activities, fostering retention of members, building a strong committee leadership structure and ensuring an effective selection and transition of new leaders.
- Register your club as an official UNICEF High School Club by visiting unicefusa.org/highschoolclubs and selecting "Start a Club."
- Ensure that all club members register with your official UNICEF High School Club by visiting unicefusa.org/highschoolclubs, finding your club on the Google map and then "joining" the club once on that page. Please note, you'll need to register at the UNICEF Action Center at unicefusa.org/actioncenter in order to access your club's page
- Complete the Online Reporting and Reflection Survey in May.
- Educate yourself about current elements and activities in the movement for child survival by visiting the unicefusa.org/volunteer Field Notes blog often.
- Maintain political impartiality on issues when representing UNICEF and, when asked, coordinate school involvement in UNICEF-sponsored public policy concerns.

- 
- Maintain the UNICEF High School Club infrastructure by tracking finances and membership and ensuring the timely processing of donations.
 - Participate in the U.S. Fund for UNICEF national programs: Trick-or-Treat-for-UNICEF , UNICEF Tap Project and Live Below the Line.

Requirements:

- Leadership terms should last at least one full academic year.
- Individuals serving as UNICEF High School Club leaders should be prepared to commit to no less than 5 hours per week.
- Leadership teams will host structured member meetings twice per month.
- Leaders serve as the main contact for national priorities and initiatives and should feel comfortable understanding, adapting and implementing these initiatives locally.
- On occasion, leaders may be asked to participate in local volunteer opportunities, site visits, trainings and other special events. While not mandatory, participation is highly encouraged for the enrichment of the leadership team and program.

C. Member Responsibilities

UNICEF High School Club membership responsibilities:

- Help to plan and implement education, advocacy and fundraising activities at your school and in your community on behalf of UNICEF.
- Register as an official member with your UNICEF High School Club by visiting unicefusa.org/highschoolclubs, finding your club on the Google map and then “joining” the club once on that page. Please note, you’ll need to register at the UNICEF Action Center at unicefusa.org/actioncenter in order to access your club’s page. Maintain political impartiality on issues when representing UNICEF and, when asked, participate in UNICEF-sponsored public policy concerns.
- Attend and actively participate in weekly (or biweekly) membership meetings and, if applicable, participate in leadership committees.
- On occasion, UNICEF High School Club members may be asked to participate in local volunteer opportunities, trainings and other special events.

Qualifications:

- Members should be motivated to work for the survival, protection and development of the world’s children.
- Members should exhibit strong leadership skills or potential and should be able to take the initiative on a number of projects.
- Excellent communication skills are a must. Individuals should feel comfortable speaking in front of a group of peers and possess skills in group facilitation.

D. Sample UNICEF High School Club Advisor Description

UNICEF High School Clubs are student-led organizations that educate, advocate and fundraise in the United States for the benefit of UNICEF.

One of the club requirements is to partner with an appropriate adult who will serve as the club's advisor. An advisor can be anyone employed by a sponsoring high school or a sponsoring civic organization. Or, he or she can be an informed member of the community. Advisors are essential to the success of the student groups, since they provide guidance, consistency and sustainability to the clubs.

It is important to remember that UNICEF High School Clubs are student-led organizations. The advisor should not serve as the primary contact or leader of the group. Rather, the advisor should serve as a mentor, coach or guide.

An advisor's role may be defined as follows:

- Meets with student leaders on a monthly — or at least regular — basis.
- Provides interpretation of any school or organizational policies.
- Provides help with annual planning and goal setting.
- Provides help with event planning.
- Provides guidance and oversight of the annual leadership transition.
- Provides help with access to school and community resources.



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

All members will be asked to register as volunteers at unicefusa.org/actioncenter, and we encourage advisors to register as well, to receive updates on our volunteer programs and be able to access the UNICEF High School Club materials. Further details regarding the club policies and procedures can be found after the login at unicefusa.org/actioncenter, or email highschoolclubs@unicefusa.org.

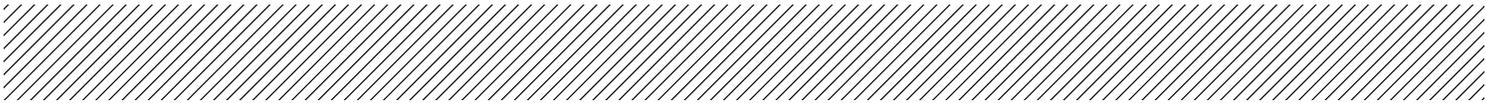
Note for teachers: If you are interested in integrating UNICEF's work and global humanitarian issues into your classroom activities, visit teachunicef.org to view downloadable units, lesson plans and handouts.

APPENDIX III:

Forms

A. Sample Budget

Description	Budgeted	Actual
Income Items		
Ticket sales (number of attendees multiplied by ticket price)		
Donations		
Other		
Income Total		
Expense Items		
Logistics:		
Food		
Decorations		
Furniture rental		
Site rental		
AV equipment		
Advertising/press releases:		
Copies and general reproduction (flyers, invites)		
Postage and delivery		
Other:		
Supplies		
Gifts		
Professional fees (tech support, movers, etc.)		
Licenses and permits		
Entertainment		
Expense Total		
Income Less Expenses (please note, expenses should not exceed 25% of income raised)		



B. Donation Form

Please note: You may also transmit donations online at unicefusa.org/highschoolclubs by selecting "Donate."

1. Fill out this form **completely**. It should be the cover sheet for all of your collected donations.
2. Use **one** form per donor. If using multiple forms, contact details on each form must be identical, and pages must be numbered.
3. Attach checks and money orders made payable to the **U.S. Fund for UNICEF** and send to:

U.S. Fund for UNICEF
 Volunteer & Community Partnerships
 125 Maiden Lane
 New York, NY 10038

Contact Details

Contact First Name: Contact Last Name:
 UNICEF High School Club Official Name:
 Address:
 City: State: Zip:
 Phone: Email Address:

Donation Details (Please circle method of payment)

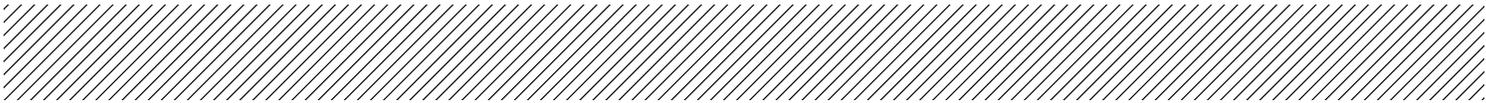
Check/Money Order Number: Amount: \$
 Check/Money Order Subtotal: \$

Credit Card Details

Credit Card Number: Expiration Date:
 Type of Credit Card (please circle): VISA MASTERCARD AMEX Amount: \$
 Name as It Appears on Card:
 Billing Address:
 City: State: Zip:
 Phone:

CM_XXXHSC14YXXXX

Please email highschoolclubs@unicefusa.org or call **1.800.FOR.KIDS**.



C. UNICEF High School Club Attendance Sheet

Date: **Theme/Topic:**

Those in Attendance:

- | | |
|-----------|-----------|
| 1) | 22) |
| 2) | 23) |
| 3) | 24) |
| 4) | 25) |
| 5) | 26) |
| 6) | 27) |
| 7) | 28) |
| 8) | 29) |
| 9) | 30) |
| 10) | 31) |
| 11) | 32) |
| 12) | 33) |
| 13) | 34) |
| 14) | 35) |
| 15) | 36) |
| 16) | 37) |
| 17) | 38) |
| 18) | 39) |
| 19) | 40) |
| 20) | 41) |
| 21) | 42) |

APPENDIX IV:

UNICEF High School Club FAQs

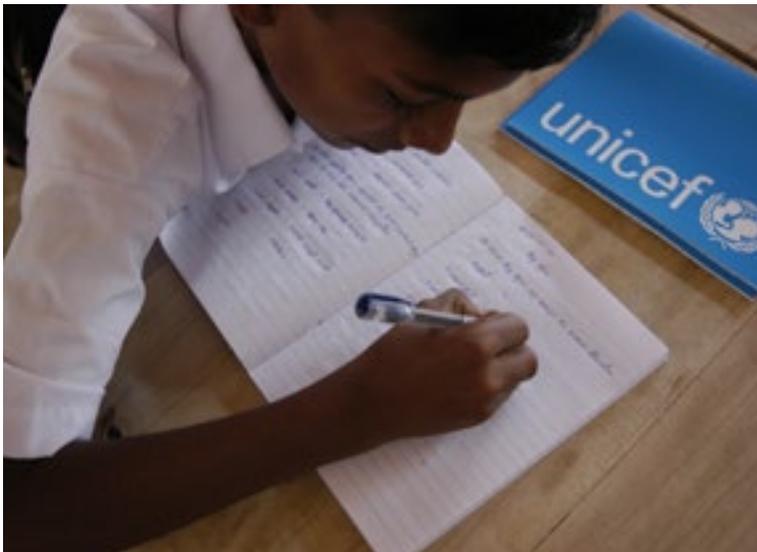
Who volunteers with UNICEF? Is there an age requirement to volunteer?

U.S. Fund for UNICEF volunteers are an integral part of a vast network of individuals across the United States who have increased awareness of issues of child survival, advocated on behalf of UNICEF, and raised funds to support the organization's work for almost 70 years. Our volunteers are racially and ethnically diverse, of both genders, and all ages.

While we welcome volunteers of all ages, we ask that volunteers under the age of 13 be supervised by an adult, such as a guardian, teacher or club advisor. Only individuals who are 13 years of age or older can register online as volunteers.

Are there special student or youth volunteer programs?

There are many UNICEF activities for students and youth. We invite youth over the age of 13 to register online at unicefusa.org/actioncenter. Once registered, you'll have access to lots of special resources, be able to communicate with other volunteers who are working to make a difference and receive the latest information about UNICEF's programs and volunteer opportunities.



Are internships available?

Yes. However, interns must be enrolled in either a bachelor's or a graduate program to be eligible, but participation in a UNICEF High School Club would be a wonderful addition to your college application. A limited number of internships are available at our New York City National Headquarters, and preference is given to candidates with prior UNICEF High School Club and Campus Club Initiative experience. The U.S. Fund for UNICEF does not have overseas internships. Placement is subject to the needs of the organization and the skills and interests of the intern.

Interns help in a variety of activities,

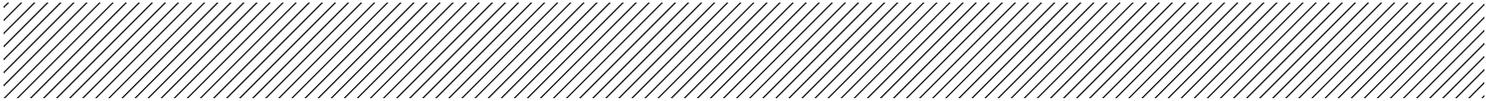
including research, analysis, marketing and communications. Interns also assist in general office support and special projects.

Internship applications are accepted year round. To be considered for intern opportunities, email a letter of interest and resume to hr@unicefusa.org with highschoolclubs@unicefusa.org cc'd. Be sure to indicate the time frame in which you are available.

At this time, the U.S. Fund for UNICEF does not provide financial support for interns. All successful applicants are expected to make their own arrangements for travel, lodging and living expenses during the internship period.

What hours can I expect to volunteer?

You may volunteer as many hours as you would like. Most UNICEF High School Club volunteer members spend 5 to 10 hours a month on UNICEF volunteer activities. Please keep in mind your availability when choosing a volunteer activity to participate in. Some activities require more time than others.



What are the benefits of volunteering with UNICEF?

As a U.S. Fund for UNICEF volunteer, you will:

- Learn how UNICEF has helped save more lives than any other humanitarian organization and is the leader in the field of child survival. Working in over 190 countries and territories, in areas from nutrition to child protection, HIV/AIDS to education, no other organization surpasses UNICEF's vast experience, extensive resources, global presence and perspective in helping to save children's lives.
- Stay up to date on UNICEF's work in emergencies such as natural disasters and armed conflicts.
- Gain access to volunteer-only resources and publications, and receive invitations and notifications of special events and local volunteer opportunities.

Does UNICEF have any travel abroad or overseas volunteer programs?

No, UNICEF does not deploy volunteers to the field. For information about the United Nations Volunteer Program, please visit www.unv.org. Other organizations that offer overseas volunteer programs can be found on the Building Bridges Coalition website.

Is there a speaker's bureau? Can you provide me with a speaker?

Given the capacities of the U.S. Fund for UNICEF, we cannot guarantee a staff speaker from the U.S. Fund for UNICEF, but we will consider requests on a case-by-case basis. Please contact highschoolclubs@unicefusa.org to make a request.

The U.S. Fund for UNICEF has created talking points, PowerPoints and videos that can be used to introduce the work of UNICEF to an audience. Visit the Online Volunteer Center at unicefusa.org/actioncenter or email volunteer@unicefusa.org to access these resources. We encourage you to seek out speaking opportunities to share information about UNICEF's work. You may want to contact local schools, places of worship and other service or youth-related organizations that are looking for speakers. A great place to start is with groups that already partner with the U.S. Fund for UNICEF — such as your local Kiwanis or Rotary Clubs — which often request speakers at their meetings.

How do I verify that I am a volunteer?

While we do not issue verification letters for our volunteers, you may use the confirmation email that you receive when registering as a volunteer as a means of verification. If a donor or business asks for further verification for your local UNICEF volunteer activity, you may direct all inquiries to highschoolclubs@unicefusa.org.