

UNICEF Clubs

Member Recruitment and Retention

Effectively Orient and Train Volunteers

- Schedule a mandatory volunteer orientation and training about two weeks after your information sessions.
- Train volunteers by using veteran volunteers who did similar events the previous year.
- Register every volunteer with the U.S. Fund for UNICEF. All volunteers should know how to access electronic resources.
- Organize a volunteer retreat — it is a great way to comprehensively train new volunteers and plan for the semester or year with them.
- Prepare clear descriptions of the duties of a club member, engagement opportunities and benefits of being a volunteer.
- Learn about UNICEF's core programming activities and ask your faculty advisor or another professor to discuss issues of child survival with the new group.
- Remind yourself and others why you volunteer by sharing stories, quotes, or ideas that inspire you! Why did they join the UNICEF Club?
- Keep track of how many returning volunteers you have. Recruitment costs money. How does your budget look?
- Obtain a copy of the school calendar. What is the best time to get your volunteers involved?
- Delegate: Allow volunteers to take on leadership roles. When members are responsible for something specific, they are more likely to show up.

Creating Incentives

Sample 1: Create Committees

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

- Fundraising
- PR/Awareness
- Recruitment/Social

Sample 2: Use a Points System

Based on the number of points obtained, members could receive some of the following items:

- UNICEF Certificate
- Election Eligible
- UN Tour/Weekend Retreat Eligibility

Sample Point System

POINT	REQUIREMENT	DISTRIBUTION
Attendance Point	Attend over 50% of meetings	1 point per meeting
Participation Point	Actively help with a club event	1 point per hour (6 hours = 6 participation points)
Committee Point	Active contribution/involvement	Discretion of Committee Chair
Social Point	Attend on-campus events to represent UNICEF/attend off-campus UNICEF socials	4 total events 1 point per event (4 points = social point)
Recruitment Point	Invite a new member to a meeting or event	1 point per recruit

Best Practices

Show Appreciation Often!

■ Saying thank you is important. This can be done through a thank you note, a verbal recognition and/or a small gift.

Lead by Example

■ If you want members to show up on time make sure you are always on time. This rule applies for almost everything.

Incentives Work Wonders

Examples include:

- Recommendation letter
- Food
- Volunteer recognition in speeches, media and meetings
- Shirts, buttons and pins
- Parties, retreats, picnics and other “off duty” events

Help Volunteers With Time Management

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

Keep Volunteers Energized and Interested

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