



## **UNICEF Next Generation Steering Committee Member Role Description 2-Year Term**

*UNICEF USA is committed to collaborating with emerging leaders, influencers and donors in charitable and educational activities to develop the next generation of global philanthropists and UNICEF supporters. UNICEF Next Generation (NextGen) is the outlet that allows change makers to do just that, on behalf of the world's children. UNICEF USA recognizes that NextGen is an integral component of UNICEF's future.*

NextGen is a group of young leaders, entrepreneurs and innovators in their 20s and 30s who commit their resources, resolve and enthusiasm towards supporting UNICEF's lifesaving work. Members study issues that affect children around the world and choose UNICEF projects to support through education, advocacy, skill sharing/remote volunteering and fundraising. Through their activities, members mobilize their networks and inspire their peers, colleagues and families to take action in their communities on behalf of the children of the world. NextGen augments UNICEF USA's current programs and campaigns, while also creating new programs and educational opportunities for the next generation of UNICEF supporters. The NextGen Steering Committee leads these nationwide efforts and is the key link between UNICEF USA's grassroots fundraising and large-scale efforts. The NextGen Steering Committee is comprised of 20 core members per city in Atlanta, Chicago, Los Angeles, San Francisco and New York and carefully curates peer engagement opportunities to educate and cultivate strong, lasting UNICEF relationships with UNICEF USA's emerging donors, volunteers, advocates and future board members.

### **GOALS:**

- 1) Promote and raise awareness about UNICEF's work, efficiency, progress and the challenges for children amongst younger donors and advocates, sparking involvement and passion for the mission that will last a lifetime
- 2) Passionately and knowledgably support and fundraise for UNICEF programs
- 3) Increase and strengthen NextGen nationwide membership and global NextGen alliances
- 4) Develop and execute fun and educational activities and events throughout the year, carefully curated for NextGen members and the target audience
- 5) Organize, lead and execute 2 successful fundraising events per year (i.e. UNICEF Masquerade Ball)
- 6) Bridge the gap between the organization's volunteer grassroots efforts and that of significant donors, corporations and foundations

**End of 2-year term individual goal:** To strengthen the donor life-cycle of each Steering Committee member, ensuring each member finishes his/her term:

- Well-educated on global and domestic children's issues and UNICEF's work
- With a clear understanding of his/her next step as a donor and a leader within UNICEF USA and/or the humanitarian sector
- The impact you have had and want to continue to have on this world

### **TARGET AUDIENCE:**

Globally aware individuals aged 21- 40 with a passion for UNICEF's mission, a strong desire to be a part of the UNICEF family, and the resources and networks to organize events, activities and people for fundraising and educational purposes.

## **ROLE DESCRIPTION:**

### **Steering Committee member**

- 1) Become educated about UNICEF's work and the plight of the world's children
- 2) Provide a link between our grassroots fundraising, current donors, corporations and foundations and the next generation of supporters across the organization
- 3) Personally donate a minimum of \$1,000 and secure an additional \$5,000 "give or get" throughout UNICEF USA's fiscal year (July 1– June 30), for a total annual minimum donation/fundraising goal of \$6,000
  - You will be required to meet your personal fundraising commitment/ 'give' by either:
    - Upfront joining the NextGen membership program ([HERE](#)) by donating a minimum of \$84/month to NextGen projects
    - Making an outright \$1,000 donation annually (please make first donation at start of Steering Committee term)
- 4) Further develop and strengthen the NextGen program, ensuring that it is a group you are proud to represent, be actively involved in and help spread the program's message to constituents UNICEF has never reached before (including but not limited to your peers, friends, family, colleagues, company, etc.)
  - Recommend potential dedicated members and facilitate introductions (must recruit a minimum of 5 new NextGen monthly members per fiscal year)
  - Suggest and implement creative ideas to initiate peer involvement, acquisition, retention and support
- 5) Facilitate strategic introductions for key areas of support (individual, foundations, corporations, media, etc.)
- 6) Attend all Steering Committee meetings in person and have active involvement in at least two of the 6-10 NextGen activities in your city, making these activities clear priorities in your life
- 7) Serve on the Steering Committee for the full two-year term (members can re-apply after two years for a total of 4 years)
- 8) Serve as a member or chair of one of NextGen's sub-committees (Advocacy, Governance, Events, Membership, or Program)
- 9) Work with other members to coordinate NextGen activities and events throughout the year
  - Use your own contacts to secure sponsors, venues, and attendees for larger NextGen activities/events
  - Coordinate personal activities and events; volunteer as hosts
- 10) Organize your own activities amongst friends and family to educate your networks about NextGen projects
- 11) Participate and lead activation for NextGen missions each month and UNICEF/UNICEF USA campaign priorities (i.e. UNICEF Tap Project, Trick-or-Treat for UNICEF)
- 12) Provide a voice and be an advocate for children
- 13) Uphold UNICEF USA's core values and align yourself with our mission to raise funds and increase awareness of challenges facing the world's children
- 14) Support and promote UNICEF's mission to put children first and share our commitment to make the world a better place for children