

## **STEERING COMMITTEE MEMBER ROLE & DESCRIPTION** **(2-year term)**

The United Nations Children’s Fund (UNICEF) works in over 190 countries and territories to save children’s lives, to defend their rights, and to help them fulfill their potential, from early childhood through adolescence. UNICEF has helped save more children’s lives than any other humanitarian organization by providing health care and immunizations, safe water and sanitation, nutrition, education, emergency relief and more.

UNICEF NextGen supports UNICEF’s work through fundraising, advocacy and education in the United States. Together, we are working toward the day when no children die from preventable causes, and every child has a safe and healthy childhood. When you take the NextGen pledge, you pledge to leverage your skills, networks, time and financial or other resources to UNICEF's lifesaving work.

The NextGen Steering Committee is comprised of roughly 20 core leaders per city in Atlanta, Chicago, Los Angeles, San Francisco and New York. A Steering Committee member identifies as a global citizen, is passionate about child rights and firmly believes in UNICEF’s mission, which is grounded in principles of equity and uses a human-rights based approach.

Steering Committee members commit to curating peer engagement opportunities to educate and cultivate strong, lasting UNICEF relationships with UNICEF USA’s emerging donors, volunteers, advocates and future board members. NextGeners think globally while acting locally to make the greatest impact for children around the globe.

### **OUR MISSION**

When you take the NextGen pledge, you vow to leverage your skills, networks, time and financial or other resources to support UNICEF's lifesaving work in order to actualize a world where children have access to a brighter future.

### **YOUR COMMITMENTS**

#### **FUNDRAISING**

1. 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 and fundraising goal of \$6,000.
2. Meet your personal fundraising commitment/‘give’ by either:
  - a) Joining the NextGen [monthly pledge program](#) at \$84/month
  - b) Making an outright [\\$1,000 donation](#) to the NextGen Project (please make first donation at start of Steering Committee term)
  - c) Refer to your SC Workplan to set individual goals for your philanthropic ambitions.

3. Use your own contacts to secure sponsors, venues, and attendees for larger NextGen activities/events.
4. Facilitate strategic introductions between the NextGen Philanthropy Officer and personal relationships, foundations, corporations, media, and more who have demonstrated major gift capacity (10K +).

### **LEARNING/EDUCATION**

In order to promote and raise awareness about UNICEF's work, efficiency, progress and the challenges for children amongst younger donors and advocates, you must make a concerted effort to continue your learning and awareness around UNICEF's work. You will be expected to do this through:

1. Knowing and upholding the NextGen Mission.
2. Actively pursuing professional and leadership development through UNICEF learning opportunities, skill-building and networking.
3. Becoming educated about UNICEF's work and the plight of the world's children in conducting your own research on [unicef.org](http://unicef.org) and [unicefusa.org](http://unicefusa.org) and to attend education opportunities such as webinars and pop-up talks with UNICEF experts.
4. Organizing your own activities amongst friends and family to educate your networks about NextGen projects

### **COMMUNITY/RECRUITMENT**

Increase and strengthen NextGen nationwide membership and global NextGen alliances through:

1. Recruitment of a minimum of 5 new NextGen monthly members per fiscal year
2. Recommending potential dedicated members and facilitate introductions to NextGen Manager and Deputy Director.
3. Suggesting and implementing creative ideas to initiate peer involvement, acquisition and member retention and to spark interest amongst NextGen-aged potential constituents.

### **ADVOCACY**

We ask that you help us reach the lawmakers in Washington, DC and around the country on matters that affect the survival, protection, and development of children everywhere in the following ways:

1. Support UNICEF USA's foreign appropriations ([vital funding](#)) from the U.S. budget at various points throughout the year
2. Stay apprised of rotating activations UNICEF USA will push forward around [policies that affect children](#).
3. Attend UNICEF USA's Annual Summit

### **TIME**

1. 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.
2. Serve on the Steering Committee for the full two-year term.