



Clubs

Tips and Tricks

Make sure members feel appreciated and stay interested to keep them involved!

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.
- 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.

Sample Point System

| Point | Requirement | Distribution |
|----------------------------|--|--|
| Attendance Point | Attend at least 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 |

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 (see chart above), members receive some of the following items:

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

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. ●