How To: Advocacy for Clubs
Use your voice and make a difference for children everywhere.

As students, you have a powerful voice in shaping the policies that affect children around the world. Today, youth voices are rising up in ways that America has not seen for decades. Who better to speak out for youth around the globe than students like yourself?

A vital part of UNICEF USA’s mission is to advocate for UNICEF’s work to ensure the rights of children around the world. For the 2018-2019 school year, every club will be asked to designate an Advocacy Lead, who can participate in trainings throughout the year to coach fellow club members on UNICEF USA advocacy priorities. Those students who are of voting age — 18 years and older — are encouraged to stay civically engaged and participate in the political process. But, no matter what your age, UNICEF Clubs can play a meaningful role in finding bipartisan solutions that ensure every child is safe, healthy and protected.

Because of the sensitive nature of UNICEF’s work, if you’re interested in meeting with government officials or inviting government officials to your club events, please first reach out to advocacy@unicefusa.org. Our Office of Public Policy and Advocacy can ensure you’re abiding by UNICEF guidelines and provide you with key training.

Learn More
Visit unicefusa.org/help/advocate to learn about current campaigns and ways you and your club can take action!
Club Activities

- **Learn about Your Legislators:** Use the worksheet “Get to Know Your Legislators” to research and learn more about the Representative and Senators who speak for your school in the U.S. Congress. Follow them on social media and subscribe to their newsletter to learn more about their policy stances.

- **Launch an Awareness Campaign:** Visit UNICEF USA’s advocacy webpage to view our current policy priorities. Explore the issues and poll your club on what they’re most passionate about. Create a poster campaign to inform your school on the issue and how they can take action to support UNICEF USA’s work. Magnify your impact by posting your images on social media to reach other community members.

- **Rise to the Challenge:** Throughout the year, we’ll need all clubs on deck to support critical advocacy activations. Whether it’s tweeting at Members of Congress to maintain UNICEF’s critical annual funding or making calls to support a bill about education during Back-To-School, we need you on standby to raise your voices on policy issues important to UNICEF, by telephone, e-mail, and/or social media.

- **Write to Congress:** On that same advocacy webpage, you can send emails directly to government officials in support of legislation that protects the rights of children. During a meeting, have club members submit personalized emails.

  You can also do it snail mail style. Have club members handwrite notes and batch them together to send to the appropriate government offices. Make sure you identify your school, so the office knows that you’re constituents. And, just know that because of security screenings, handwritten letters can take weeks longer to reach their intended recipient. But every letter counts!

- **Participate in the UNICEF USA Annual Summit:** When you sign up for the Student Summit, you also have the opportunity to join Advocacy Day, where you can meet lawmakers face-to-face on Capitol Hill. Stay tuned for more information about the 2019 Annual Summit in March!