



Clubs

Keep in Mind

UNICEF Clubs are student-led initiatives where members put **#children first** every day.

UNICEF Club Toolkit

How to Start a UNICEF Club



Promoting Trick-or-Treat for UNICEF on campus.

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Dear Leader,

It is UNICEF USA's goal to empower American youth with the resources and skills to be effective global citizens — thinking globally and acting locally for the world's most vulnerable children.

We hope you will help us accomplish this mission by joining the ranks of college and high school students around the country who are educating, advocating and fundraising on behalf of UNICEF. As a UNICEF Club, you will have the opportunity to work in your community and on your campus for our common goals.

This is a big responsibility.

As you decide whether the club program is right for you and your group, this toolkit will serve as your guide. You may also use it to prepare your application and to prep your campus for the work ahead. Becoming part of this movement is exciting and rewarding, but we know it isn't for everyone. So please review the requirements, guidance documents and responsibilities of leadership carefully to enable yourself to make the best decision.

We have an ever-expanding list of schools and student leaders committed to this work. We're in awe of their accomplishments. Because of their efforts, we raise hundreds of thousands of dollars each year, we introduce thousands of people to UNICEF's mission and we advocate for issues vital to the survival of the world's children.

The staff at UNICEF USA and our National Council are here to assist you. If you have any questions or need additional information, please email volunteer@unicefusa.org.

Sincerely,

A handwritten signature in black ink that reads "Laura Restrepo". The signature is fluid and cursive, with the first name being the most prominent.

Laura Restrepo

Manager, Youth Engagement
UNICEF USA

Requirements of a UNICEF Club

Uphold the Mission and Name of UNICEF and UNICEF USA

Protecting the names and reputations of UNICEF and UNICEF USA is the responsibility of every student leader. Please make sure you read, understand and abide by the policies and procedures outlined in this handbook. Important highlights include gaining appropriate permission before you use the UNICEF logo on any printed or digital materials, and limiting any fundraising activity expenses to 25 percent or less of generated revenue.

Club Registration

Each year, a club is required to reregister online to provide updated leadership information. Once approved, this will automatically subscribe your club for its yearly Back-to-School Kit.

Individual Online Registration

All leaders, members and advisors of officially registered UNICEF Clubs should be registered as volunteers on our website at unicefusa.org/supporters/volunteers. Members are required to update their subscription if their email changes.

Organizational Structure and Membership

There are a number of ways that UNICEF Clubs organize their leadership structure. All clubs should have at least four officers. These positions may not be filled by the same person. The transition of leadership typically occurs in the early spring. Each club conducts a recruitment campaign for members at the beginning of each academic year and at appropriate times throughout the year. New leadership should be communicated via reregistration each year, and by email if leadership changes mid-year.

Reporting

All UNICEF Clubs are required to submit the Annual UNICEF Clubs survey in the spring. This tool is used to report the accomplishments of our clubs, increase the national staff's ability to track activity, share best practices and demonstrate the impact of resources devoted to the clubs. The survey will be sent via email by the National Council and staff, and posted on our social media platforms and made available on our website.

Registration

All events carried out by a UNICEF Club must be registered and approved via the Fundraiser and Event application process at unicefusa.org/fundraiser.





UNICEF Club members at the 2017 UNICEF Student Summit.

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Financial Accountability

At UNICEF USA, we believe it is our responsibility to wisely use every dollar received. More than 90 percent of contributions go directly to program services that save children’s lives. Organized under the laws of New York State as a not-for-profit corporation, UNICEF USA is exempt from tax under section 501(c)(3) of the Internal Revenue Code and qualifies for the maximum charitable contribution deduction by donors. More information regarding your fiscal responsibility is available in our Fundraising one-pager, which can be found under Leader Resources on our website at: unicefusa.org/clubresources.

The following is a summary of requirements:

- Clubs must gain student activity or club status through their school and comply with their local requirements.
- Fundraising (and all activities) must be appropriate to the identity of UNICEF USA.
- Funds raised for a specific purpose must be used for that purpose.
- All money raised in the name of UNICEF and UNICEF USA must benefit UNICEF. It may not be donated to other charitable causes.
- UNICEF cannot accept donations of material goods or in-kind items for distribution abroad. Clubs must keep accurate financial records and accurately report

these records in the Reporting and Reflection Summary.

- All donations and acknowledgments should be processed quickly and efficiently within 30 days.

Logo Use

Using UNICEF USA logo on flyers and banners is a great way to advertise your club and its activities on campus and in the community. It’s also a great addition to T-shirts, pens and other merchandise that you may want to use as part of a fundraiser. Because the most powerful visual element within UNICEF USA brand is the logo, it must always be treated with respect. All design templates must be emailed to volunteer@unicefusa.org for approval.

Volunteer Agreement Policy

As a registered volunteer, you agree to a set of terms and conditions that will help UNICEF maintain its high standards of professionalism. You agree to uphold the positive image of UNICEF USA and UNICEF. Read the full terms and conditions on our one-pager under Leader Resources at unicefusa.org/clubresources.

Nondiscrimination Policy

It is the policy of UNICEF USA that there will be no discrimination or harassment in its programs, activities or employment based on race, color, religion, gender, sexual orientation, age or any other basis prohibited by law. See our Policies, Rules and Regulations one-pager under Leader Resources on our website at: unicefusa.org/clubresources.

How to Become a UNICEF Club

Determine if There Is a Need for a UNICEF Club

Is there already a UNICEF Club working on your campus? What is the environment on campus for this kind of student organizing? Will there be students and faculty interested in joining the effort? What other groups are working on campus for child survival? Could you partner with them? Reflecting on the answers to the preceding questions will help you assess the interest and need for a UNICEF Club at your school. Your group will also have a higher potential for success if you know who else is working on these issues.

Determine if a UNICEF Club Is Right for You

There are plenty of ways to volunteer with UNICEF, and it is important that you understand the expectations and requirements of becoming an official UNICEF Club. UNICEF Clubs are expected to have a sustainable and long-term presence on their campus over a number of years. Applying to be a UNICEF Club means committing to a long-term relationship with UNICEF USA. It means ensuring proper leadership and leadership transition. Non-official groups may certainly plan one-time events to benefit UNICEF, but may not receive the same level of support and access to resources. Please read this toolkit carefully before completing the Club application.

For more help in deciding if an official club is right for you, contact:

● **College Club Inquiries**
campusinitiative@unicefclubs.org

● **High School Club Inquiries**
highschool@unicefclubs.org

Identify a Core Group of Interested Students

Forming and sustaining a UNICEF Club may take a considerable amount of time. Your school administration will want to see a number of students participating, and you will need to find others who are interested in founding this effort. Including others in leadership early on in the process will help you reach out to more people and provide diverse perspectives. It will also make the leadership transition easier at the end of your term.

Talk to School Administrators about Becoming a Campus Group

This can be critical to the success of your UNICEF Club.

Support from your school can bring a wealth of knowledge and resources. (Most student groups can access funds to help with their work.) Bring the administration into the process early and use them as a resource. This toolkit guides you through UNICEF USA's requirements for campus and high school groups, but it's extremely important to be aware of and adhere to your school's guidelines.

Choose an On-campus Advisor

All UNICEF Clubs are required to have a campus advisor who is a member of the faculty or staff. Take time to select someone who cares about UNICEF's mission and has the time to dedicate to your success. Be prepared to outline your goals for the club in the year ahead, and be honest about the level of support you think you'll need to get things off the ground.

Educate Yourself about UNICEF and Global Child Survival Issues

Read about our work on the websites unicefusa.org and unicef.org. Whether the obstacle to child survival involves politics, poverty, basic logistics or a combination of these problems, UNICEF is the most qualified humanitarian organization in the world to confront and resolve these difficulties. Learn where and how UNICEF's funds and those of UNICEF USA are used.



Applying to Be a UNICEF Club

Complete and Submit the Campus Initiative or High School Club Application Online

If you have decided the UNICEF Club program is right for you and your campus, complete the application:

- **College Club Inquiries**
unicefusa.org/campusinitiative
- **High School Club Inquiries**
unicefusa.org/highschoolclubs

A member of our team will review your application, and you will be contacted via email with next steps and/or approval.

Receive the Official Welcome Email and Back-to-School Kit

Once you have been approved, you will receive your yearly bundle of resources and materials such as T-shirts, posters, pens, a one-pager and educational materials.

Get in Touch with Your National Council Member

The Campus Initiative National Council can be reached at campusinitiative@unicefclubs.org. The High School National Council can be reached at highschool@unicefclubs.org. The National Council will be your best connection to UNICEF USA.

Attend a New Club Orientation (Online)

All your leaders, and members if they'd like, should attend one of our new online club orientations. This one-hour session is an opportunity to hear a UNICEF 101 presentation found on the UNICEF Clubs YouTube channel.



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Resources

Learn What Resources Are Available to You

Below is a comprehensive list of resources that can be found on our website under Leader Resources at:

unicefusa.org/clubresources.

- About UNICEF, UNICEF USA and UNICEF Clubs
- Advocacy Toolkit
- Events Guide
- Fundraising Tips
- Leadership Transition
- Member Recruitment and Retention
- Partnerships
- Policies, Rules and Regulations
- Publicity and Social Media
- Year-Long Calendar