UNICEF
CAMPUS CLUB HANDBOOK

unite for
children

unicef

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Cover Photo

INDONESIA:
Vivi Soviani, wearing a UNICEF T-shirt, plays with a group of children in a camp for people displaced by the tsunami, in the TVRI television station compound in Banda Aceh, capital of Aceh Province.

Chapter 1
UNICEF AND THE CAMPUS INITIATIVE

What is UNICEF?

UNICEF is more than 9,000 women and men working around the world to promote and protect the rights of children. We advocate for their rights and contribute to their well-being through programmes that help them survive and thrive to adulthood, and that provide essential medicines, vaccines, educational, health and emergency supplies. UNICEF, the United Nations Children's Fund, was founded in 1946 to meet the emergency needs of children in war-torn Europe, China, and the Middle East. By 1950, UNICEF's mandate was extended to address the problems of children in developing countries. UNICEF now works in more than 155 countries and territories throughout the world. In Canada, we advocate for children's rights and work with educators and young people to improve children's well-being domestically and internationally. Through its field offices, UNICEF cooperates with governments and community organizations to help meet the needs of children — 90% of all UNICEF employees work in the field delivering services and programs to those who need it most. UNICEF is an integral, but semi-autonomous agency of the United Nations, with its own executive board. Financial support for its work is derived entirely from voluntary contributions made by governments, foundations, corporations and individuals around the world. UNICEF's budget is not part of the assessed dues paid by member governments of the United Nations.

UNICEF Canada

In 1955 the Canadian UNICEF Committee was founded to organize the first Trick-or-Treat for UNICEF campaign. This campaign raises over $3 million dollars a year for UNICEF and has become a time-honoured Canadian tradition. In fact the Government of Canada even declared October 31st as National UNICEF Day in Canada.

UNICEF Canada has grown into a recognized national symbol for the world's children. Focusing on its Education for Development programme, UNICEF Canada works through schools, special projects and the Internet to engage children and youth in international development issues such as HIV and AIDS, girls' education, children and war, child labour and children's rights.

UNICEF Canada's national office is located in Toronto and regional offices are located across the country. Contact your local UNICEF office for more information.

UNICEF Canada Offices

Alberta Region
1 800 819 0889
1 403 270 2857 (Calgary)

Atlantic Region
1 877 786 4233
1 902 422 6000 (Dartmouth)

B.C. Region
1 800 381 4343
1 604 874 3666 (Vancouver)

Ontario Region
1 800 567 4483
1 416 482 4444 (Toronto)
1 613 233 1561 (Ottawa)

Prairie Region
1 866 888 6088
1 204 477 4600 (Winnipeg)

Québec Region
1 866 363 2687
1 514 288 5134 (Montréal)
1 418 683 3017 (Québec

What is the UNICEF Campus Initiative?

The UNICEF Campus Initiative is a growing grassroots movement grounded in the belief that university/college students can take simple effective steps to help address issues related to the plight of children both here in Canada and overseas. The Campus Initiative supports UNICEF's ability to provide lifesaving programs in 155 countries and territories around the world by raising funds.

University/College students have the unique opportunity to engage a broad range of people and gain access to resources in order to increase public awareness about UNICEF through awareness-raising, advocacy and fundraising initiatives. The existence of student activist groups and international programs provides a forum for campus-wide advocacy for children's rights that will have an impact on the students, faculty, and staff. Through educating their peers, students involved in UNICEF Campus Groups are ensuring that their generation will include a great number of people who support children's issues. In working with UNICEF, students now have an amazing opportunity to make a real difference in the lives of children and youth around the world. By becoming actively engaged with UNICEF, students can change the world for future generations by working to ensure that the children of today grow up in a safe and healthy environment to become the leaders of tomorrow.

BANGLADESH:
In 2000 in Bangladesh, her aunt Aapon crouched beside her, a two-year-old girl, Richi, plays with her bath water in a small plastic basin, beside a No. 6 tubewell in the village of Chandai in Manikganj district, west of Dhaka, the capital. The tubewell was installed with UNICEF assistance.

UNICEF/ HQ00-0575/Shehzad Noorani

Chapter 2
BEGIN AT THE BEGINNING…

11 Easy Steps to Starting a UNICEF Campus Club

1. Check your campus.
Double check the list of existing campus clubs to see if a UNICEF club already exists at your university.

2. Contact UNICEF!
Contact your nearest UNICEF office. Our regional offices can provide the tools to help you get started. Let us hear from you so that we can tell you about current developments and projects. We have a lot of information and many helpful resources.

3. Educate Yourself.
- Take time to read about UNICEF. Understand the significance of carrying out sustainable projects.
- Learn how the donations sent to UNICEF are used.
- Learn more about the issues affecting children and how your involvement with UNICEF can help make a difference.

4. Become an Official Campus Club.
Register your group with the Student Activities Center at your college/ university. Talk to the student body government and/or student activities department to learn how to become an official group on your campus.

Here's a list of questions you might want to ask your Students Activities representative:

- Are there any campus funds available for your club — such as funds for event planning, attending conferences, etc.?
- Can you register a group e-mail address with the university? (This avoids the confusion that can arise when the group's e-mail address changes every time the leadership does.)
- Can you get a cubicle or an office space to keep the club's materials?
- Where can you have meetings?
- Is there a campus mailbox that the group can use to receive official mail?
- Can you advertise your group during special events — such as during new student orientation?
- Are there any specific rules or restrictions related to fundraising on campus? (Some universities may require that you get special permission).
- Is there a campus listserv where you can post messages about your club's activities and receive messages about the activities of other groups?
- When, how, and where do you need to re-register your club each year?

5. Register with UNICEF Canada.

All Campus Groups should register with their local UNICEF office (please see list of offices on page 4).

- Registration should include a copy of your group's constitution and bylaws (see Chapter 4: The Nuts and Bolts) and a signed Campus Agreement (see Appendix 1).

- Provide contact information and notify our office of changes in leadership, including the election of new officers at the beginning or end of each school year.

- Let us know how you're doing! Report progress in terms of dollars raised, membership numbers, elementary schools visited, presentations, events hosted, etc.

6. Set Goals. Make Plans.

- Set simple goals at first. Some of your goals for the first semester might include setting up the campus group, getting a team ready, increasing membership, targeting one issue that you would like to work on and setting a fundraising target. Your UNICEF Canada contact can help identify issues that are current priorities.

  UNICEF Canada focuses on several specific advocacy and fundraising campaigns. You can choose which campaign suits your club and campus and we can provide you with all the tools necessary to get your campaign underway!

- How do you want your UNICEF group to have an impact on your campus? What activities would be most effective for the students at your school?

7. Find a Group. Create a Support System.

- Develop a "core" group of supporters and advisors who understand your goals.

- Consider working with existing student groups or clubs that focus on specific issues such as: human rights, international development, intercultural understanding, political accountability, and/or environmental advocacy. Align with groups that advocate similar values and speak to the leaders to see if you can go and meet with their members to introduce your campus . You may also be able to piggyback on a project another group is already working on that fits with your group's goals and priorities. Also consider aligning your UNICEF club with a relevant academic department such as the departments of Political Science, International Development Studies, Justice and Law, and/or the Faculty of Education.

8. Find a Faculty Advisor.

- Many institutions require student groups to identify a faculty advisor in order to receive student activity funds. Even if your school does not, having a faculty advisor, or advisory committee, is a good idea. Involving faculty members can help ensure continuity and stability!

- Faculty members from Political Science, International Relations, Education and other social science departments are often interested in working with

the group. Consider these contacts as invaluable for future speaking engagements, discussion panels and networks within the field of development.

9. Publicize, Publicize, Publicize!

- So, you've got a great cause? Let everyone know! Talk to people, put up flyers, send out e-mails, chalk up the sidewalks, and set up information tables in common areas. UNICEF has specific tools to help you spread the word!

- Recruit and educate your fellow students in whatever creative ways you can come up with. Post notices of your club's events. You can even set up a "Bring a Friend" recruitment session.

- Set up a club website, Facebook group/event, etc. to publicize your activities. Make sure to set up a link on your page to the on-line UNICEF campus portal!

- See Chapter 8 "Fundraising 101" document for more ideas.

10. Do It All Again!

- Make sure your group stays active. If people feel as if nothing is being accomplished, they'll stop showing up to meetings.

- Be sure to stay in close contact with your student activities department so that you can follow their policies and continue to receive funding and university support.

- Keep recruiting new members, and don't forget to train new leaders early on.

- "Sustainability" of your organization should be one of your goals!

11. Make It Your Own.

- UNICEF offers you a lot of options when it comes to fundraising and advocacy campaigns. You can choose the campaign that most suits your club's and campus needs and interests. Make sure to investigate all of UNICEF's core issues and campaigns to find the one that fits your campus club!

- Don't be afraid to use creative ideas to spread the word.

- Remember — whatever you don't get to do this year can be a goal for next year's UNICEF Campus Group!

Chapter 3
THE NUTS & BOLTS

Most colleges and universities require potential clubs to submit a copy of the organization's constitution and bylaws along with their completed registration form in order to become an official group. Each member of your organization should also have a copy. The guide below will help you develop your Campus Group's constitution and bylaws by providing you with the basic structure and contents. Not all information included in this guide is required for your constitution or bylaws. Feel free to alter the language in a way that will reflect the ideals of your campus group. However, the section(s) pertaining to UNICEF Canada, and the usage of logos cannot be altered. Refer to Appendix 2 "Sample Campus Group Constitution and Bylaws" for an example of how to personalize your group's constitution and bylaws.

Guide to Building a Constitution

Generally, constitutions establish the broad structure and format of an organization. Constitutions typically include the following elements:

PREAMBLE: Enter statement, however, none is required.

ARTICLE I: Name

The name, emblem and insignia of UNICEF or UNICEF Canada shall be used for only such purposes as shall be authorized by UNICEF Canada. In no case shall they be used as a trade name or trademark, nor in a way or for a purpose that demeans or impugns the name of UNICEF. Refer to Chapter 7 UNICEF Brand and Logo Use for further information on the use of the name, emblem and insignia of UNICEF and UNICEF Canada.

ARTICLE II: Purpose/Mission Statement

The first step in establishing an organization is to give it a purpose. The most effective manner of accomplishing this task is to write a mission statement. A good mission statement should be used as a stepping stone for the direction the organization should take in all its actions. It should also emphasize fundraising, advocating and educating on behalf of the world's children.

Example Mission Statement:

To build a better future for children and youth around the world through fundraising, advocacy and education.

ARTICLE III: Membership

This Article should include information about membership requirements including active, associate, honorary, etc. and qualifications (grade point average, areas of interest, etc.).

The following information should be included as well:

- Membership shall be limited to regularly enrolled [school name here] students, faculty, and/or staff members.
- Membership shall not be denied to any person because of age, race, sex, religion, ability, sexual orientation, or national origin.

ARTICLE IV: Dues and Payment

It is your decision whether or not there will be dues for your group. However, dues will help to offset any expenses that the group might incur (i.e. photocopying).

ARTICLE V: Officers and Committees

Criteria — All officers must be regularly enrolled students at [name of school here].

Elections and Removal — Include when and by whom the officers are elected. Be sure to specify how many members need to be present to form a quorum. Specify the procedure for removal of officers, which is usually a 2/3 majority vote of the total voting membership. Finally, specify how offices are filled if there is a vacancy, such as an appointment or special election.

Duties and Responsibilities — Include the title of each officer and a brief delineation of duties.

Committees — Include all current committees as well as requirements for the appointment of special projects, informal committees, etc.

Sample List of Officers:

President
Vice-President
Treasurer
Communications Officer
Membership Officer
Secretary

Sample List of Committees:

Secretariat
Communications and Media Committee
Events and Fundraising Committee
Recruitment Committee

ARTICLE VI: Meetings

This article should state the requirements for setting up a regular meeting time, as well as any requirements to be made for calling special meetings. This article should also differentiate between meetings of the general membership and meetings of the executive members of the group only. The officer position that has the authority to call meetings should be stated here.

ARTICLE VII: Quorum

This section should set down the rules pertaining to the number of members, or the percentage of the membership required being present to transact business. You must also include a description of the process for decision-making. This should include how many members must be present to conduct business, the number of votes needed within the quorum in order to make decisions, how decisions about the expenditure of funds are made (if different), and any exceptions to this rule.

ARTICLE VIII: Amendments

All amendments are subject to final approval by the appropriate governing body.

ARTICLE IX: Ratification

This section should state the requirements for ratification of the constitution of the newly formed organization.

ARTICLE X: Advisor

You may include a method for selecting and removing your faculty/advisor. It may be a vote of the membership or the executive committee, or any other method you choose.

ARTICLE XI: Disbursal of Assets

Should the club cease to exist, you must have a provision that all remaining donations be sent to UNICEF Canada.

UGANDA:
Four children wearing school uniforms and carrying knapsacks walk down a dirt road on their way to school in the town of Mpigi, 45 km west of Kampala, the capital.

UNICEF/ HQ99-0126/Giacomo Pirozzi

Guide to Creating Bylaws

The bylaws spell out the process and procedures used to attain the goals and implement the structural format. The bylaws outlined here are as suggested by UNICEF however campus groups must first ensure that they meet the guidelines and bylaws as set out by their host university or college. Upon meeting those requirements, your campus group can then include the UNICEF guidelines in their campus group bylaws.

Bylaws are typically amended by a simple majority vote and can therefore adapt more easily to current organizational needs. Bylaws usually include the following:

I. Detailed material concerning members, rights, duties and expulsion and resignation procedure.

Section 1: Membership

- Any student who is officially enrolled at least part-time, as defined by [school name here], may be elected to active membership to [group name here].
- We shall adopt criteria which will serve as minimum membership requirements for all members and prospective members of [group name here]. Criteria shall be adopted by majority vote of the group's board of directors. The criteria for students seeking membership shall include:
- Payment of all membership dues (if applicable)
- Meeting attendance requirements
- Fulfillment of any other requirements as set forth by the group

Section 2: Membership Dues & Assessments

Dues — When dues are to be paid (if applicable)

Assessments — What projects/committees will get what dues allocated to them and what process will decide how to spend money (executive board, general vote, etc.)

Section 3: Meeting Times

- Requirements for deciding when the group will meet, including frequency and duration.

II. Duties, authority, and responsibility of the executive body.

Section 1: Make-up of the Executive Body

The Executive Body will be made up of five voting members:

Chairperson
Two Vice-Chairpersons
Secretary
Treasurer

Non-Voting Members of the Executive Body:

Academic Advisor
All Committee Chairpersons

Section 2: Duties of the Executive Body

Outline the duties of each of the members of the Executive Body, including the roles, responsibilities and obligations of the:

      Chairperson
      Two Vice-Chairpersons
      Secretary
      Treasurer
      Academic Advisor

Section 3: Voting of Executive Board Members

- Procedure for Electing Board Members
- Time, procedure, selection process, percentage of the general membership necessary for the vote to hold, for electing the Executive Board. Also include the duration (term) of positions.
- Procedure for filling unexpected vacancies.

Section 4: Termination of Executive Board Member

- Procedure for ending a board member's term.

III. Name of standing committees, method of choosing the Chairpersons and committee members and duties of the committee(s).

Section 1: Standing Committees

- Name each committee and describe its duties. Also name the Chairperson and his/her duties.

Sample List of Standing Committees and Descriptions:

Advocacy Committee – This committee is responsible for the promotion of the rights of the child throughout the campus and within the local community.

Campus Committee – This committee is responsible for coordinating the efforts of the UNICEF campus club with other groups on campus, leveraging shared publicity and encouraging further member recruitment.

Section 2: Standing Committee Chairpersons

- Procedure for choosing chairpersons and for filling vacancies.

IV. Method to amend bylaws, usually by a majority vote.

Section 1: Amendment Process

- This process should reflect the current needs of the group.

Chapter 4
UNICEF CAMPUS CLUB POLICIES

Representation of UNICEF Canada and UNICEF

The consistency and accuracy of UNICEF Canada's reputation and communications are vital to its sustained efforts to help the children of the world.

Unless UNICEF Canada gives its prior written consent, Campus Volunteers are asked NOT to contact organizations or individuals on behalf of UNICEF Canada or UNICEF. Campus Clubs may, however, contact individuals on behalf of their own Campus Club.

UNICEF Campus Clubs should seek approval from UNICEF Canada prior to taking any action or making any statement that might significantly affect or obligate UNICEF Canada. These actions may include, but are not limited to, public statements to the press or media, coalition or lobbying efforts with other organizations, or any agreements involving contractual or other financial obligations.

Confidentiality

Campus Clubs are responsible for maintaining the confidentiality of all proprietary or privileged information to which they may be exposed, whether this information involves a single staff, volunteer, client, or other person or involves overall UNICEF Canada business. The Campus Club Agreement Form contains a confidentiality clause.

Planning and Running Events

UNICEF Canada recognizes that Campus Clubs will host special events that serve as a significant part of their fundraising, education/PR, and advocacy efforts. However, there are several points worth particular attention in the college and university environment:

Being the "Host"

On most college and university campuses, the organization running a special event is viewed by the administration and community as the "host" of that event. This means that the members of the Campus Group are responsible for what goes on at that event. **Campus Clubs are liable for ensuring that the event is safe, legal, and properly approved by all authorities that might be involved.**

Alcohol

In terms of alcohol usage, there is a diversity of campus cultures, and rules vary from province to province and campus to campus. Some campuses may be tolerant of student use of alcohol. However, we urge Campus Clubs to avoid the use of alcohol at their functions; it simply does not fit into the image and purpose

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that UNICEF portrays. If alcohol is to be consumed, Campus Clubs must strictly follow the campus alcohol policy and should have a system in place to ensure that no underage drinking occurs.

Gambling

Games of chance are, again, not representative of the UNICEF Canada image. They are also often against school, local, or provincial ordinances. Some forms of games of chance (like door prize drawings etc.) may be acceptable in certain circumstances.

Sponsorship for events

It is a great idea to try and get sponsors to support your Campus Group events. Please note that UNICEF would not accept sponsorship from the following types of companies:

- Alcohol-related
- Armaments-related
- Tobacco-related
- Gambling-related
- A company known for violating UN sanctions
- Companies that make or distribute breast milk substitutes
- Companies found guilty of employing child labour
- Companies convicted of environmental abuse

We can generally accept donated alcohol as long as the event is clearly perceived as third party or 'in support of UNICEF'. The company donating the alcohol must not have its logo positioned anywhere near the UNICEF logo and should not be seen as being in partnership with UNICEF in any way. Preferably there would be no mention, but there could be a line such as 'Evening drinks kindly supplied by Company X'.

PHILIPPINES: Wooden shanties on stilts behind them, children play on a patch of ground in front of an open sewer stream, in a poor neighbourhood in the city of Davao, on the island of Mindanao.

If you have any questions or concerns, or to receive detailed information on tax receipting procedures for cash and other donations, please contact your UNICEF Representative.

Chapter 5
CONGRATULATIONS! YOU STARTED A UNICEF CAMPUS CLUB. NOW WHAT?

Congratulations on starting your UNICEF Campus Club! Now it's time to start thinking about running meetings. This section will help you with the first meeting, leadership, and general tips for your UNICEF Campus Club.

The First Meeting

Nervous about running your first meeting? Don't be! Here's a checklist to help guide you, but remember, this is only a suggestion. How you organize your meetings is up to you.

First Meeting Checklist

Introduce yourself and any other co-founders or leaders of your UNICEF Campus Club.

Consider playing an ice-breaker game such as bingo. This allows for each member to learn each others names and allows for a more comfortable group setting.

Introduce UNICEF, UNICEF Canada, the Campus Initiative, and your UNICEF Campus Club. You might want to include:

— What UNICEF is/does/stands for, including history. Visit **www.unicef.ca** and look at and possibly summarize some of Chapter 2 "What is UNICEF?".

— UNICEF Canada has several excellent resources to help get you started. Our reports and publications can be accessed on-line at **www.unicef.ca**

— What UNICEF Canada does, and that your Campus Group is affiliated with UNICEF Canada.

— What the Campus Initiative is and the power that university and college students gain from working together. Remind people that membership in this group entails joining a national initiative of university and college students who are focused on raising awareness of the plight of children throughout the developing world.

Discuss your goals for the group, and any plans you might have for the year.

Mention the key words: educate, advocate, fundraise. Emphasize the fundraising aspect as the best way you can help the world's children.

Find out what your group members want to do, what their goals and interests are, etc.

You might want to consider how you would like to structure your group. Talk about electing officers or leaders of the group (if you don't already have them). Give people time to think over how involved they want to be. Then students can volunteer or be elected to a leadership position in the group.

Have a sign-up sheet ready to get the names and contact information of all the people present. Send them reminder e-mails about the time and place of the next meeting.

Keep the first meeting short — about 30 to 45 minutes. Leave time for people to hang out at the end and ask more questions. Having some refreshments will also be a great motivator!

General Meeting Tips and Organizing your Campus Club

Meeting Facilitation

Productivity — Above all else, make sure your meetings are productive.

Stability — Meeting at the same time in the same place will give your group stability. Send out a reminder for the meeting a couple of days ahead of time.

Agenda — If you have a specific plan it will make the meeting run smoothly. Be flexible, too. If people are passionate about something, bring it into the conversation.

Club Organization

Task Forces — Task forces are a great way to accomplish multiple projects within one group. Design task forces with your officers so that they can each pick one to lead. During the meeting split up into task forces but come back together at the end to share what each group has been doing.

Follow-up — After the meeting, one of the group leaders should mail to everyone in the group the minutes and recommendations. It's important to let everyone know what you are doing, and in case they miss a meeting, they will not be lost or confused at the next one.

General Tips

Follow-through — See a project all the way to the end. Follow-through and follow-up will help keep club members engaged and excited about the progress being made.

Food — Everyone enjoys eating, and it will always be appreciated if there are snacks at your meetings. Try to get them donated, if you can.

Have fun! — Don't forget your sense of humor. People are volunteering their time, and they should look forward to coming to meetings not only because of the worthwhile cause, but because they enjoy spending time with you and the other members of the club. In fact, the level of fun associated with a club has been cited by most Campus Club Presidents as one of the top factors that attracts and retains members. You are working for an important cause; have fun while doing it!

Chapter 6
MONEY MATTERS

Managing Funds

The following are some guidelines for managing funds as part of a non-profit organization.

Treasurer

Your UNICEF Campus Club should elect a treasurer whose sole job it is to oversee all funds and transactions associated with your club. The treasurer's duties include:

- Obtaining a reasonable budget from the college or university, whether it means working with student government or requesting money from a campus activities fund.
- Working with small groups to develop an individual budget for each fundraising event.
- Overseeing funds associated with all fundraising events.
- Sending contributions to UNICEF Canada in a timely fashion (see below for how to do this).
- Keeping careful track of all financial transactions that occur between your UNICEF Campus Club and other people. This can be done through an Excel spreadsheet in which the treasurer records all pertinent data about the transactions (including names, dates, event, amount, the purpose of the transaction, etc.).

Budget

Your UNICEF Campus Club's budget is very important because it helps set goals and provides an historical reference on each activity or event should any questions arise about the proper use of funds.

Planning out a detailed budget before each event is extremely useful. To plan an event budget, you should:

- Determine and record existing funds and anticipated revenue from the event.
- Define and record necessary expenses, including exact costs for everything you plan on buying.
- Record when all expenses will be paid. **Expenses should be no more than 10% of total budget**.
- Review, revise, and assemble into a final budget.
- Make sure there is enough extra money to be able to cover any unexpected costs.

After the event, review your budget. Did you go over, under, or were you right on target? Use this information to plan accordingly for next time. If you need to, make sure that you reimburse the proper people with the correct amount of money in a timely manner.

Donating to UNICEF Canada

- Make all cheques payable to **UNICEF Canada** when you are allotting your campaign funds.

- Mail all donations to:

    UNICEF Canada
    2200 Yonge St., Suite 1100
    Toronto, ON M4S 2C6

- No cash should be sent through the mail.

- Be sure to write your Club name on all cheques or money orders.

- Include a short note with all donations that states a few short details on the fundraiser and where the money should go (ie. which campaign).

SEIRRA LEONE: Her hand covered in chalk, a girl smiles as she looks up from the slate on which she is writing in a crowded classroom at the Koya Town Non-Formal Primary Education Centre, near Freetown, the capital.

UNICEF/HQ98-0542/ GIACOMO PIROZZI

Chapter 7
UNICEF BRAND AND LOGO USE

Why is Branding Important?

Many of us who do humanitarian work associate the word "brand" with for-profit enterprises alone; we suspect that "brand" proposes superficial, even misleading responses to the complex issues that concern us. In reality, our "brand" is simply another way of saying our "image" or our "reputation" or our "voice". Branding an organization provides a powerful tool for helping it to achieve its goals. It does this by clearly differentiating the unique character and benefits that the organization represents.

A brand is often represented by a logo or symbol. What makes a brand powerful, however, is not the name or the graphic emblem itself, but the strength and appeal of what it represents. The strength of UNICEF's brand lies in its vision for a better world, its credibility and its ability to get things done.

Elements of the UNICEF Brand

UNICEF's vision is what we want to be, what the organization stands for and what it aspires to.

UNICEF's Vision:
- To be the driving force that helps build a world where the rights of every child are realized.

UNICEF's mission is what we will do to achieve our vision.

UNICEF's Mission is to:
- Advocate for the protection of children's rights, help meet their basic needs and expand their opportunities to reach their full potential;
- Mobilize political will and material resources to help countries ensure a "first call for children" and build their capacity to do so;
- Respond in emergencies to relieve the suffering of children and those who provide their care;
- Promote the equal rights of women and girls, and support their full participation in the development of their communities;
- Work towards the human development goals, and the peace and social progress enshrined in the Charter of the United Nations.

UNICEF's actions are what we actually do through country programmes and global advocacy to fulfill our mission: the tangible fruit of our daily labours.

UNICEF's actions should always:
- Place children at the heart of every agenda, and ensure that their voices are heard;
- Confront discrimination, expose inequalities, and end violations of children's rights;
- Maximize the resources devoted to children, by acting directly and in alliance with others;
- Develop our knowledge to create, deliver and inspire solutions.

UNICEF's values are what distinguish our organization from others, and typify the way we work.

UNICEF's values indicate that we are:
- Passionate and Principled
- Influential and Visionary
- Innovative and Credible
- Global and Authoritative
- An agency that "gets things done"

Tagline

All of these attributes – UNICEF's values, its vision, and its mission – come together in our tagline.

UNICEF's tagline:

<div style="text-align:center">

unite for children   unite for
children

</div>

'Unite for Children' raises a call to action and expresses UNICEF's strategy to convene and work with a variety of partnerships, to advance the achievement of the Millennium Development Goals for 2015.

UNICEF's Visual Presentation

UNICEF's visual presentation is, above all else, respectful of children. Please use photographs and images responsibly and in consultation with UNICEF.

Photos of children's faces, pictured with dignity and optimism, are an important part of UNICEF's identity. These images literally give a human face to the work that UNICEF is doing, encourages hope rather than despair, and paint a picture the written word can't. Although the spirit of optimism and hope should be present

whenever possible, there are times the stark reality faced by children simply can't appear optimistic – issues like AIDS or child exploitation are common examples. However, the principle of dignity always applies, without exception.

UNICEF photos must be accompanied by appropriate credits including UNICEF's name, a reference number and the name of the photographer.

Example (taken from 2002-2003 annual report): UNICEF/HQ02-0263/Giacomo Pirozzi

Using the UNICEF Brand and Logo

The UNICEF On Campus logo is available for use by Campus Groups. Please be aware that UNICEF has a strong reputation to protect and therefore we would appreciate due care and attention be taken when using the logo. It is of key importance that all UNICEF Campus Initiative events are publicised as being "in support of" UNICEF and that it is in no way inferred that events are actually organised by UNICEF. Inappropriate use of the logo and UNICEF brand can be very damaging for UNICEF, and so we ask that you take into consideration the implications of irresponsible use. Using the UNICEF On Campus logo helps generate a unified, identifiable branding for stronger identification and presence across college and university campuses. The UNICEF On Campus logo is available to all registered Campus Groups — please contact your UNICEF Canada representative.

Please ensure that all your materials (websites, posters, social networking sites, merchandising, etc.) have the UNICEF On Campus logo, rather than the main UNICEF logo below.

Color

UNICEF's approved colors are: white, black and cyan blue. Please contact your nearest UNICEF office or visit www.unicef.ca for more information on logos and colours.

Web Guidelines

A Campus Club website is a great way to let other students know about the UNICEF Campus Initiative, including who to contact and future events. Here are some elements that make an effective website, and a few rules to be aware of when setting up a UNICEF Campus Club website.

What a Website Should Have

You can make your website as fancy as your ability and time permits, but at minimum it should include the following:

- A statement saying what the UNICEF Campus Initiative is
- The UNICEF On Campus logo (available to all registered Campus Clubs). Using this on your homepage will give your club credibility and a real sense of supporting UNICEF.
- Details of upcoming events
- Contact details of society members to whom prospective members can speak about joining, and details of how to join
- Links to the UNICEF Canada website

The following would also be useful:

- Photos of past events and committee members
- Details of how the club is organized and who the committee members are
- Details of past events (maybe press articles and reviews if available)
- A frequently asked questions (FAQ) section

Website Layout and Content

Web sites need to be approved by UNICEF Canada to ensure the look and feel is on brand with UNICEF. We recommend that you adopt a UNICEF-related colour scheme, but the website should not duplicate the look, design or colour of the UNICEF or UNICEF Canada web-site. Campus clubs are encouraged to provide a link on their web-site to the UNICEF on-line Campus Club portal as well as www.unicef.ca.

We ask that you handle campaign issues with sensitivity. It is not UNICEF's policy to shock anybody into supporting us or donating, and as such we ask that you refrain from using images that might upset or offend people. Most UNICEF campaigns involve issues of a sensitive nature and we ask that you treat issues and people with dignity.

Please consult with your UNICEF Canada Representative for more information and guidelines.

Chapter 8
SUCCESSFUL FUNDRAISING 101

How to Organize a Successful Fundraiser in 5 Easy Steps

Having a great idea for a UNICEF fundraiser is only the first step in the process. Here are some tips and guidelines to help you organize your fantastic fundraiser.

Step 1: Brainstorm.

Initial decisions — Sit down with your group and decide what kind of fundraiser you want to hold. Is it a simple sale, a party, a concert? Outline some general ideas, and remember not to discount anything at this stage of the process.

Goals — Set goals for your event. What do you want to accomplish? How much money do you want to raise? How many people do you think will attend?

Resources — Keep in mind that you have a diverse group of people in your UNICEF Campus Club. Use their talents and connections to the fullest.

Step 2: Plan.

Earlier is better — Don't wait until the last minute to plan your event. It is never too early to start thinking about a large event or fundraiser. Successful fundraisers or fundraising events are planned well in advance and are well staffed.

Date — Now that you know what kind of event you want to hold, think about when you want it to happen. For maximum attendance, try to secure a date and time that do not conflict with other popular events on campus.

Choose a venue — Think about how many people might attend, and what kind of atmosphere you want for the event. When you have an idea of where you might want to hold the event, contact the appropriate people about reserving the space well in advance.

Co-hosting — Determine if there are other organizations on campus who might want to co-host your event or fundraiser, and contact them early on in the process.

Budget planning — Come up with an amount of money you are willing to spend on the event, and determine how to allocate it. If the final budget ends up being too high in the planning stage, go back and modify what you had planned to do. Try to keep expenses down by asking for donated items whenever possible. See Chapter 6 "Money Matters" for more details on budget.

Delegate responsibility — You should not be the only one in charge of the event. Create task forces for different aspects of the event and make sure that everyone in the club is involved somehow

Step 3: Details.

Entertainment — If you need people to perform, look into this early on in the process. Scheduling can often take a few weeks.

Decorations — These will obviously depend on the event, but don't underestimate the power of decorations. Even if your event is as simple as a bake sale, more people will be interested if they see an attractive table and signs.

Information — Remind people about the cause for which you are fundraising. As people sit around waiting for the event to begin, explain what UNICEF is all about. UNICEF has a wealth of great resources you can use. Consider playing a campaign DVD; you can also display information and have literature available for people to take. Always keep a sign-up sheet in a prominent place for people who are interested in joining the club.

Promotion — If no one knows about the event, no one will come. Here are some suggestions for promoting your event.

- Posters, flyers, campus newsletter, information tables, talking to people, e-mail broadcasts.

- If you are charging admission, sell early (as well as selling at the door). People will become curious if they see you selling tickets for something, and will ask about the event. Give an incentive for people to buy tickets early, such as a discount on ticket price. This will give you an idea of how many people to expect, which is particularly useful for events where preparing food is involved.

- Put small invitations to the event in mailboxes or on cars. Be careful with this one, because you don't want to waste paper. Make the invitations as small as possible (several per sheet of paper) and try to use recycled paper.

- Announce the event at the beginning or end of your classes or write on chalkboards in the classrooms.

- Consider advertising your event in the school paper or, if you are having a community event, see if you can get some advertising in the local paper, campus newspaper, on-line campus paper, or on the campus radio.

- Share the details of your event with executive members of other Campus Groups across the country via email or through the Facebook group. Your colleagues across the country are great resources for you to draw on to help ensure a successful event.

See Chapter 10 for ideas to generate publicity.

Step 4: Running the Event.

Keep things running smoothly — In order to run a successful fundraiser, you should always have several back-up plans in case something unexpected pops up.

Volunteers — You should have a number of volunteers (from your club) staffing the event with you. Have a meeting beforehand to discuss exactly what will be going on and what people should be doing during the event.

Timing — Make sure your event starts and ends on time. You are also in charge of keeping others on schedule. For example, if the fundraiser features a panel of speakers, make sure that all the panelists get their allotted amount of time to speak.

Security — Have a security plan regarding the money you collect. Plan how you will transport it from the venue and convert the cash into a money order or cheque.

Change — If you are selling anything, from food/beverages to tickets, make sure you have change available.

Step 5: Follow-up.

Donation — In all the hustle and bustle of planning and running the event, don't forget to send in the donation. See Chapter 6 "Money Matters" for information on how to donate the funds you raised for UNICEF.

Thanks — Many people have worked hard to make this event happen, and now that it is over you should thank them. Remember especially to thank your club members — without them the event never would have been planned! Celebrate your collection at a scheduled meeting or an *ad hoc* committee get-together.

Report — After conducting your fundraiser, follow up by filling out a Fundraiser/Event Feedback Form. Share what you think went well, what could be improved upon next time, and your overall thoughts, and send a copy to our Office.

Reflect — Did the event meet your expectations? Did you reach the number of people you wanted to reach? Did you raise as much money as you had hoped? Think about what you have accomplished and congratulate yourself and your club for your hard work. But also reflect on what didn't go quite as you had planned, and think about how you can fix it for next time.

General Tips

Don't withhold information on where donations are going and how donations support UNICEF programs. If you aren't confident that you can accurately respond to a particular question from the public, please contact us so that we can give you the correct answer.

Expenses — Track your expenses and revenue at all stages of your fundraiser.

Keep us updated! — Throughout the entire process of planning and carrying out the fundraiser, keep in contact with us at UNICEF Canada. Please update us on your progress and let us know if you have any questions, or need further support. Take photos of your event and send them on to UNICEF Canada. We can then highlight as a model the efforts and successes of your Campus Club for other groups to see and emulate. And don't forget to post your photos to the Facebook group and share them with other Campus Groups.

Speakers – If you are interested in learning more about UNICEF, request that a UNICEF speaker come to visit your club or campus. UNICEF employees and volunteers have been trained as members of the UNICEF speakers' bureau and can speak on a variety of issues concerning the world's children. Campus Club members should also consider becoming UNICEF speakers; a variety of speaking tools on many topics and issues are available. Speak to your UNICEF Representative to discuss organizing a Speaker's Training for executive members of your Campus Club or see Chapter 10 for more information on applying to become a UNICEF speaker.

Contact — Don't be afraid to ask for advice or assistance. Seek out experienced fundraisers, campus advisors, and the UNICEF Canada Office.

Chapter 9
GET INVOLVED: SEASONAL AND YEAR-ROUND CAMPAIGNS AND ACTIVITIES

Campaigns

Trick-or-Treat for UNICEF

Help build a brighter future for children through Trick-or-Treat for UNICEF. Funds raised will support the **Schools for Africa** programme, a joint initiative of UNICEF and the Nelson Mandela Foundation, helping give children in Malawi and Rwanda better access to quality education. Visit **www.trickortreatforunicef.ca** for more information. And remember, **October 31st is National UNICEF Day**!

Get into the spirit of Halloween and make your effort for education heroic by starting a **Dare-to-Wear Costume Challenge**. Turn costume fun into education funds by challenging your friends and family, even your professors to a fundraising dare.

Spread the Net

Malaria is a leading cause of death in Africa with more than 1.3 million lives lost every year. Every $10 raised by the Campus Group can provide a family in Liberia or Rwanda with a long-lasting insecticide-treated mosquito bed net to help protect them from Malaria infection. Excellent tools and resources are available to Campus Groups, including posters and a sample untreated bed net to use as a visual aid. Join the nationwide **Spread the Net Student Challenge** and compete with other schools across the country. Top schools are eligible to win a visit from Rick Mercer and the Rick Mercer Report! Visit www.spreadthenet.org for full details of the challenge and more information on this campaign.

Unite for Children. Unite against AIDS.

Join the global effort to fight the spread of HIV and AIDS. Funds raised by your Campus Group will help establish national programmes to prevent mother-to-child transmission of HIV; provide paediatric treatment; prevent infection among adolescents and young people; and protect and support children affected by HIV and AIDS. Visit **www.uniteforchildren.ca** to find out more about getting involved. And don't forget a great way to promote education and understanding about HIV and AIDS is by celebrating **World AIDS Day on December 1st**.

For a list of annual days throughout the school year that provide opportunities to educate about UNICEF's work refer to the document that lists all the Annual Days.

For more information on UNICEF's campaigns and how you can get involved, contact your local UNICEF office or visit **www.unicef.ca.**

Collections

Simple Collection

A collection for UNICEF Canada is the fastest, easiest, most direct way to raise funds. Organize a collection at well-attended areas, such as in the dining hall, at sports events, in dorms, or other high traffic areas on campus. Make sure that the proper authorities have given permission for the collection.

Special Collection

Plan a collection around a UN observance (for a list of these observances please refer to UNICEF Canada's Third Party Fundraising Toolkit available from your local UNICEF Office) or holiday theme: Thanksgiving, Hanukkah, Christmas, Valentine's Day, Trick-or-Treat for UNICEF and National UNICEF Day (October 31st) and World AIDS Day (December 1st).

Concerts/Special Events/Parties

Auction

Gather novelty items, which could not be bought (autographs, a professional athlete's sweater/jersey, etc.), or services, which can be auctioned off to the highest bidder.

Carnival Night

This is a fun night for everyone. Publicize within the university as well as in the local communities. Decorate the venue to suit the theme of the carnival and bring along plenty of UNICEF literature. Offer a diversified range of activities such as ring toss, weight-guessing, etc. Sell refreshments and provide entertainment.

Children's Concert

Invite a local church or school children's choir to perform a concert on campus and sell tickets.

International Benefit Concert

Have students from different cultures demonstrate their traditional music, dance, and song. Secure campus or local bands and performers to hold a benefit concert.

International Food Dinner

This is a great way to include international students who are enthusiastic about the work of UNICEF. Contact campus international student associations. Have students dress in the costumes of their traditional clothing, and prepare representative foods. Charge per food item or for admission to the event.

Benefit Plays or Recitals

Ask the theater, dance, and/or music departments if faculty or students would be willing to charge optional admission for performances in order to raise funds for UNICEF. You can also talk to other student performers.

Talent Show

Get students to sign up beforehand. Then publicize and charge admission.

Comedy Tonight

Have an open mike for anyone who's ever wanted to try his or her hand at stand up comedy. Charge admission. Make sure that you have enough people who are committed to performing.

Dance Benefit

Do you ever miss those old high school dances? Why not hire a great band or DJ and do it all over again? Make it a campus-wide event with admission, refreshments proceeds going to UNICEF. Be sure to publicize well. Sell tickets ahead of time and at the door.

Theme Party

Pick a theme and make it unique (e.g. luau, St. Patrick's Day, '70s clothing).

Coffeehouse

Have an art exhibit, poetry and prose readings, performances by student bands or individual musicians, and of course serve great coffee and snacks! Charge low admission, and get as much donated as you can.

Club/Pub Night

Secure a space with your local establishment and see if you can charge admission to donate to UNICEF.

Photo/Art Exhibit

Showcase an exhibit of art or photos and charge admission or accept donations. Talk to your UNICEF Representative for information on our Eye See III photo exhibit – with photos taken by children in Liberia and Rwanda that shows a first hand glimpse of the toll that malaria takes on the lives of African families.

SOUTH AFRICA: In 1998 in South Africa, a group of students smile outside the public primary school in the town of Randfontein in Gauteng Province, approximately 55 km from Pretoria, the capital. During the apartheid era, black children were not admitted to this school.

UNICEF/ HQ98-1084/Giacomo Pirozzi

Sales

Pancake Breakfasts

Pancake breakfasts are a high-profit fundraiser.

Baked Goods

Bake sales are one of the most popular campus activities because they are simple and effective. Baked goods can be sold, or given away with a donation — which some Campus Groups have also found to be even more effective and profitable.

Candy and Nut

Items such as caramels, hard candy, nuts, and chocolate are excellent at any time, but especially during the holiday season. A variation on this: candygrams. People can buy a "candygram" for a low price, then write a short note to someone, which you will later deliver with a bag of candy to the specified person's mailbox.

Coffee/Doughnuts

Sell them outside classroom buildings or dorms in the mornings.

Flowers

Usually best if done with carnations/roses before Valentine's Day. Or sell them at sports events or dances. Contact your local florist.

Old Books/Music Sale

Start collecting old books and records/tapes/CDs well in advance. Limit the hours of sale and try to sell out during the allotted time.

Raffle

Ask local businesses and restaurants to donate gift certificates or items to be raffled off. Students must buy raffle tickets to be entered in the draw.

Contests/Sports Events

Scavenger Hunt/Amazing Race

Organize a mini Amazing Race contest or scavenger hunt on campus or in your community.'

Sports Tournament

Host a round-robin softball tourney. Or make it tennis, soccer, basketball, ping-pong, card games…you name it!

Student-Faculty Benefit Match

Students can challenge faculty and staff to a basketball or volleyball tournament to help UNICEF. Charge admission to the game.

Food-Related Activities

Skip-A-Meal/Snack

Conduct a fundraiser at school that generates awareness of world hunger. Ask people to skip one meal for a day, or one snack everyday for a week, and donate the amount they would have spent to UNICEF. If most students at your school are on a meal plan, ask them to donate meals. Beforehand, try to work out with dining services how much money should be donated per meal.

Dinner Party

Invite friends and possibly faculty members and staff to a UNICEF dinner party. Your guests may contribute the amount of money they would normally spend on dinner in a restaurant to UNICEF. Your contribution is the dinner.

Concession Stand

Operate concession stands for parades, fairs, festivals, athletic events, plays or other school functions.

Continue the Tradition: Trick or Treat for UNICEF

Dare-to-Wear Costume Challenge

Get into the spirit of Halloween and help turn costume fun into education funds! Take the Challenge — it's simple: You set the target amount of funds to be raised and when that target is met, you'll Dare-to-Wear a Halloween costume to class, at work, to a game or to a special Halloween event. Challenge your classmates, colleagues, teammates or professors and encourage them to donate to UNICEF Canada. Visit **www.trickortreatforunicef.ca.** Tip: this works especially well when a professor comes on board and dares to wear a Halloween costume to class. Students donate to watch their professor dressed up — the sillier the costume the better!'

The UNICEF collection box is now on-line!

Visit **www.trickortreatforunicef.ca** to find out how your campus club can get involved in the Dare-to-Wear Costume Challenge or our Schools for Africa programme helping to provide access to quality education for children in Rwanda and Malawi. You can even make a donation to UNICEF on-line or Tell-a-Friend about UNICEF's important campaigns and how they can get involved and make a difference.

Chapter 10
PUBLICITY & PROMOTION

Ideas to Generate Publicity

There are many ways to make your event a success and generate positive publicity. Here are a few suggestions to get you started:

Pavement Art

Make sure you get prior permission, but a chalk mural on a pavement or wall is bound to grab people's attention.

Walking Billboards

These are fun to make and a brilliant way to get noticed. Get together with some friends, make yourself some sandwich board-style publicity and wear it around campus for a morning.

Face Painting

This is especially effective if you want to raise awareness among children in your community. Face paints are fairly cheap, and if you have a budding artist in your group they can look really good. Please make sure that such events are conducted in a public place and that you have permission from the council or the landlord of the property.

Street Performances/Dramatizations

Perform a skit about the amazing impact that the work of UNICEF will have in contributing to creating a better world for children. Perform in high-traffic areas on campus in between classes so people are likely to see you.

Human Ribbon

This is a great activity to promote the global Unite for Children. Unite Against AIDS campaign. A human chain can be made in the formation of a symbolic ribbon, with each person wearing a colored hat or holding up a colored paper/ other object on their head. This would be especially effective if the ribbon was formed in half red and half blue, which represents the symbol for the Unite logo.

© UNICEF/HQ06-0605/Markisz

On 30 May, 2006, on the eve of the High-Level Meeting on AIDS, an aerial view shows UN staff members and Summit delegates holding open red umbrellas to form the AIDS ribbon in the North Garden at UNHQ. The red ribbon is the universal symbol of AIDS awareness.

Contacting Media

You may wish to designate a club member to handle club-related PR and media relations. A great way to publicize an event is to get an article written in the student newspaper. If your event is newsworthy, you should send a press release to the newspaper. This is likely to get you a mention and possibly even a story. Here are some tips on timing and length to consider when writing a press release for the student press:

- Unlike the conventional press which is fast-paced and driven by up-to-the-minute current affairs and news, the student press works at a slightly slower pace. Therefore articles tend to be more issue-driven and a little less news-driven. They tend to run stories that are topical, so timing is still important.

- Keep the press release short – ideally one page. Student journalists are busy and don't have time to read lengthy releases. You can supplement with additional information, but make sure a summary of the important facts is available.

Structure of Press Releases

Headline: Open with a strong headline to grab the reader's attention.

Sub-head: Use to add interest, facts, context and relevance.

Lead: Who did (or is doing) what, where, why and when is crucial. This tells the story in a nutshell. Must be clear and precise.

Quotes: These always add interest to the story. They can be quotes from a UNICEF Campus Club member, just ensure that it is clear who is quoted and that the quote is not used out of context.

Resources and contacts: Include who to contact for more information, and links to the UNICEF Canada and Campus Club website.

Pictures: Pictures draw people's attention to your story and let people see for themselves what you've done.

For a detailed media toolkit contact your UNICEF Canada Representative.

Promoting Your Events

You can use the UNICEF On Campus logo to promote all your events. Please ensure that it is clear that the event is in support of UNICEF and not organized directly by UNICEF. Also make sure that any promotional materials have contact details for people to get in touch if they have questions about your event.

Chapter 11
SPREAD THE MESSAGE!

Communicating your message to students, professors, and the local community is critical to increasing awareness about the welfare of the world's children. UNICEF Canada has a variety of advocacy campaigns addressing both domestic and international children's rights issues. Please choose a campaign or issue that best suits your club's interests. Visit **www.unicef.ca/canadianprogramme** for more information, current updates, and campaign opportunities and use your voices for children! In organizing creative activities on your campus, you will encourage individuals to take action and support UNICEF's mission to save children's lives.

Awareness Building Issues

UNICEF Canada issues include:
- HIV and AIDS (Unite for Children. Unite against AIDS.)
- Malaria (Spread the Net)
- Schools for Africa (Trick-or-Treat for UNICEF)
- War-Affected Children
- Emergencies
- Immunization
- Early Childhood Development
- Child Protection

Awareness Raising Activities

Organize activities to spread the word about UNICEF Advocacy issues. When organizing advocacy events, make sure people know what issue you are supporting. Provide UNICEF information and suggest the next action they can take to continue supporting UNICEF's work.

Letter Writing / E-mail Campaigns
Letters are one of the most important advocacy tools. Many legislators point to constituent letters as being more effective than lobbyists or the media in influencing their decision on how to vote on a particular matter. Visit **www.unicef.ca/canadianprogramme** for specific campaign information, model letters and e-cards.

Candlelight Vigil
Light a candle for each country where UNICEF works or for every child affected by a given issue.

Speakers
Organize lectures by professors, panel discussions with people or organizations working in this field, and/or talks by students with personal experiences in the

countries where UNICEF works. Register to become a UNICEF speaker by completing our Volunteer Application Form found on our web-site (**www.unicef.ca**) and do presentations for UNICEF in your community. Your UNICEF staff contact can help you get started and provide you with great speaking presentation tools including PowerPoint presentations, films and more!

Get Involved in the Community

Go to schools in the neighborhood and talk to students and teachers about what UNICEF does both globally and locally and how they can help.

Petition

Organize or participate in a petition drive. Petitions serve as tangible evidence of support. The more signatures you have, the greater the impact of the petition. Please visit **www.unicef.ca/canadianprogramme** for available petition issues. If you have an idea for an advocacy initiative that isn't available of our web-site, please contact your UNICEF staff contact to discuss your idea.

AFGHANISTAN: Two girls dressed in finely decorated clothing smile during the ceremony heralding the start of the new school year, launched by President Hamid Karzai at Amani High School in the Sharinal Chorahi Ansari neighbourhood in Kabul, the capital.

UNICEF/ HQ03-0106/Shehzad Noorani

Chapter 12
VOLUNTEERING WITH UNICEF CANADA

Campus Club members can apply to become volunteers with UNICEF Canada in various capacities. Visit our web-site **www.unicef.ca** for volunteer opportunities and to download our volunteer application form. UNICEF Canada does not facilitate sending volunteers overseas; we work solely with volunteers in Canada. However, we work in conjunction with United Nations Volunteers whose role is to send volunteers overseas. To learn more about this programme and to fill out an on-line registration form, please visit **www.unv.org**.

UNICEF Campus Club Executive Board members should complete the UNICEF Canada volunteer application forms (available on-line at **www.unicef.ca/volunteer**) and must sign off on UNICEF policies. New UNICEF Canada volunteers will be added to our database and will receive regular communications from UNICEF Canada. Other UNICEF Campus Club members will not be classified as UNICEF volunteers but as club members only, unless they become speakers or take on an official volunteer position with the regional or national office and attend relevant training sessions. UNICEF volunteers will be able to access regular communications, reference letters, attend training, and receive invitations to recognition and special events.

Rick Mercer (Spread the Net Co-founder and Comedian) and Nigel Fisher (President and CEO of UNICEF Canada) with youth volunteers from the Ottawa region.

UNICEF/ HPIM1735

Appendix 1
UNICEF CAMPUS CLUB AGREEMENT FORM

INDICATION OF ASSENT

A designated student representative and/or faculty advisor from each UNICEF Campus Club must agree to these policies by signing a written UNICEF Canada Campus Club Agreement Form. The agreement obligates you to comply with the policies of UNICEF Canada.

_____

Name of Campus Club

_____

Name of School

THIS AGREEMENT is entered into as of _____/_____/_____ by UNICEF Canada and

_____ ("Campus Club").
UNICEF Campus Clubs, of which this group is one, are formed as part of UNICEF Canada
Campus Initiative to empower college and university students to help the world's children
by creating, through the network of UNICEF Canada , volunteer opportunities to educate,
advocate, and fundraise. In return for receiving the support of UNICEF Canada, Campus
Clubs agree to conduct their activities in a manner consistent with the policies and
charitable mission of UNICEF Canada.

AGREEMENT

UNICEF Canada Support. UNICEF Canada will provide guidance and support to Campus Club activities directly related to UNICEF's mission. UNICEF publications will be made available for Campus Clubs to help educate students about UNICEF programs. Campus Clubs will also receive briefings on new developments and emergencies with which UNICEF, the United Nations Children's Fund, is involved.

Mutual Consultation. Both UNICEF Canada and the Campus Club will communicate throughout the year about UNICEF activities or interests. The Campus Club leader is usually the first point of contact with UNICEF Canada.

Affiliation. The Campus Club may represent that it is supporting and assisting UNICEF Canada and for that limited purpose it has permission to use the name and logo of UNICEF On Campus. The Campus Club will, however, always make it clear that it is operating as a separate organization, not part of UNICEF Canada, and will not purport to speak or otherwise act for UNICEF Canada.

Compliance. In conducting its activities, the Campus Club will abide by all applicable laws, regulations, and rules in the conduct of its activities, including, most specifically, the raising of funds. All funds raised by the Campus Club will be promptly turned over to UNICEF Canada, net of any reasonable pre-approved expenses, for use in helping the world's children.

Goodwill of UNICEF Canada and UNICEF. Preservation of the integrity and reputation of UNICEF Canada and UNICEF is of crucial importance. In conducting its activities, the Campus Club will not do anything that may adversely affect either the integrity or reputation of UNICEF Canada or of UNICEF.

UNICEF Campus Club Policies. It is expected that UNICEF Canada will adopt policies from time to time for the UNICEF Campus Clubs. The Campus Club agrees to conduct its activities consistent with these policies.

_____
Print Name of Student Representative

_____
Signature of Student Representative

Date: _____

_____
Regional UNICEF Representative

_____
Regional UNICEF Representative

Date: _____

ATTACHMENT

A mailing address is required for each Campus Club. Regular mailings and other communications from UNICEF should be directed to the address below.

Campus Club Name _____

Address _____

Street Address _____

City _____ Province _____ Postal Code _____

E-mail _____

Campus Club President _____

Address _____

Street Address _____

City _____ Province _____ Postal Code _____

Telephone Number _____

E-mail _____

Please send this form to your nearest local UNICEF office.

Appendix 2
SAMPLE CAMPUS CLUB CONSTITUTION AND BYLAWS

UNICEF McMaster — SAMPLE Constitution and Bylaws

United Nations Children's Fund
at McMaster University

PURPOSE:

To empower the University to help the world's children by exposing them to the perils facing children and by providing opportunities to make a difference.

MISSION:

To help the children of the world by educating, advocating, and fundraising.

SAMPLE CONSTITUTION OF UNICEF McMaster

Article I: Name

The name of this organization shall be UNICEF McMaster, an acronym for McMaster University United Nations Children's Fund.

Article II: Purpose

The purpose of UNICEF McMaster shall be to empower the University community to help the world's children by exposing them to the perils facing children and by providing opportunities to make a difference.

Article III: Membership

All UNICEF McMaster meetings are open to every eligible member. The criteria for membership are an active interest in the welfare of the world's children. Additionally, Membership shall be limited to regularly enrolled McMaster University students, faculty, and/or staff members and;

Membership shall not be denied to any person because of age, race, sex religion, handicap, or national origin.

Article IV: Dues and Payment

There are no dues required for membership into this organization.

Article V: Officers

This organization shall be governed by a steering committee of five elected members including an executive chairperson, a vice-president for administration, a chairperson for finance, and two at-large chairpersons. All officers will be selected by an election held during the last five weeks of the spring term and they will serve the following year until the spring term. If a position is vacated before spring term, this opening will be announced as soon as possible and a vote for a new officer will take place at least one week after this opening is announced.

Article VI: Meetings

The executive chairperson will be responsible for selecting a regular meeting time according to schedules of the general membership. This organization shall meet on a weekly basis. If a special meeting is required, any member may request the executive chairperson to set an additional meeting time. If the executive officer decides that this matter can not be handled during regular meeting time, s/he may call a special meeting as long as s/he has ascertained that fully half of the membership is aware of this "special" meeting.

Article VII: Quorum

Quorum will be met whenever there are at least one officer and three or more members present at a regularly scheduled meeting time. If the meeting occurs at a time other than the regularly scheduled meeting time, there must be at least one half of the membership present to establish quorum.

Article VIII: Amendments

Amendments to this constitution shall be made by a majority vote of the membership present at the time the amendment is brought to the floor. Amendments will be brought to the floor by the steering committee of officers noted in Article V, but general members may propose an amendment by submitting it to the steering committee a week in advance.

Article IX: Ratification

This constitution shall be ratified by the organization when it receives approval from a majority of the general members.

BYLAWS

Membership

UNICEF McMaster has an open membership policy; any person officially affiliated with McMaster University may join the organization at any time during the school year. The responsibilities of members will be determined by themselves in committee meetings and during general meetings. Each member should also attempt to participate in at least one committee and its activities.

Committee Structure

This organization shall be constructed around committee work. Each committee shall elect a head of its own by a majority vote of the members. Members can join several committees and membership to a committee is on a volunteer basis. It is expected that involvement in a committee will constitute activity on the part of the member. There are nine outstanding committees:

Ad hoc. Constitution/Bylaws — This committee will be responsible for the official establishment of UNICEF McMaster. They will file all necessary paper work and follow-up on the administrative tasks of a new organization.

Advisory Search — This committee will establish a list of advisors for this organization. While UNICEF McMaster will be officially advised by the International Students office, additional advisors will be sought for advice on actual issues of advocacy, education, and fund-raising.

Greeting Cards Sales — (Optional — only if it is determined that minimal sales requirements can be met). This committee will be in charge of establishing UNICEF card sales in various locations. Besides setting up these sales, the committee will support the publicity surrounding the sales and will collect the funds raised.

Trick-or-Treat Committee — This committee shall be in charge of organizing a fund-raising drive focused around Halloween. They will run fund-raising campaigns both on campus and in the local community.

Education Committee — This committee will be in charge of organizing speakers for the weekly UNICEF McMaster meetings. They will be in charge of general education drives on McMaster campus.

Campus Outreach — This committee will work with other committees to make the campus aware of the activities of UNICEF McMaster. They will run general education campaigns as well as help with other international activities that occur on campus and are related to children's issues.

Schools Outreach — This committee will reach into the local school system and attempt to educate the children about the conditions of the life for children elsewhere in the world.

Advocacy — This committee will be in charge of selecting and promoting children's rights throughout the campus and the local community.

Publicity — This committee will work in conjunction with the other committees to promote the activities of UNICEF McMaster. They will not only publicize issues related children's rights in an educational manner, but they will also publicize the activities of UNICEF McMaster and the meeting times and locations.

Officers' Duties

The chair positions enumerated below shall serve mainly as a steering committee. The majority of the work should be done in committee and the officers will serve mainly as a coordinating body for the efforts of the committees. The officers should meet weekly at a time before the regularly scheduled meeting to establish an agenda for the meeting. The individual duties will be as follows:

Executive Chairperson:

- Selects a meeting time according to the schedule of the general body
- Establishes an open link of communication with the general membership
- Serves as the main liaison between any administrative meetings and UNICEF McMaster
- Runs general meetings

Vice-Chairperson for Administrative Affairs

- Records minutes for every meeting
- Runs general meetings in the absence of the executive chairperson

Chairperson for Finance

- Works with the fundraising committees to ensure stability and accurate disbursement of any funding
- Records any financial information necessary

Chairperson-At-Large (2 positions)

- Serves as a representative of the committees
- Coordinates the work of the committees

Meetings

Meetings will be conducted in a semi-formal manner. Members must be recognized to speak and the meetings will be run according to the pre-established agenda. Items may be placed on the agenda by speaking to the executive chairperson. After the general business has been conducted, committees will meet.

Amendments

Amendments to the Bylaws may occur when a simple majority of the members present at the meeting at which the amendments were proposed. Any member may submit an amendment proposal to the steering committee, which will allow it on the floor at the following meeting. The steering committee may propose amendments after they have discussed them.