

# UNICEF Canada

## How to Start a Campus Club

**2025-2026 Academic Year**

# Getting to Know Us

## What is UNICEF?

UNICEF is the world's leading humanitarian organization focused on children. Across more than 190 countries and territories, and in the world's toughest places, we work day in and day out to help children survive. To defend their rights. To keep them protected, healthy and educated. To give them a fair chance to fulfill their potential. Our work to support every child's right to a childhood depends entirely on voluntary contributions.

## What is UNICEF Canada?

Your Campus Club is affiliated with UNICEF Canada. Founded in 1955, UNICEF Canada is one of 33 National Committees located in countries around the world. UNICEF Canada's role is to fundraise for UNICEF's highest priorities, and to work neutrally with key actors (governments, communities, local partners and the private sector) in Canada and internationally to advance the rights and well-being of children and youth.

## What is the UNICEF Canada Campus Clubs Program?

The UNICEF Campus Clubs Program is rooted in the belief that high school, college and university students in Canada have a vital role to play as the voice for children and young people everywhere. UNICEF Canada Campus Clubs **empower students to take action** through **education, advocacy and fundraising** to support UNICEF's work for every child in over 190 countries and territories.

## What do Campus Clubs do?

Each activity of a Campus Club should fall into one of the following categories:

### Fundraising

Plan and support fundraisers that generate donations for UNICEF. Directly contribute to global impact for children by finding ways to incorporate fundraising into your Campus Club's activities like a charity run, bake sale or gala.

### Education

Use your voice for children and youth around the world by staying engaged and increasing public awareness about the issues they face and the solutions to these issues. Raise awareness among your peers and in your schools. Actively participate in and promote UNICEF Canada's campaigns, such as National Child Day, by using social media to highlight UNICEF's global work on child rights issues throughout the year.

## Advocacy

Find opportunities to promote and integrate the work of UNICEF into your schools and communities. Tap into your existing relationships with community organizations, schools and faith-based institutions to highlight and extend the reach of UNICEF Canada's advocacy efforts. Your club advocacy will also include engaging, amplifying and supporting UNICEF Canada's advocacy campaigns, national and global.

## Steps to Become a UNICEF Canada Campus Club

### Campus Club Starter Checklist

- ☐ Choose an Advisor (*High schools only*)
  - Find a teacher who supports UNICEF's mission.
  - Share your goals for the year and outline the support you'll need from them.
- ☐ Talk to School Administration
  - Inform them of your plans and ask about club guidelines.
  - Explore possible school resources or funding for your club.
- ☐ Register Your Club
  - Prepare to Register: Gather key information (contact information for leaders (2), Advisor contact information (for high schools), school address)
  - [Click here to register your club.](#) Registration is open **September 1<sup>st</sup>, 2025, to September 22<sup>nd</sup>, 2025**
  - Sign and submit the Memorandum of Understanding to [campusclubs@unicef.ca](mailto:campusclubs@unicef.ca)
- ☐ Learn about UNICEF's Work
  - Familiarize yourself with UNICEF's mission and programs for children by [clicking here to learn more](#).
- ☐ Recruit Members
  - Build a team to support events, awareness campaigns, and fundraising efforts.
  - Click here to see a sample [Campus Club Team Structure](#)
- ☐ Read Guidelines

- Read through Guidelines for: Social Media, Fundraising and Events, Advocacy.

## □ Plan Your Year

- Use the Global Advocacy Handbook to schedule events around key UNICEF dates.
- Focus on **fundraising, awareness, and advocacy** throughout the year.

## What's Next?

UNICEF Canada's Campus Club Staff will be in touch with your club to get you registered for training and the Campus Club Welcome Kit.

**You are never alone, reach out to our team for questions or help at [campusclubs@unicef.ca](mailto:campusclubs@unicef.ca)**

## Sample Campus Club Team Structure

Role	Responsibilities
President	<ul style="list-style-type: none"> <li>• Registers the Campus Club, signs and submits the MOU</li> <li>• Main point of contact with UNICEF Canada</li> <li>• Sets the agenda and plans meetings</li> <li>• Works with club members to accomplish the goals of the club</li> <li>• Ensures members attend trainings and workshops held by UNICEF Canada</li> <li>• Assists with the coordination of leadership transition</li> </ul>
Vice President	<ul style="list-style-type: none"> <li>• Assists the President in their duties and presides over the club in the absence of the President</li> </ul>

	<ul style="list-style-type: none"> <li>• Helps to create the meeting agendas and distribute minutes.</li> <li>• Supports with monthly reporting on club activities</li> </ul>
Finance Officer	<ul style="list-style-type: none"> <li>• Manages club finances including all funds and transactions associated with the Campus Club</li> <li>• Submits all donations to UNICEF Canada, maintaining records for the club's budget and calculating revenue and expenses</li> </ul>
Communications Officer	<ul style="list-style-type: none"> <li>• Manages the club's social media accounts, website, and email communications (as applicable)</li> <li>• Finds effective strategies to share UNICEF's message on campus</li> </ul>
Sponsorship Coordinator	<ul style="list-style-type: none"> <li>• Manages the external relations with community sponsors who are looking to invest in social change</li> <li>• Serves as the point of contact for sponsors and partners of the club</li> </ul>
Event Coordinator	<ul style="list-style-type: none"> <li>• Manages the logistics of planning fundraising events</li> <li>• Serves as the creative brain for booking venues, planning entertainment, securing volunteers, and coordinating all moving parts of an event</li> </ul>
Advocacy Lead	<ul style="list-style-type: none"> <li>• Lead the club's advocacy efforts by planning and coordinating campaigns that raise awareness about UNICEF's key priorities on campus and online</li> <li>• Mobilize students to participate in initiatives such as National Child Day and other youth engagement campaigns</li> </ul>
U-Report Lead	<ul style="list-style-type: none"> <li>• Represent <a href="#">U-Report</a> by recruiting new youth to join and promoting it as a way for students to speak up on issues that matter</li> <li>• Recruit peers and spark conversations – helping students get more involved beyond just giving</li> </ul>