



## Things to Note

UNICEF Clubs and their leaders will receive digital badges and certificates at the end of the school year to showcase their achievements!

# Leading Your Club

## Leadership Responsibilities

We know being a leader can be a tough, but extremely rewarding role. To help you hit the ground running, take a look at what is expected of our club leaders, and how you may want to organize your club and executive board.

- Create a strong recruitment and retention strategy. See our [Membership Tips](#) for more information.
- Maintain ongoing communication with members of the UNICEF National Council and UNICEF USA staff through email at [volunteer@unicefusa.org](mailto:volunteer@unicefusa.org) or [council@unicefusa.org](mailto:council@unicefusa.org).
- Educate yourself about current issues and priorities on children's health, education and protection by visiting [unicefusa.org](http://unicefusa.org).



- Maintain political impartiality on issues when representing UNICEF and, when asked, coordinate campus involvement in UNICEF-sponsored public policy concerns. Visit [unicefusa.org/advocacy](http://unicefusa.org/advocacy) for the latest advocacy alerts.

## Sample Work Distribution (Who Does What)

President	Vice President	Secretary	Treasurer	Communications Officers
The presiding officer of the club. Sets the agenda and plans meetings and events. The president works with the advisor, the staff of UNICEF USA and other club officers to accomplish the goals of the club. The president, along with other outgoing officers, coordinates leadership transition.	Assists the president in his or her duties and presides over the club in the absence of the president. Your VP would be a great Community Building Chair.	Takes the minutes and types the agenda of the meetings. This position could be an awesome person to be your Advocacy Chair.	Oversees all funds and transactions associated with the UNICEF Club. The treasurer's duties include: submitting all donations to UNICEF USA and maintaining records for the club's budget. Your Treasurer would be a great Fundraising Chair.	Oversees the club's social media accounts, and club communications whether it's through email newsletters or text reminders. This position would be a great Communications Chair.

# Leadership Requirements

- Reregister each year on the website and receive your back to school kit. *You will be asked to provide contact information for all of your leaders.*
- Complete the End of Year Survey in May to receive digital badges and certificates for your club leaders and members.
- One year leadership term.
- Commit to no less than five hours per week.
- Host e-board meetings no less than once a week.
- Host structured member meetings weekly or biweekly.
- Submit your membership list through our online portal, which you'll receive via email.
- Leaders serve as the main contact for national initiatives and should feel comfortable adapting and implementing these initiatives locally.
- Track finances and ensure the timely and secure processing of donations.
- Coordinate partnership development on and off campus.

- Stay up to date by reading UNICEF Clubs bimonthly email newsletters.
- Uphold the **Policies and Best Practices** outlined in the UNICEF Clubs resources.

## Board Management

- All board issues should be discussed at a board meeting, not at the general members meeting — except if there is a need for a general vote.
- All board members should be capable of running a meeting. Some clubs rotate meeting facilitation among board members.
- Each member of the board should be responsible for the logistics of organizing leadership transition before the end of his or her term, and all of these transitions should occur at the same time of year.
- Club presidents should host a leadership retreat for the purpose of planning the club activities for the academic year with the other officers and leaders. Goals should be set for fundraising, advocacy, building community and speaking out.
- Club members should be presented with this plan and given the opportunity to help meet the goals and submit ideas for further action.



Boston University students  
at their annual Water Walk.

© UNICEF USA 2019/BOSTONUNIVERSITY

# Records You May Want To Keep

- Club Constitution and bylaws.
- Social media and email login, passwords and key websites.
- UNICEF club one pagers, UUSA staff resources.
- Contact information for club members, partners, university offices and other clubs.
- Meeting minutes (include number of attendees, length of meetings).
- Past posters, flyers, advocacy letters, etc.
- Club organization chart, position descriptions.
- Records of financial transactions (including names, dates, events, amounts, the purpose of the transactions, etc.) and donations submitted to UNICEF USA.
- Records of events/activities (event name, date, description, number of attendees, amount raised, planning time and process, partners, etc.).
- Any other helpful resources or information (including leadership challenges, tips, etc.).

## Meeting Facilitation

### Productivity

Above all else, make your meetings productive by setting goals.

### Schedule Meetings

You should schedule your meetings to last an hour to an hour and a half if you have an interactive/educational activity planned. Be consistent about the duration to ensure consistent attendance.

### Create an Agenda

Plan ahead; it will make the meeting run more smoothly. Check out our 2020-21 Calendar to plan out your meetings for the year and visit our [PowerPoint Center](#) for helpful meeting ideas.



© UNICEF USA 2019/RADFORD

### Participation

Encourage active involvement. Make sure you have room on your agenda for proper introductions, community building activities, discussion and the opinions of your group members. Allow your members to be as involved as possible.

### Mission

Always remind members of the important impact of their efforts on behalf of the world's children.

### Education

Hosting a teacher or local children's advocate is a great way to keep members engaged.

### Task Forces and Assignments

Divide up the work. Don't take responsibility for everything; if people feel they aren't needed, they won't contribute. Keep track of who's doing what, and make sure they understand that this is an important commitment and that people are relying on them.

### Follow-up

After the meeting, you or one of the group leaders should send an email to all members (whether they were present at the meeting or not) containing the minutes. It is important to let members know what you are doing. If they missed the meeting, the email will bring them up to date.

### Stay Connected!

Invite members to receive our text updates by texting **JOIN** to **86483** (UNITE). ●