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United States Fund for **unicef** 

Campus Initiative eBulletin

February 2007

The Campus Initiative eBulletin is a quarterly round-up of news, resources, action items, profiles and tips—for and by registered UNICEF Campus Initiative members. For more information about the UNICEF Campus Initiative, visit us online at: www.unicefusa.org/campusinitiative



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A new year and a new team

In 2007, the Volunteer and Community Partnerships Department at the U.S. Fund for UNICEF has grown into a team of three. The department is responsible for the UNICEF volunteer experience via the Online Volunteer Center (www.unicefusa.org/volunteer), the Campus Group Initiative, and certain key relationships with other non-governmental organizations. Kristi Burnham, Rachael Swanson and Devi Vat-Ho have over 25 years of experience in nonprofit management. Program Manager, Rachael Swanson, serves as primary contact for the Campus Initiative and can be reached at rswanson@unicefusa.org or 212.922.2623.

Report-back on campus interviews

During the last few months, we interviewed a number of campus groups about their work across the country and their ideas for improving our campus network. A number of similarities emerged from the conversations and below are our key findings:

- ▶ **More Stuff!** There is a need for UNICEF materials locally. Many clubs asked for t-shirts, videos, posters, copies of UNICEF publications, etc.
- ▶ **Partnering Equals Power.** Most clubs are partnering locally with other student groups and sometimes other national organizations. Examples include: Amnesty International, Oxfam, STAND, SCCS, local tutoring/mentoring programs, National Student Campaign Against Hunger and Homelessness and Model UN.
- ▶ **Let's Connect!** Campus Initiative clubs definitely want more interaction with each other to share best practices, generate ideas and share common resources.
- ▶ **Direct Service.** Many clubs have a service component to their work. You are often partnering with schools or after-school programs and not only around Trick-or-Treat for UNICEF. Students are interested in early childhood development, education and youth development. Service activities range from working with homeless teens, to volunteering with

preschool programs, to after-school tutoring.

▶ **A Well-Rounded Mission.** The largest and strongest Campus Initiative clubs are involved in Education (including direct service), Advocacy and Fundraising activities and have created leadership structures in each area of work.

▶ **Before You Go...** Leadership transition can be a concern for UNICEF campus groups. Leadership often graduates without a proper transition of materials or information.

▶ **A Powerful Force.** UNICEF campus groups are very diverse. There are a large number of international students participating and it is not uncommon for these campus group members have worked with, or been recipients of, UNICEF programs around the world.

▶ **An Underutilized Resource:**

www.unicefusa.org/volunteer

Most campus leaders are registered as volunteers, but their general membership may not be.

▶ **Building a Life-long Commitment.** Many campus group members and leaders would like to work in the field of international development, specifically with UNICEF and/or the UN. This is a strong motivation for involvement.



Check out the resources in the Online Volunteer Center! To download toolkits or change your subscription address visit: www.unicefusa.org/volunteer.

In response to the above-mentioned key learnings, the Volunteer and Community Partnerships Department will be developing ways to take the following actions for the Campus Initiative:

▶ **Suggested Action:** Campus Initiative staff should suggest a common way to organize and structure the clubs and then build resources to support each of the three tiers of the U.S. Fund's mission—education (including service), advocacy and fundraising on behalf of UNICEF.

▶ **Suggested Action:** Develop an end-of-semester reporting and reflection form for campus leaders to complete. This form would include information regarding activities, fundraising information, successes and challenges, and would be used by staff to report back to the members once or twice a year.

▶ **Suggested Action:** Explore a Campus National Advisory Council to help determine the most beneficial and sustainable ways forward, create a sounding board for staff, develop a decision making body and leadership development opportunities for current campus leaders.

▶ **Suggested Action:** Develop resources to advise students interested in internships and general career advice (to be available in the Volunteer Center).

▶ **Suggested Action:** Determine one or two low-cost materials to be sent to campus group leaders each year.

▶ **Suggested Action:** Determine a definitive name for local entities; campus clubs, groups, etc.

And there were many, many more!!!!!!! Do you have thoughts or additions? Please send your comments to rswanson@unicefusa.org.

Campus spotlight: University of Louisville

Fundraising for Trick-or-Treat for UNICEF

By partnering with their local school district, the University of Louisville Campus Group raised over \$2,500 dollars this year for UNICEF programs in Darfur.

The university students first created a video that local elementary school teachers showed in their classes prior to participating in Trick-or-Treat for UNICEF. The video explained what UNICEF is all about and discussed the organization's child survival programs around the world. It also explained how to participate in Trick-or-Treat for UNICEF in a safe and productive way.



"The video was really easy to make. We had a template from last year and a script. We even have a few knowledgeable film students in our campus group," explained Jackie Roe, President of UNICEF's campus group at the University of Louisville.

"We sponsored an ice cream party for the class that raised the most money in each of the four schools, but the video really helped explain why UNICEF is important and how their efforts help kids around the world. It also cut down on our time in front of each classroom and helped reach more kids."

Watch the video on YouTube at: <http://www.youtube.com/watch?v=OpfxTTOZYvE>.

Letters to parents were sent home and boxes were distributed one week before Halloween. The campus group also sent an envelope to each participating teacher to collect the donated funds.

To learn more about the University of Louisville UNICEF Campus Group, contact Jackie Roe at jmroe001@louisville.edu.

Yahoo! Answers and UNICEF launch "UpClose 2007"

In early February, nine UNICEF Ambassadors—including Alyssa Milano, Lucy Liu and Laurence Fishburne—are posing questions about child survival on Yahoo! Answers.

Check out the program at answers.yahoo.com. Take a moment answer a question, and invite friends and family to participate as well! It's a really easy way to help build awareness about UNICEF.



[Answer a question today.](#)

UNICEF News to Know

Current Crisis in Somalia

Throughout the country of Somalia, and the South in particular, children are suffering the consequences of a triple humanitarian crisis: drought, flooding and recently an escalation of conflict.

For more than 16 years, rival clans have been at war within Somalia, and the lack of a permanent central government has contributed to this nation's status as one of the poorest and most volatile countries in the world. In recent weeks, factionalism has reached new heights, particularly in and around the capital, Mogadishu, as control of the city has shifted...

For more info visit, <http://www.unicefusa.org/somalia> and watch the video essay.

Join UNICEF in Chicago, March 23-25, 2007!

Meet UNICEF Volunteer and Community Partnerships staff members at the Idealist Campus Conference, March 23-25, 2007. UNICEF will be a sponsor at the conference and will have a table at the opportunities fair. An informal meeting will be planned for all campus groups in attendance.



The Idealist Campus Conference is a gathering of 1000 students, campus staff, nonprofit professionals, and year of service members who are part of a global network of change-agents. The conference will be hosted by DePaul University in Chicago, IL during the weekend of March 23-25, 2007 and will provide opportunities for skill-building, networking, socializing, and action.

If you plan to attend, please email Rachael at rswanson@unicefusa.org.

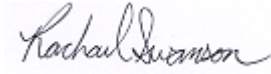
For more information about the conference and/or to **register**, visit <http://www.idealists.org/en/ioc/conference/2007/Home.html>

UNICEF Book Club Idea

Watch for the soon to be released book—A Long Way Gone: Memoirs of a Boy Soldier—written by Ishmael Beah, a former child-soldier from Sierra Leone. In his story, Beah credits UNICEF as having played a key role in lifting him from the front lines and reintegrating him into civilian life as a teenager. The book will be available in numerous locations, including Starbucks. Two dollars will be donated for every copy of A Long Way Gone sold at Starbucks to the U.S. Fund for UNICEF, with a minimum donation of \$100,000. The funds will be used to support UNICEF's work in war torn locales, including Sierra Leone.



Sincerely,



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