

Table of Contents

Prospective UNICEF High School Club Toolkit

Welcome letter	2
What is UNICEF?	3
What is the UNICEF High School Club program?	3
What are the functions of the UNICEF High School Clubs?	4
What are the requirements of a UNICEF High School Club?	4
What are the steps to becoming a UNICEF High School Club?	5
Where do I go for help?	6
What's next?	7

Welcome!

Thank you for your interest in UNICEF and the world's children. UNICEF has saved more children's lives than any other humanitarian organization on earth for one simple reason: We are the best equipped to tackle any issue that affects child survival: such as malaria, pneumonia, malnutrition and AIDS.

Nearly 9 million kids in developing countries die every the year of preventable diseases before their fifth birthday. Together—with your assistance—we can reduce this number to zero.

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

This is a big responsibility.

As you decide if the UNICEF High School Club program is right for you and your school, this toolkit will serve as your guide. Becoming part of this movement is exciting and rewarding, but we know it isn't for everyone. So please review the requirements, guidance documents, and responsibilities of leadership carefully to enable you to make the best decision.

With this new initiative, we hope to have an ever-expanding list of schools and student leaders committed to this global humanitarian work. From your efforts, we hope to raise hundreds of thousands of dollars each year, introduce thousands of people to UNICEF's mission, and advocate for issues vital to the survival of the world's children.

Please consider, as well, other activities that benefit UNICEF at www.unicefusa.org/volunteer.

Thank you and we look forward to reviewing your application!

In partnership,



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What is UNICEF?

Founded in 1946, UNICEF now works in more than 150 countries to save children's lives. We focus our efforts in seven core areas: [health/immunizations](#), [nutrition](#), [water/sanitation](#), [HIV/AIDS](#), [emergency response](#), [education](#), and [child protection](#). Also known as the United Nations Children's Fund, UNICEF has saved more children's lives than any other humanitarian organization.

The U.S. Fund for UNICEF, UNICEF's presence in the United States raises money for programs that support UNICEF around the world. The U.S. Fund for UNICEF also supports UNICEF with education and advocacy activities. The oldest of 36 national committees for UNICEF worldwide, the U.S. Fund for UNICEF is a vital part of the global effort to save and improve children's lives.

Saving Children's Lives

The U.S. Fund for UNICEF is not just the leadership and staff in its national and regional offices but a nationwide movement of celebrity ambassadors, volunteers, corporate partners, nongovernmental organizations, and generous donors across the country—all working together to save kids' lives. Whether we're at the scene of a humanitarian disaster or on the ground fighting disease in a developing country, UNICEF is out to make life better for children—vaccination by vaccination and blanket by blanket, helping UNICEF save more children's lives than any other humanitarian organization in the world.

Volunteer & Community Partnerships

We invite you to join us! As a U.S. Fund for UNICEF Volunteer, you would become part of a vast network of people across the United States working to make the world a better place for children.

The Online Volunteer Center is the U.S. Fund for UNICEF's online resource for volunteers. Register online at www.unicefusa.org/volunteer and you'll gain access to a multitude of volunteer resources, be able to communicate with other volunteers, and summarize your activities. Register now and sign up for the volunteer e-bulletins including the latest information about UNICEF's programs and volunteer opportunities.

What is the UNICEF High School Club program?

UNICEF High School Clubs are driven by students who know they have a vital role to play in helping the world's children survive. Clubs partner with the U.S. Fund for UNICEF to educate, advocate, and fundraise — work that is vital to UNICEF's ability to save children in 150 countries around the globe.

Clubs produce benefit concerts and other fundraisers, write letters to elected officials, participate in Trick-or-Treat for UNICEF and UNICEF Tap Project campaigns, and write school newspaper editorials. Club members can also attend national conferences to share ideas about child survival and human rights issues.

What are the functions of the UNICEF High School Clubs?

Each activity of a UNICEF High School Club should fall into one of the following categories: education, advocacy, or fundraising. The strongest and most developed clubs organize around all three categories, but avoid stretching your members too thin.

Education

A key component of UNICEF's programming is education. As a UNICEF High School Club, you are expected to educate yourselves, your members, your fellow students, and your community about UNICEF's work. You could do this with international dinners, lectures, movies, or discussions.

Advocacy

There are two types of advocacy important to UNICEF's work: educational and political. Educational advocacy includes activities that raise awareness about global humanitarian issues. Political advocacy involves communicating with public officials or the general public to affect legislation and public policy. UNICEF's political advocacy efforts are highly structured and overseen by the U.S. Fund for UNICEF's Office of Public Policy and Advocacy. UNICEF High School Clubs will be heavily involved in educational advocacy and community outreach. Examples of club advocacy efforts include sidewalk chalking with UNICEF facts, taking the online training module about advocacy, organizing hunger banquets, and conducting online letter writing campaigns via the advocacy center at www.unicefusa.org/advocate.

Fundraising

This is a critical component of the UNICEF High School Club work plan and essential to UNICEF's global success. Clubs may hold fundraisers at their schools and in the community. They may participate in the Trick-or-Treat for UNICEF and the UNICEF Tap Project campaigns and raise funds online (for more information, see www.unicefusa.org/trickortreat, www.unicefusa.org/ert, and www.tapproject.org). There are many resources to help clubs raise funds for and awareness of UNICEF's important work. Funds raised using the UNICEF High School Club name can only be designated for UNICEF programs or club activities and not for other organizations unless previously approved by a U.S. Fund for UNICEF staff member.

What are the Requirements of a UNICEF High School Club?

Uphold the Mission and Name of the U.S. Fund for UNICEF

Becoming an official UNICEF High School Club is a wonderful way to have an impact on UNICEF's worldwide work. However, protecting the name and reputation of UNICEF and the U.S. Fund for UNICEF is the responsibility of every group. Please make sure you read, understand, and abide by the policies and procedures outlined in this manual. Important highlights include gaining appropriate permission prior to the use of the UNICEF logo on flyers, T-shirts, promotional materials, etc. and ensuring that fundraising activity expenses do not exceed 25 percent of generated revenue.

Online Registration

All leaders and members of officially registered UNICEF High School Clubs will register as U.S. Fund for UNICEF Volunteers and agree to the terms and conditions outlined in the Volunteer Agreement form. Members are required to update their subscriptions if their email addresses change. This is to ensure that all volunteers have signed the Volunteer Agreement and that all e-communications with important updates and resources are available to members.

One person should register the club at the U.S. Fund for UNICEF High School Club page, www.unicefusa.org/highschoolclubs, and your official advisor (required) must submit contact information at that time. After ten to twelve business days, you will receive confirmation of your group's registration and your official club name. After receiving your confirmation, other group members can officially register with your club by visiting www.unicefusa.org/highschoolclubs and

clicking on “Register Club Members.” New members must know your club’s official title when they register.

Organizational Structure and Membership

There are a number of ways that UNICEF High School Clubs organize their leadership structure. At a minimum, all clubs should have four officers: president, vice president, treasurer/secretary, and event planner. These positions may not be filled by the same person.

Reporting

All UNICEF High School Clubs are required to submit a Reporting and Reflection Survey at the end of the school year. The survey allows us to track each club’s activities and progress. Clubs who do not complete the survey will be considered inactive.

Financial Accountability

It is your responsibility to catalog and track donations you receive. Ninety-one percent of all your contributions is directly sent to programs for children (far above par for the field). Organized under the laws of New York State as a not-for-profit corporation, the U.S. Fund for UNICEF is exempt from tax under Section 501(c)(3) of the Internal Revenue Code and qualifies for the maximum charitable contribution deduction by donors. More information regarding your fiscal responsibility as a UNICEF High School Club is highlighted in the handbook. The following is a brief summary of requirements:

- UNICEF cannot accept donations of material goods for distribution abroad.
- Clubs must gain student activity or club status through their schools and comply with any requirements.
- Fundraising (and all activities) must be appropriate to the identity of the U.S. Fund for UNICEF and the UNICEF High School Club.
- Funds raised for a specific purpose must be used for that purpose.
- All money raised in the name of UNICEF and the U.S. Fund for UNICEF must benefit UNICEF. It may not be donated to other charitable causes.
- Clubs must keep accurate financial records and accurately report these records in the Reporting and Reflection Survey.
- All donations and acknowledgments should be quickly and efficiently processed within 30 days.

What are the steps to becoming a UNICEF High School Club?

1. **Identify a core group of interested students.** Forming and sustaining a UNICEF High School Club may take a considerable amount of time. Your school administration will want to see a number of students participating, and you will need to find others who are interested in founding this effort. Including others in the leadership now will help you reach out to more people and provide diverse perspectives. It will also make the leadership transition easier at the end of your term.
2. **Talk to your school administration or sponsoring civic group about the steps to become a recognized group at your school.** Support from your school can bring a wealth of knowledge and resources. This toolkit guides you through UNICEF’s requirements for club groups, but it’s extremely important to be aware of, and adhere to, your school’s guidelines.

3. **Choose an advisor.** All UNICEF High School Clubs are required to have an adult advisor. For groups who are sponsored by their schools, the advisor must be a member of the faculty or staff. Take time to select someone who cares about UNICEF's mission and has the time to dedicate to your success.
4. **Educate yourself about UNICEF and issues important to the survival of children around the world.** Read about our work on the websites www.unicefusa.org and www.unicef.org. Visit our Online Volunteer Center and check out the resources available to volunteer and youth leaders.
5. **Register your club online** at www.unicefusa.org/highschoolclubs.
6. **Elect your group leadership: president, vice president, treasurer, and event planner** (you do not need to submit this information to the U.S. Fund for UNICEF).
7. **Encourage your other group members to register** with your club at <http://www.unicefusa.org/highschoolclubs> by clicking on "Register Club Members."
8. **Read the UNICEF High School Club Handbook and Fundraising Toolkit and familiarize yourself with the UNICEF High School Club Education and Activity Calendar.**

Where do I go for help?

Your Advisor

Your advisor should be able to answer a lot of the questions you have about starting a new student group.

The Volunteer and Community Partnerships Department

The staff in the Volunteer and Community Partnerships Department is also available to guide you through the process of becoming a vibrant UNICEF High School Club.

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What's next?

After reading this toolkit, you now understand what it means to be an official UNICEF High School Club.

Move Ahead!

Visit www.unicefusa.org/highschoolclubs to submit your UNICEF High School Club registration.

Other Opportunities

If you have decided the UNICEF High School Club is not for you at this time, please see the list below for other ways to get involved with UNICEF's important work.

1. **Volunteer.** Share your time with UNICEF and join in our mission to save children's lives. Register online at www.unicefusa.org/volunteer and you'll have access to lots of special volunteer resources, be able to communicate with other volunteers who are working to make a difference, and receive the latest information about UNICEF's programs and volunteer opportunities!
2. **Get informed.** Read UNICEF's Field Notes blog (www.fieldnotes.unicefusa.org) and the flagship publication *State of the World's Children* (www.unicef.org/sowc09) to learn about the challenges facing the world's children and the simple solutions UNICEF is using to save them.
3. **Advocate.** Allow your voice to be heard in support of UNICEF's extraordinary work. Send a letter to your senator and representative in support of UNICEF's annual congressional allocation and other UNICEF-backed legislation. Contact your elected officials now by visiting www.unicefusa.org/advocate, and forward the link to friends.
4. **Shop UNICEF.** Purchase UNICEF greeting cards and gifts and make a real difference in the lives of children around the world. Explore our exciting line of premium cards and gifts at www.unicefusa.org/shop.
5. **Donate.** Make a donation on behalf of the world's most vulnerable children and consider an ongoing pledge. Donate today at www.unicefusa.org/donate.
6. **Trick-or-Treat for UNICEF.** Trick-or-Treat for UNICEF has empowered generations to make lasting change in their global community. This Halloween, help kids in your community save lives with the world's leading children's organization, UNICEF: www.trickortreatforunicef.org.
7. **UNICEF Tap Project.** The UNICEF Tap Project invites restaurants across the country to ask their patrons to donate \$1 or more for the tap water they usually enjoy for free; all proceeds benefit UNICEF Water, sanitation and hygiene programs. To learn more or to volunteer for the UNICEF Tap Project, visit www.uniceftaproject.org.

For more opportunities and resources, visit www.unicefusa.org or email highschoolclubs@unicefusa.org.