



STARTING A UNICEF SOUTH AFRICA CAMPUS CLUB

STARTING A UNICEF SOUTH AFRICA CAMPUS CLUB

TABLE OF CONTENTS

- 03 VISION, MISSION
- 04 WHAT IS UNICEF
- 05 WHAT IS UNICEF ON CAMPUS
- 06 STEPS TO BECOME A UNICEF ON CAMPUS CLUB
- 07 THINGS TO KNOW
- 09 ADVISOR'S ROLE
- 10 LEADERSHIP RESPONSIBILITIES
- 12 ACTION AREA LEADERS
- 13 GUIDE TO BUILDING A CONSTITUTION





OUR VISION

A world where the rights of every child are realised.

In everything we do, we work to achieve a world where all children, especially the most vulnerable and disadvantaged, have equal opportunities to survive and thrive.

OUR MISSION

UNICEF is mandated by the United Nations General Assembly to advocate for the protection of children's rights, to help and meet their basic needs and to expand their opportunities for them to reach their full potential.

UNICEF is guided by the Convention on the Rights of the Child and strives to establish children's rights as enduring ethical principles and international standards of behaviour towards children. UNICEF insists that the survival, protection and development of children are universal development imperatives that are integral to human progress.

WHAT WE VALUE

We value **VISION**.

We value **RESOURCEFULNESS**.

We value **INCLUSIVENESS**.

GETTING TO KNOW US:

What is UNICEF?

UNICEF was founded in 1946 to help children in countries devastated by World War II. Now operating in more than 190 countries and territories, it has helped save more young lives than any other humanitarian organization. The life-changing work of UNICEF is sustained largely by voluntary contributions.

What is UNICEF South Africa?

UNICEF has had a presence in South Africa since the end of apartheid and continues to work towards bettering the lives of children in the country.

From its office in Pretoria, the UNICEF South Africa Country Office works with a range of partners in government, civil society, academia and various other sectors to create a safer and healthier environment for every child in the country.



WHAT IS THE UNICEF ON CAMPUS?

UNICEF on Campus, monitored under our “Global Volunteer Initiative”, is a youth-led grassroots movement rooted in a belief that students at institutions of higher-learning in the South Africa have a vital role to play as the voice for children everywhere.

UNICEF On Campus will partner with UNICEF South Africa to activate their local community by educating, advocating, and fundraising for UNICEF’s protection and development work for children in South Africa.

Our goal is to empower the youth in the South Africa with the resources and skills to be effective global citizens — thinking globally and acting locally for the world’s most vulnerable children.

WHAT DOES UNICEF ON CAMPUS DO?

Fundraising

Plan and support fundraisers that generate donations for UNICEF. Directly contribute to UNICEF’s work for children, by finding ways to incorporate fundraising into your club’s activities such as a film screening, bake sale or cultural events. All UNICEF Club fundraisers are required to register with UNICEF South Africa (via email to abagherioromi@unicef.org or pretoria@unicef.org) and **must** receive an approval from the Volunteer Programme Manager prior to hosting it.

Advocacy

Use the voice of youth around the globe by staying civically engaged on a local and national level. Take action online and during key moments throughout the year to champion funding and policies that sustain UNICEF’s work for children. These online and offline actions must be aligned with UNICEF’s mandate in social development and humanitarian work; which involves educational and collaborative efforts with all stakeholders involved.

UNICEF South Africa will communicate the key moments via email, with guidelines and toolkits, as to how you can get involved.

Community Building

Find opportunities to promote and integrate the work of UNICEF in your neighbourhood and surrounding area. Tap into your existing relationships with community organisations, and faith-based institutions to highlight and extend the reach of UNICEF South Africa programmes. You could host movie nights, trainings, or games, that can be informative and educational to your community about child rights.

Speak Out

Raise awareness among your peers and in your neighbourhood about UNICEF South Africa. Support social media campaigns to publicise UNICEF’s global work through campaigns around issues such as youth participation, gender equality, human trafficking and water, health and sanitation. Share photos, stories and videos with UNICEF South Africa staff on how you are taking action on your campus



STEPS TO BECOME A UNICEF ON CAMPUS CLUB

01

IDENTIFY A CORE GROUP OF INTERESTED STUDENTS.

Forming and sustaining a UNICEF Campus Club may take a considerable amount of time and dedication. You need other students who are equally passionate about UNICEF's work and will help you get the ball moving. Including others in leadership roles early in the process 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. Remember, we require **four leaders**, each with specifically-assigned role, when you register to become a club.

02

CHOOSE AN ADVISOR

All UNICEF Campus Clubs are required to have an Advisor. This should be a responsible adult who is 23 or older. Take time to select someone who cares about UNICEF's mission and has the time to dedicate to your success. This person should be either a staff member or a post-graduate student on your campus. Be prepared to outline your goals for the club in the year ahead and be clear and realistic about the level of support you think you will need to get things off the ground.

03

TALK TO SCHOOL ADMINISTRATORS ABOUT BECOMING A CLUB

Having support from your university can bring a wealth of knowledge and resources. Some student groups can even receive funding from their university to help operate their club. Bring the administration into the process early. Your university may also have its own guidelines to becoming a club so it is extremely important to be aware of them and to stay in touch with your administrators. (please contact your university's "Student office" to find out more about this process, as this procedure might differ from university to university).

04

REGISTER!

To be an official UNICEF Campus Club you must register your club with us. **Registration for the new school year will launch every January**, and is accepted throughout the year. Once you register, you will be sent a Volunteer Kit, (while supplies last), with materials to help get you started. This will include posters, pins, T-shirts and more. To register you need to have four leaders, an advisor (with their contact information), and your universities confirmation of recognising you as a student club.

You can register with via email
abagherioromi@unicef.org or
pretoria@unicef.org.

05

EDUCATE YOURSELF ABOUT
UNICEF'S WORK

UNICEF has helped save more children's lives than any other humanitarian organisation. Now you get to be a part of our UNICEF South Africa family. Read more about UNICEF's work at www.unicef.org/southafrica/ and www.unicef.org.

06

RECRUIT MEMBERS

Now that you have your core team it's time to recruit members for your club. Members help execute events, and spread UNICEF's message throughout your campus.

07

PLAN YOUR YEAR

UNICEF On Campus Clubs hold events focused on fundraising, community building, speaking out and advocating on behalf of UNICEF's work around the world.

[Look at [UNICEF SA's Year-long Calendar](#) for event ideas and action items to do throughout the year!]





THINGS TO KNOW

UPHOLD THE MISSION AND VALUES OF UNICEF

Protecting the names and reputations of UNICEF is the responsibility of every student leader. Please make sure you read, understand and abide by the policies and procedures outlined in this guidebook.

YEARLY REQUIREMENTS

Register your UNICEF University Club every school year with UNICEF South Africa.

- Send your membership information to UNICEF South Africa via email.
- Submit your funds to **UNICEF South Africa** within 30 days of you receiving them. Contact UNICEF's volunteer programme manager to assist you with submitting your funds.
- Organise a minimum of 3 total events per year that fall into the following categories: Community Building, Fundraising, Advocacy, and Speaking Out.

UNICEF CLUBS YEARLY AWARDS

UNICEF South Africa will provide awards to clubs that go above and beyond the yearly requirements. Our awards highlight outstanding leaders, members, advisors and clubs. Events and activities that stand out in each of the following pillars will be awarded: Fundraising, Advocacy, Speaking Out and Community Building.

ORGANISATIONAL STRUCTURE AND MEMBERSHIP

All clubs should have a minimum of at least four officers but can choose to have more if desired. These positions may not be filled by the same person. The transition of leadership typically occurs towards the end of each academic year (ideally October). New leadership should be communicated via by email to

abagherioromi@unicef.org or pretoria@unicef.org if leadership changes throughout the year.

EVENT REGISTRATION

All events carried out by a UNICEF Club must be registered to **UNICEF South Africa** via email and approved by country office

abagherioromi@unicef.org or pretoria@unicef.org)

FINANCIAL ACCOUNTABILITY

We require all clubs to submit funds to UNICEF SA within 30 days after a fundraiser. Work with your advisor to manage funds responsibly and build a system of accountability, such as creating a budget. Make sure you learn about your school's fundraising and budget policies.

ADVISOR'S ROLE

UNICEF University Clubs are student led initiatives and the role of the Advisor is to be a mentor, help guide you through decision making processes, help brainstorm through challenges, navigate finances, build relationships with university's administrations and make any legal request with venues for events. Every club is unique, and the role of each advisor is different. We encourage you to meet with your advisor and create an agreement on the roles and responsibilities that the advisor will take on for the year. Have an open conversation about their capacity to support you, the type of help that you need from them, and your expectations. Below are some tips and conversations you should have with your advisor to have a successful relationship:

01 Availability Advisors tend to be busy people. Understand their availability by asking them how many hours they can commit to the club per month. You can help them manage their time by scheduling regular meeting times with the executive board and the advisor where you can discuss plans, challenges, and highlights all at once. Setting times for club office hours with your advisor is a great way to respect their time.

02 Active Participant The most successful clubs are the ones that have active club advisors. Advisors can help recruit members through their classes, bring valuable input in the conversation at club meetings, and help the team stay accountable to your goals. Encourage your advisor to go to your meetings and events, ask them to present to the club on an issue that is important to them and go to them when you need help. When you engage your club advisor they will want to stay involved.

03 Communications You should keep your Advisor up to date on all communications with your club. Establish the ways in which your advisor would like to communicate: in writing, through meetings, via text or phone calls. Make sure you are on the same page.

04 Feedback The role of the Advisor is not to run the club, but provide feedback on what you are doing well and what you can do to improve. As a general rule, you should always have positive conversations in public and provide constructive criticism in private.

05 Keep It Going Advisors are usually instrumental in helping help keep the club going even after the team leaders graduate. Make sure they have access to all of your records, know where to find materials, and are familiar with club members and the executive board. Advisors are a relatively neutral source to help you through leadership selection and transition.

06 Know Your Stuff While some advisors know a lot about both UNICEF and your university, you may want to provide them with basic information about the organisation, the volunteer initiative, school policies and where to find more information. Encourage them to learn about both UNICEF policies and procedures. The more they know, the more they can help.

You and your advisor are never alone, reach out to our team for questions or help at abagherioromi@unicef.org or pretoria@unicef.org.



LEADERSHIP RESPONSIBILITIES

Being a leader can be a demanding, but extremely rewarding role. To assist you, 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.
- Maintain ongoing communication with members of the UNICEF South Africa Country Office staff through email at abagherioromi@unicef.org or pretoria@unicef.org
- Educate yourself about current issues and priorities on children's health, education and protection by visiting unicef.org/southafrica/.
- Maintain political impartiality on issues when representing UNICEF and, when asked, coordinate campus involvement in UNICEF-sponsored public policy concerns.

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

ACTION AREA LEADERS

Your club should choose **FOUR** leaders to serve in the following roles. These leaders will be your point person for these action areas.

Advocacy Chair

This leader will have the opportunity to work closely with the UNICEF South Africa Communication Team to activate your club around specific legislation and policy. This leader's role is to update and activate your club on all information we provide specific to UNICEF SA- supported legislation and to keep club members up to date about what your elected officials are up to. (This would be a suitable role for your Vice President)

Communications Chair

This leader will work closely with the people who run the social media accounts for UNICEF Clubs. The Communications Chair helps manage outward communication like your social media accounts, website, emails, groups chats, and others. Throughout the year, we will call upon this leader to share photos, stories, videos, and other great pieces of media to help us amplify the voices of youth around the country. (This would be a suitable role for your Social Media Officer or Secretary)

Community Building Chair

This leader will have the opportunity to lead outreach initiatives to other community groups, elementary schools and other entities. The Community Building Chair helps develop and manage your club's relationships with other clubs on your campus and with community partners. Throughout the year, this leader will work with the UNICEF SA Country Office to help continue to grow our presence in your local community (e.g. Faith-based organisation, residential community, schools, sport clubs, etc.).

Fundraising Chair

This leader will work directly with the UNICEF South Africa Fundraising Team (or volunteer manager) to manage your club's fundraising efforts. Throughout the year, we will work with this leader to provide support with fundraisers, submitting funds, and managing donations (this could be a suitable role for the Treasurer).





LEADERSHIP REQUIREMENTS

- One year leadership term.
- Commit to no less than five hours per week.
- Host leadership meetings no less than once every two weeks.
- Host structured member meetings (with an extended invitation to all members) once a month.
- 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.
- Submit membership contact info to UNICEF South Africa's Volunteer Programme Manager.

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/event 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. Every year, club members should be presented with this plan and given the opportunity to help meet the goals and submit ideas for further action.

GUIDE TO BUILDING A CONSTITUTION

Generally, constitutions establish the broad structure and format of an organisation. Constitutions typically include the following elements: (Below is an example although you would have to contextualise it to your university)

ARTICLE I: Name

The name of this organization shall be UNICEF [UNI. Name], an acronym for [UNI. NAME] and United Nations Children's Fund.

ARTICLE II: The purpose

UNICEF [Uni. Name] 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 [Uni. Name] 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 [Uni. Name] University students, faculty, and/or staff members and; membership shall not be denied to any person because of age, race, gender, sexual orientation, religion, disability, or national origin.

ARTICLE IV: Officers and Committees

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 forth block and they will serve the following year until the forth block. If a position is vacated before forth block, 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 V: 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 biweekly 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 cannot 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 VI: 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 VII: 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 IV, but general members may propose an amendment by submitting it to the steering committee a week in advance.

ARTICLE VIII: Ratification

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

STARTING A UNICEF SOUTH AFRICA CAMPUS CLUB



S

A

 Facebook: UNICEF South Africa

 Twitter: UNICEF_SA

 Instagram: unicef_southafrica