

Campus Youth in Action Group Toolkit



Free The Children Volunteers, Summer 2006

Welcome letter

Hey Leaders!

Starting a Free The Children Campus Youth in Action Group is a great way to get involved in the global community and to put your passion about children's rights into action! By starting a Campus Youth in Action Group, you and your peers will help break the cycle of poverty and take action to work with your peers in North America to support communities overseas. Together, you will create a better world.

Forming a Campus Youth in Action Group is a lot of fun. Please take the time to review this toolkit in its entirety and learn more about Free The Children, our campaigns and projects, as well as how to start your own group on campus. Feel free to contact us if you have any questions, comments or concerns.

Free The Children is the world's largest network of children helping children through education. Through our organization's unique youth-driven approach, more than one million young people have been involved in our innovative programs in more than 45 countries. Founded by international child rights activist Craig Kielburger, Free The Children has an established a track-record of success, with three nominations for the Nobel Peace Prize and partnerships with the United Nations and Oprah's Angel Network.

We look forward to working with you as part of the Free The Children network!

Sincerely,

The Youth Programming Team

youth@freethechildren.com
1.416.925.5894

233 Carlton Street
Toronto, Ontario
M5A 2L2 Canada



The Free The Children Youth Team

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What is a Campus Youth in Action Group?

A Free The Children Campus Youth in Action Group is a group of university or college students who come together to educate themselves and others about children's rights and to take action by supporting Free The Children's development projects in the rural areas of Kenya, Sierra Leone, China and Sri Lanka. Campus Youth in Action Groups are student run and student led.



Being part of a Campus Youth in Action Group is an excellent way to start creating the positive changes that you want to see in the world.

Through your involvement with Free The Children, you will have the opportunity to raise awareness and fundraise to provide your peers in developing countries with access to education, clean water and health care and to eradicate issues such as child poverty. Although you and your group will learn about world issues that create serious consequences for the world's people, there are many ways to address these issues and still have fun. Feel free to stretch your creative muscles and to let your imagination soar.

Why start a Campus Youth in Action Group?

By collaborating with Free The Children, you and your team will challenge the members of your university or college community to become better global citizens. Your group will inspire your campus to take action and to create a more just and equitable world. Your group can also fundraise to help support the development of a community overseas. As a Campus Youth in Action Group, you are free to choose which Free The Children project and country you would like to support. Plus, by contributing to Free The Children's holistic development model, you are assured that all projects you support are making a real and sustainable impact in the lives of children and their families in the developing world.

What kind of support will I get from Free The Children?

Your Campus Youth in Action Group will receive the support of our dynamic Youth Programming Team, and the youth coordinator in your area will be a tremendous resource for your group. Youth coordinators are always available and are happy to answer your questions, offer suggestions and provide support to all of your members. The Youth Team is here to make sure that your voices are heard and to share your thoughts and ideas with others around the world.

Call a meeting!

Reach outside your circle of friends and invite all change-makers to join your group. Advertise around campus by putting up a meeting notice on bulletin boards, getting an announcement made on campus radio and asking to make an announcement in your lectures. There may be some students who can't make your first meeting but still want to get involved with your group. It is therefore important to put a signup sheet somewhere on campus, or to hand out an e-mail address so people know how to contact you. Be sure to check with the Student Union on campus for a complete outline of rules and regulations. Also, don't forget to participate in the activities and club fairs to recruit members and share your message.

How do I start a Youth in Action Group?

Since you're reading this package, you are already a registered Free The Children Campus Youth in Action Group. You've agreed to the Campus Youth in Action Group protocols and you've registered with our Youth Programming Team. Be sure to contact us if you have any questions, comments or concerns about starting your group.

Now you're ready to move forward!

Step 1: Learn more about children's rights, child labour and the struggles children around the world face every day. Knowing more about the issues will help you explain why you are passionate about children's rights and will help you inspire others to take action.

Step 2: Get together a group of like-minded peers, ones who are passionate about children's rights, and schedule your first meeting with them. This will get you on track to further educate yourself about the issues you are passionate about and to plan events to engage, inspire and educate everyone on campus. Put some thought and time into your first meeting so it is a successful event that will inspire commitment from your members. Check out the next two sections for tips on how to prepare a meeting that is both organized and motivational.

Step 3: Think of other ways to get people involved. A motivational speaker, posters around campus or an information booth are all great ways to attract more members while spreading the word about your new group.

At your first meeting:

- Be sure to take attendance and ask everyone to provide their name and e-mail address.
- Prepare an agenda that includes a brief presentation about Free The Children. It's good to know the history of the organization, the projects we support and where we work.
- Slot in time for questions, for brainstorming campaigns and events your group can do on campus and for planning your next meeting.
- Discuss the possibility of becoming an official campus club.
- Send out an e-mail to everyone who was interested in joining your group but couldn't make it to the first meeting (this can probably wait until after the meeting is over!).

At your next meeting, it's important to discuss some of the roles different people are willing to take on.

Best Practices for Meetings:

Here are some tips to make your meetings more efficient and fun!

Be prepared with an agenda - The agenda outlines what will be discussed at the meeting. This can include updates from past meetings and events, new ideas and events that need to be planned, decisions about roles and responsibilities, and setting the date and time for your next meeting. With an agenda, nothing will be forgotten and it will help to ensure you use your meeting time efficiently. Send the agenda out beforehand so members can send you additional items you may have left out. If everyone is aware of what you are going to discuss, they will come prepared with new ideas, challenges and networking possibilities. Check out our sample agenda for ideas.

Make it social - Whether you show an interesting video clip or a picture of a past event, whether you play international music, provide snacks or do an energizer, having the group connect on a social level creates a cohesive and dedicated team. You could also have:

- International Themes - Have someone teach you about a new country through food, music or an interesting article.
- Birthday Party - Celebrate a birthday! Elvis, Marilyn Monroe or whomever has one on your meeting date. Make sure it's complete with a toast to the unknown recipient and that there are snacks and party favours.
- Movie nights - If you are having a charity event like an energetic dodgeball tournament, why not kick off the planning by watching Dodgeball itself: borrow a projector from your school so you can show the film on the big screen.
- Costumes - Crazy hats or costumes are a fun way to bring out the funk in people.

Sit in a circle - This enables the point person on any given project to easily transition into facilitating discussion. It also ensures everyone feels comfortable and included in the decision-making process. This way, everyone will be more willing to share their thoughts and ideas.

Remember, there may be people who want to volunteer for your group but cannot make weekly meetings. These people will be a huge resource for big events or campaigns, so be sure to keep them included and inspired through e-mail updates or phone calls.

Assigning Group Roles:

It is important to choose people who are willing to take on more responsibility to organize your group. Here are some suggested ideas for positions in your group; these will vary depending on the size of your group and the events you are planning.

- **Facilitator(s)**: Facilitators are responsible for the overall organization of the group. They facilitate communication internally to ensure you take action as a group to achieve your goals. They are also the main contact for new members and your school's administration. Responsibilities include: ensuring steps are taken to collectively reach goals, being the point person for all coordinators, organizing meetings, recruiting members, facilitating discussion and developing meeting agendas.
- **Administrator**: The administrator keeps a record of your group's activities. He or she takes and distributes meeting minutes, helps to prepare agendas, tracks best practices after each event and writes and edits resources.
- **Accountant**: Your group needs someone who is responsible and trustworthy to manage your group's finances. The accountant will help create and administer your group's budget. He or she is responsible for keeping a record of all of your fundraising and making sure that every dollar donated to your Campus Youth in Action Group gets to the children it was intended for. The accountant keeps records of all of your donations to Free The Children, as well as the updates sent to you by Free The Children.
- **Research Coordinator**: The research coordinator keeps the group up to date on world events, especially related to the region or issue you are focusing your fundraising and awareness on.
- **Event Coordinator**: The event coordinator takes the lead in organizing your awareness and fundraising campaigns. Responsibilities include brainstorming with your group to come up with new and innovative ways to hold campaigns on your campus, ensuring the event timelines are on track and presenting a final report on the successes, challenges and takeaways of your campaigns and events. Although there may be a general event coordinator, often groups nominate different point people for each event to take on these responsibilities based on their talents and time commitment. This position could also be broken down into:
- **Communications Coordinator**: The person responsible for external communications—contacting media, sending out press releases, marketing events and campaigns.
- **Fundraising Coordinator**: The person who oversees all fundraising events, facilitates brainstorming new ideas and ensures fundraising goals are met.

- **Awareness Coordinator:** The person who oversees all education and awareness raising events and is responsible for ensuring this is part of every event.
- **Faculty Advisor:** This person acts as your Campus Youth in Action Group advisor. The faculty advisor can give you advice about your events and campaigns, help keep you in the know by discussing facts and events with you and help you as you organize by providing input and expertise for your on-campus activities.
- **Free The Children Liaison:** This person keeps in touch with your group's youth coordinator at the international Free The Children office. The liaison is responsible for keeping us up to date on all of your fantastic endeavors and for notifying the office if you partner with any other organization. (i.e. the Red Cross, United Way, etc.)

Remember!

These are just suggestions. Feel free to organize your group in whatever way suits you best. It is important to discuss the leadership of your group with everyone who is involved. Some groups choose to hold elections while others assign roles on a voluntary basis. However your group decides to organize, it is important to choose someone who will be responsible for connecting with the Youth Programming Team at Free The Children to keep us up to date on all of your campaigns and events. This person will also act as our direct link to your group so we can keep you up to date on all of the cool things happening at Free The Children.

Register as an Official Campus Club

At most universities and colleges, you will be able to register your Campus Youth in Action Group as an official campus club. Often, official clubs can apply for grants that help support event costs and speaking fees. On most campuses, official club status allows you to apply for a budget through your Student Union or Student Activity Council. This will also give you access to rooms or space on campus and to school equipment like photocopiers, bulletin boards, space for website advertisement, audio/visual equipment, etc.

Information on how to become an official campus club can usually be found on the website of your Student Union or Student Activity Council. There are usually a lot of requirements and forms to fill out so be sure to go through the process thoroughly. Here are a few things that often come up:

- Groups are often required to have a faculty advisor to be considered an official campus club.
- Some campuses have a set of guidelines for your group's financial management, including that you have a specific type of bank account, that you provide bank statements and that you have an official treasurer.
- Groups generally need to have a constitution in order to be an official campus club. The constitution outlines the values and mission of your group and highlights positions of leadership. Check out the sample constitution in this package to give you some ideas.
- Most Student Unions or Student Activity Councils call for budget submissions in the early fall, and will not accept submissions after the deadline, so be sure to take note of the deadline for submissions. You will find more tips on how to make a budget throughout this document.

**Note: This step is not necessary for you to take part in Free The Children campaigns.*

Donations:

All cheques must be made out to Free The Children and should be sent to the international office in Toronto.

Since Free The Children has charitable status, we can issue income tax receipts for any donation over \$10.

In Canada, the charitable number for Free The Children is 88657 8095 RR0001

In the U.S.A., the charitable number for Free The Children is 501 (c) (3) - 16-1533544

Free The Children
233 Carlton Street
Toronto, ON
Canada M5A 2L2

Important

If you need to open a bank account for the operating expenses of your group, it must not be under the name Free The Children or Kids Can Free the Children. There can be no other bank account with either of these names in any country in which we are a registered charity. Free The Children is a registered charity in Canada, U.S.A., China, Japan, Mexico and India (under the Center for Communication and Development).

These charitable numbers are important to donors and potential donors. In order for Free The Children to issue a tax receipt for any donation, we require the donor's full name, mailing address, phone number, e-mail address and the amount of the donation. When dealing with in-kind donations (any goods or products donated by a company), you must ask the company to list the donation, the number of items, the total value and any other details on business letterhead and have a company representative sign the statement of value. Without this information Free The Children will not be able to issue a tax receipt for these donations.

Please note that when you are fundraising, it is your responsibility to make sure all of the donations you receive in support of Free The Children get to the children they were intended for. You can not use any Free The Children donations to help you pay for your events and campaigns. It is important to know that if you say:

"All proceeds go to Free The Children," it means 100 per cent of the money you raise will be passed on to Free The Children.

"All profits go to Free The Children" means that you will send Free The Children all of the profits from your event—in other words proceeds minus event costs = the amount you will donate to Free The Children.

Event Evaluation

After you finish an event, it's important to evaluate how it went. Take time at your next meeting to talk about what was successful and what could be improved for next time. Did you miss anything in your planning stage? Did you have all the right materials? Did you reach your fundraising goal? Did people get the message you were hoping to share? Is there anything you would change for next time? Would you do this event again? Would you recommend that other Campus Youth in Action Groups try this on their campus? Did you go over budget?

Be sure to talk to a variety of people about the event. Touch base with the organizing committee, the volunteers, faculty and students who attended the event and anyone else who was involved. It's important to evaluate the event from different perspectives because someone else may have seen something that you missed.

Once you're finished, don't forget to send the findings from your evaluation to your youth coordinator at Free The Children so we can stay in the loop!



On March 1, young people around the world stand up for children's rights by taking a Vow of Silence. Why was March chosen? In this month in 1876, Alexander Graham Bell invented the telephone: a mass means for global communication. Through technological innovation, communication between people has never been easier. Why then

Campaigns

Halloween for Hunger

www.freethechildren.com/we/halloweenforhunger

Halloween for Hunger asks you to think globally and act locally to help alleviate hunger and raise awareness of global poverty. This unique campaign, started by Professor Jonathan White of Colby College in Maine, strengthens the capacity of local food banks to support those in need. On Halloween, why not trick-or-treat for canned goods and make a difference in your community?

There are many ways you can make this event bigger than ever before. Be creative to bring awareness about hunger and how it is affecting both our local and international communities. Through visual aids like videos, banners, ribbons and posters you can turn this into a campus-wide initiative. Remind everyone that, on this day of candy galore, there are many children around the world who will go to bed hungry. Then tell them that there is a simple action they can take today to contribute to the solution. Invite everyone to trick-or-treat for canned goods instead of candy and later attend a costume party where the entrance fee is a canned good or a donation to a Free The Children lunch program (for only \$500 you can provide a primary school classroom with lunch for a year). Any event is more fun with costumes. Other ways to make your event unique include showing a documentary or holding an international dinner and dance. Partner with the campus radio station and newspapers to get your message out there.



For more ideas, check out the Vow of Silence campaign at www.freethechildren.com/vowofsilence or talk to your youth coordinator.

are so many children kept silent? In recognition of all children whose human rights are consistently violated—child labourers, children in poverty, children who are abused and neglected, children who aren't able to attend school—you'll remain silent as a way of giving them a voice.

Traditionally, the Vow of Silence means that you and your team commit to staying silent for 24 hours. This will show your solidarity with children around the world who are denied the opportunity to speak out against their oppression. Groups often use this campaign to both raise awareness and to fundraise by collecting pledges for each hour that they do not speak. However, we challenge you to be creative and make the vow your own. Try asking your campus radio station to remain silent for the day or, instead of playing music, to broadcast information about children's rights issues. Ask your school newspaper to print a blank page for the month and let people know that it is to represent the children around the world who do not have the opportunity to read newspapers because they are denied access to basic education.

Adopt a Village

www.freethechildren.com/we/adoptavillage

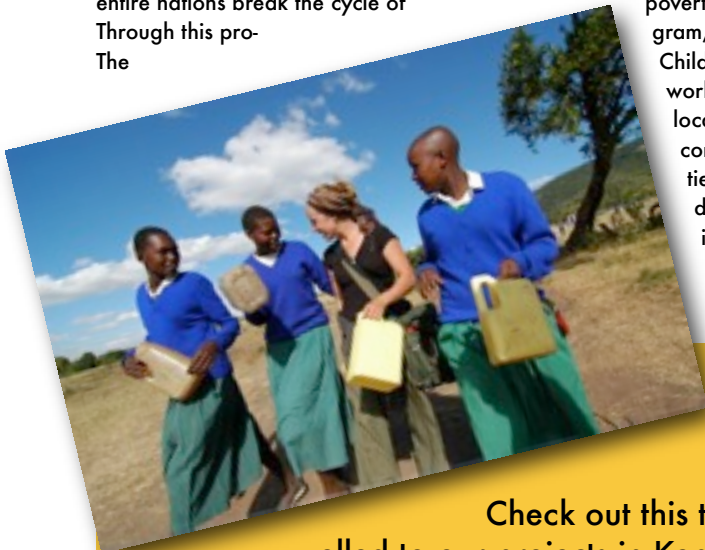
With its integrated and holistic approach to community development, the Adopt a Village campaign provides youth with the chance to make a lasting difference in the lives of children in the developing world. As active global citizens, youth raise awareness about children's rights and fundraise to create positive change. Through development projects—which include schoolbuilding, alternative income, clean water and health care—youth support a rural village in Kenya, Sierra Leone, China or Sri Lanka to help some of the most marginalized children and their families meet their basic human needs while freeing them from poverty and exploitation.

Vow of Silence

www.freethechildren.com/vowofsilence

There are three components of the Adopt a Village campaign: Schoolbuilding, Alternative Income and Clean Water projects. In addition, you may want to raise money specifically for health care in one of the four areas where we work.

Education: Free The Children's Brick by Brick: Schoolbuilding project focuses on the international goal of making "education for all" children a living reality. Free The Children believes that education is the best way to empower people with the tools, knowledge, strength and confidence they need to promote and protect their own rights, growth and self-sufficiency. It also helps families, communities and poverty. Through this program, Free The Children works with local communities in developing countries.



tries to build and outfit schools. Each school promotes equal education opportunities for boys and girls by maintaining a 50/50 gender ratio.

Alternative Income: Free The Children's Alternative Income project provides women with resources that enable them to generate a sustainable source of income for their families. These income-generating resources include milking animals (goats and cows) and sewing machines. With these tools, parents can afford to remove their children from situations of child labour and send them to school instead.

Clean Water: Free The Children's Clean Water project provides communities with clean water and sanitation to prevent water-borne diseases caused by contaminated water and inadequate sanitation systems, which results in children becoming too sick to attend school. Clean water projects within communities also lift the burden from children, especially girls, of fetching drinking water from sources that are far away. This allows them to attend school instead.

What does Free The Children's holistic approach to development look like?

Check out this testimonial from Ashley, a student who recently travelled to our projects in Kenya.

"As a university student, I spent four years learning about holistic community development without ever truly understanding how to accomplish it. Then I traveled to Kenya with Free The Children to build a school. The community came together to celebrate the first day of schoolbuilding. They had pooled their resources to purchase land for the school. In fact, the school was being built because they had responded to Free The Children's call for applications for community projects.

Every day after that, women carried water many miles from the river so we could mix the cement with shovels. We learned to use the local tools, build our own scaffolding and chip misshapen stones into squares. The men showed us how to measure angles with a rope and wooden peg. They carried the stones alongside of us every day. The children curiously watched while they played soccer or tended to animals. On the day we nailed down the roof, we all celebrated. This was not charity, it was collaboration. We had worked in solidarity to provide this incredible community with the opportunity to break the cycle of poverty.

When we got home we knew the work was far from over. A clean water program was needed to stop the children from dying of preventable diseases like diarrhea. A well would also mean the girls did not have to walk miles to a water source, but could walk a short distance to school and collect clean water for their families.

We wanted to purchase goats and cows for the women so they could provide their families with the nourishment needed to concentrate in school and to prevent children from having to work in the fields to feed their younger brothers and sisters. Our work was far from over, yet so was theirs. We knew that both our university community and the Kipsigis community were passionately committed to creating change by providing new opportunities for their children. By combining our passions, our gifts and our resources, we could truly change the world for so many children every day."

This is how Free The Children approaches development—by building strong community relations to provide people in developing countries with the opportunity to break the cycle of poverty. Communities are empowered by being direct development partners from day one and by deciding what projects are needed in their region. They work with us every step of the way, with everyone providing whatever resources or labour they can. We have successfully achieved gender equality by providing clean water projects at school sites. An improved quality of education is accomplished by providing teacher training, accommodations and school supplies. We consistently reach these objectives, all of which are vital to the sustainability of our projects.

Graduation Pledge Alliance

Are you committed to making the world a better place? Show your commitment and inspire others to join you with Graduation Pledge Alliance.

Free The Children and Graduation Pledge Alliance have come together to create a brand new pledge in honour of children and children's rights around the world. This pledge reads as follows:

I, _____, pledge to use my knowledge to educate others about the social and environmental issues that impact our world. I commit to making socially responsible career and lifestyle choices with a particular emphasis on enhancing the lives of all children and their families. Through passion, action and dedication, I can help children meet their basic needs for survival.

If you are graduating from high school or university this year, consider taking this "Global Pledge for Children and their Families, Society, and the Environment." Gather a group of students together to take the pledge, then wear a green ribbon on graduation day in remembrance of your commitment to children around the world!

This simple but powerful pledge is one way you can commit to improving the lives of young people around the world. As the academic year draws to a close, now is the perfect time to start the pledge at your school.

[Learn more about Graduation Pledge Alliance](#)
[Check out tips for starting the pledge on your campus](#)
[Questions? Ask your youth coordinator!](#)



Education and Awareness

Education is key to sustainable development, not only overseas, but also in our local communities. Through education and leadership, you can empower people to become active global citizens. Once we recognize that our everyday decisions impact our world, we can make a conscious effort to make that impact a positive one. We can create a

more just and equitable world for all if we involve ourselves in active international participation, socially responsible decision-making and developing an understanding of the struggles that people around the world face every day.

Steps to take:

- Make sure your group stays informed. Having a research coordinator ensures everyone is up to date on current events and facilitates debate around important topics.
- Be the change. Live in your everyday life by making the socially responsible choices you are challenging others to make.
- Check out the Free The Children website regularly at www.freethechildren.com. This will keep you updated on new pro-



Fundraising Ideas

Goat Insurance

Advertise this event on campus as a raffle for a goat, or any other wacky prize that the average student doesn't really want to win! (Don't worry you don't actually have to get your hands on a real goat for this activity.) Tell people to buy tickets to enter their friends in the raffle—since no one really wants to win a goat, students will enter their friends names as a prank. Tell students that in order to enter their

jects, opportunities and issues facing people in the regions we have projects. Plus this way you'll get to check out our monthly newsletter and our We Generation website.

- Incorporate education into every event. There is always a way to get your message across—some people say creativity means thinking outside of the box, but at Free The Children there is no box! Let your creativity soar, there are no boundaries.
- Some events facilitate awareness-raising more than others. It is al-

ways important to get the word out about Free The Children, the campaign(s) you have chosen and the country you are supporting at the beginning of the year. Good first events include: bringing in a speaker, setting up information booths during orientation week or getting up early to chalk your message on all the black boards before first class.

- Bring an expert motivational speaker from Free The Children to inspire and motivate your school to get involved with your campaign. Contact speakers@leaderstoday.com for more information.

- Visit our projects overseas. Sign up for an international volunteer and leadership trip

to see our projects overseas and to learn more about development firsthand. Then share your experiences to help educate others. University and college group trips are available. Contact trips@leaderstoday.com for more information.

friends' names, you need the friend's full name and e-mail address.

The next step is to approach the people who have been entered into the raffle and let them know that they have been entered to win a goat. Be sure to let them know that winning this prize means that they could potentially win a goat that they will have to love and care for.

Hopefully by now they are worried, so tell them to have no fear! Let them know that there is also the opportunity to buy goat insurance from you. Tell them that buying goat insurance ensures that you will

More Fundraising:

Charity Dodgeball

This is a great way to get out both athletes and academics because it's not a sport that you need expertise to play. To promote the event, encourage team names and costumes and make sure to sell food. Make the tournament annual or semi-annual to create rivalries and strong repeat participation.

Cookbook CDs



Put together a collection of your favourite recipes or collect recipes based on a theme like international, vegetarian, summer or a quick-and-easy. By putting the collection on a CD, you can cut down costs substantially. Have a print version available at a higher cost for people without access to computers.

International Dinner & Dance



This works really well at schools with many international students. Enlist the help of these students with finding recipes, helping with cooking or providing fabulous entertainment. Target audiences include professors, community groups and students. Hosting the dinner and dance around Valentine's Day and selling packages for couples can add revenue.

Yard Sales

Put out a call to students in their final year who are getting rid of their books, furniture, etc. and ask them to donate it. Then organize a yard sale in the middle of campus so everyone else can outfit their new apartments with your donated goods. For extra money, sell food, beverages, toques knitted by your group...whatever you think people will want to buy.

Movie Extravaganzas

Instead of the regular showing of a movie or documentary, host the local premier (even if it was already released). Add-ons could include dinner, appetizers, popcorn, red carpets, raffles or movie-themed costumes. Be sure you have the rights to show the movie on campus. Talk to your Student Union or Student Activity Council first about what movies you can and can not use.

Break the Silence



After doing a Vow of Silence, find a way to make your voice heard. Pick an issue and use your talent. This could be through a hosting a benefit concert, planning a coffee house, publishing a paper or discussing the issue every day with someone new. Education is the key to creating change and there is a way to incorporate fundraising into every event.

True Parties

Take your favourite party ideas and merge them all (karaoke, limbo, puppet making, jam station, togas, crazy hats, a DJ, a place to chill, etc.). Be creative and throw the event of the season.

remove their name from the raffle and will guarantee that no one else enters their name again.

You can also take this opportunity to encourage them to enter their friends in the draw, especially the friends who entered them! At the end, have a draw and ask the winner of the goat if they would like to instead donate it to a family in Kenya that will then be able to send their children to school instead of to work.

If they would prefer the goat themselves, send them a stuffed one and still donate the money to Free The Children. If you are able to borrow a real goat (or pig or whatever other wacky prize you choose) you could hold a public event to present the winner with their prize and then just collect it shortly afterwards.

Pageants

This should be no ordinary pageant. Encourage both male and female participants to attend, and tell them that throughout the event people will vote for one winner who will from then on be known as the Campus Guru, or any other fun title.

Make outrageous costume rules to ensure the pageant is not really about the outfits. Examples of rules could be that all costumes must be handmade from recycled materials, that contestants only wear garbage bags and wigs or that clothes must be three sizes too big.

Include other crazy categories like magic tricks, karaoke, a twister competition or an improvisation skit. Don't forget the talent portion!

Raise money by making each vote for the Campus Guru cost \$1 or by charging cover to the event. The votes = dollars idea will ensure participants get all their friends out and really promote the event for you.

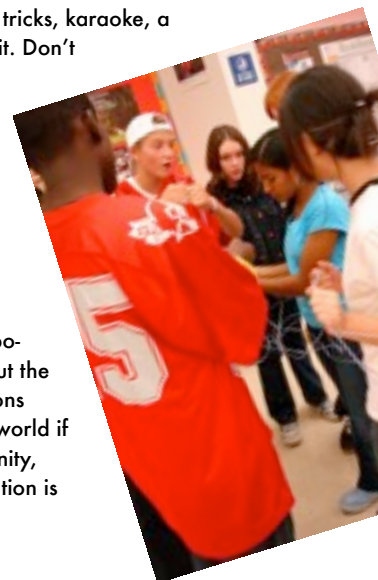
Have a question and answer session for potential winners that raises awareness about the issues you are fundraising for. Ask questions like: "What you would do to change the world if you won?" or "How can we, as a community, contribute to ensuring free primary education is universally available?"

Most of all, have fun!

Care Packages

These are especially important during exams. This fundraiser will take a little extra work on your part. The first step is to approach businesses in your area for donations that could go into an exam care package. Ask for things like coupons for free pizza slices, shampoo samples (or something equally good for your hygiene), coffee and tea, pens, pencils, sticky notes, notebooks, discount coupons, movie tickets or anything else you can think of.

Once you have a good idea of what you can put into the care packages, sell them! Target parents who are dropping off their kids during orientation week (this involves planning ahead). Use your sales skills. Remind parents how things are exciting now but in four months their kids are going to be in the middle of exams and probably won't have much money. Have some type of handout they can fill in about their kids' preferences for care packages. Do they want packages with



Creating a good budget can be a confusing and exhausting process. Don't be afraid to ask for help if you need it!

pizza and pop or ones with coffee and a journal? Keep the topics general so you can use whatever in-kind donations (remember, in-kind donations are gifts of goods and products that you can ask for from local businesses) you are able to find. Get parents' contact information to ensure repeat business. The real costs are not monetary but the time it takes to put together and deliver the packages.

For more ideas check our Fundraising Guide at www.freethechildren.com/fundraising.

Use your creativity to show your global consciousness every step of the way. Be aware of how your event will affect our world, and be a walking example of the change you want to see. For more ideas, check out our guide to Ethics and Fundraising at www.freethechildren.com/fundraising.



Budget Tips

If your Campus Youth in Action Group is registered as an official campus club, you will be eligible to receive funding from your Student Union or Student Activity Council. In order to get funding for your projects, you'll need to prepare a budget. If you don't, you'll end up paying for things from your own pocket, and everyone knows students can't afford that!

Your budget needs to include all of the campaigns and events you plan to have during the year. You must include the costs for food, supplies and rentals for each event. This means you'll have to do some research in your community to find out how much things cost. And it means you'll have to plan ahead.

When planning your budget, it is important to be realistic as you may have to explain why you need each item to the vice president of finances at your Student Union or Student Activity Council. Although it's important that your budget is realistic, sometimes getting the budget that you want requires a little bargaining.

It is always good, then, to identify a few items that you are willing to give up in exchange for other more important items on your budget. For example, bringing in a band for the conference may be negotiable, but having a keynote speaker is not. Here are a few things that you should consider:

- Often campus clubs don't get free use of the photocopier, so be sure to check what your Student Union or Student Activity Council policy is and then add the cost of photocopies to your budget. You will want to have photocopies of posters to advertise your events, programs to hand out during your events and information packages or flyers to hand out throughout the year. You will need to estimate the total number of photocopies you plan to make throughout the year and budget accordingly.
- Some audio visual equipment will be available to sign out through your Student Union or Student Activity Council office. However, be

sure they have all of the equipment you need for your events and campaigns, and be sure it will be available when you need it. If you are unsure about what equipment is available for you, be sure to ask someone. Whatever they don't have, you'll have to rent from somewhere else, so be sure to include this in your budget.

- It's always a good idea to plan to have food at some of your events. If you're planning to have a fundraising gala or a night of entertainment, it's easier to get your friends and other people to come to the event if you promise them free food. Often Student Union or Student Activity Councils have deals with a specific catering company or with food services on campus. Be sure to ask for information and to include the cost of food in your budget.
- If you are thinking of using campus space for any of your events, it's good to see if there is a cost for booking the space. Often smaller rooms are free while larger spaces like theaters and auditoriums have rental fees. Other costs associated with renting space include paying staff (theater, security and custodial staff) and covering clean up costs and insurance fees. If you find a space on campus that is free to rent, go ahead and book the space for the dates you need. Everything comes down to being prepared in advance!
- It's good to budget in the cost of club T-shirts. Having club T-shirts is an easy way to advertise and to make your group more recognizable around campus. T-shirts are also useful during larger events so people can see who is in charge and who they can go to with questions. We know it sounds cheesy, but you would be surprised how much having matching T-shirts can bring your group together! Check out the prices and include the cost of T-shirts in your budget. Look into buying an ethical style—one that uses fair trade. Check out Me to We: [Responsible Style], a company that is sweatshop free, fair trade, uses organic cotton and donates 50 per cent of its profits to Free The Children. For more information, contact info@metowestyle.com.
- Another great way to bring your group together as a cohesive team is to get together for social events outside of club time. Maybe you



all want to go bowling, to a movie or to another fun venue. Your Student Union or Student Activity Council may help cover some of these costs, so include them in your budget. If you are having difficulty getting your budget passed, you can always offer to drop your social events in exchange for something you want or need even more.

- It's important to include gifts for volunteer appreciation in your budget. In any group that relies on volunteers to get the job done, it's important to recognize and appreciate their great work. Your Student Union or Student Activity Council is not going to shell out a lot of cash for volunteer appreciation gifts, but that doesn't mean you have to choose something from the dollar store either.
- Don't forget the random supplies your group may need like Bristol board, markers, scissors, glue, ribbon (for awareness campaigns), decorations (for events), etc.

Other Sources of Funding:

Although your Student Union or Student Activity Council budget will probably be your main source of funding, there are still some other places you may want to look in order to boost your funds. Often, in addition to whatever budget your Student Union or Student Activity Council approves, you can also apply to them for small grants for special events. You would apply for these separately, and if approved they would be for one-time funding only. When applying for these one-time grants from your Student Union or Student Activity Council,

september	october	november
<ul style="list-style-type: none"> • Orientation week • International Day of Peace (21) • Activity fairs to introduce campus clubs to new students 	<ul style="list-style-type: none"> • International Day for the Eradication of Poverty (17) • Homecoming weekend • International Disarmament Week (24-30) • Halloween for Hunger campaign (31) 	<ul style="list-style-type: none"> • Universal Children's Day (20) • Great month to hold a big Adopt a Village fundraiser because it's in between midterms and exams
december	january	february
<ul style="list-style-type: none"> • World AIDS Day (1) • International Volunteer Day for Social and Economic Development (5) • Human Rights Day (10) • Exam period and winter break 	<ul style="list-style-type: none"> • Second semester activity fair • Winter carnival 	<ul style="list-style-type: none"> • International Development Week (first week) • Reading week • Best time for your second semester Adopt a Village event
march	april	
<ul style="list-style-type: none"> • Vow of Silence (1) • International Women's Day (8) • Day for the Elimination of Racial Discrimination (21) • World Water Day (22) 	<ul style="list-style-type: none"> • Refugee Rights Day (4) • World Health Day (7) • Exam period 	

Calendar of Events

When the whole shebang is finished and you have a copy of your approved budget in your hands, be sure to read it over carefully as there may be items that you asked for that did not receive funding.

It is also good to check your budget before you make purchases for your group to make sure that you will be reimbursed. Be sure to sign and date all of your receipts and to keep them in a safe spot until you can submit them for reimbursement.



be prepared to explain why the cost for this special event was not included in your original budget.

For example, your Campus Youth in Action Group may have budgeted for a gala event in order to raise awareness about children's rights. When you went to book the venue, however, you may have been informed that the booking fee increased since you made your original budget. In this case, you could apply to your Student Union or Student Activity Council for additional funding in order to pay for the increased cost of the venue.

There are still other funds available within your campus community. If your event includes a speaker or has a great educational twist to it, you can apply for funding from various academic departments on campus. Teaming up with an academic department is

an awesome way to let more people know about your Campus Youth in Action Group and to give you more visibility. (Tip: When it comes to booking speakers, their hotels, venue rentals, etc, always think about your phone call before dialing. You can often negotiate a better rate if you plan your call in advance and are able to present your request well.)

Other groups on your campus will also award grants for specific things, such as entrepreneurship, peacebuilding or leadership. These grants are only available to students at your school. You can often mold your events to fit these themes in order to receive funding. Spend some time researching what grants are available for conferences, speaking engagements or general funding within your campus. Ask

your Student Union or Student Activity Council for advice; they can be a wealth of information when it comes to knowing what opportunities are out there.

You can also look outside of your campus community for funding. Feel free to approach local businesses with donation requests. You never know who will donate to your group in order to make your events and fundraisers more successful. Local businesses will often donate fantastic gifts that you can raffle or auction off at fundraisers.

Remember, when it comes to finding funding, the sky is the limit. Be creative and remember: it never hurts to ask!

Event Planning Guide

Use this as a guideline to help you plan your events!

WHY this event?

Do you want to inspire people? Raise Money? Educate? All of the above? How can you communicate to your audience that by raising money for a goat you are empowering women to provide their children with an education? Know your purpose and the issue inside and out.

WHO is involved?

- **The Team:** Have a point person for the event and clear roles for all other members involved. Make sure to assign roles that utilize each person's passions and skills. Cover all your bases.
- **Network:** How can your group utilize your connections on campus or within the greater community to achieve your goals? Focus on getting in-kind donations that will reduce costs or donations of energy and expertise that could improve the quality of the event. A mentor is always an asset—someone who can identify possible roadblocks, offer solutions and advise you on best practices.
- **Target group:** Be creative in finding ways to attract your target audience to the event, and consider ways to expand your target audience for the next event. Invite people from the local community, businesses, academia, etc. Networking always opens new opportunities and provides venues to achieve your greater goals.

WHAT do we need?

Supplies include (but are not limited to): decorations, music, transportation, a host, technical support and food. The best fundraisers have the lowest costs, or ensure the costs are covered by in-kind donations.

WHERE will the event be held?

Confirm access to your desired location well in advance. Consider the number of people, costs, accessibility for students, technical support and available dates when booking the venue.

WHEN will this take place?

Consult your calendar to find a date that doesn't conflict with anyone on your team or with the schedule of your target audience. Consider hosting in on an international day of awareness or a special events day on campus. We've included a calendar of important dates in this package that you can check out for suggestions.

HOW will this take place?

- **Ethical Fundraisers:** Use your creativity to show your global consciousness every step of the way. For example, use fair trade coffee at your coffeehouse, sport vintage or sweatshop-free clothes in your fashion show and reduce your eco-footprint with reusable cups at your party. Any fundraiser can be an ethical one. Check out our guide to Ethics and Fundraising for ideas at www.freethechildren.com/fundraising.
- **Timeline:** At Free The Children, we use timelines that show short-term deadlines to keep us on task and to achieve our long-term goals. This chart will help you plan ahead and set realistic deadlines for yourself and your team.

When	Action	Point Person	Notes
One month before:	Description of the task.	Person accountable for ensuring the action is completed before the deadline.	Who else is involved? What supplies are needed? What challenges are predicted?
One week before:			
Three days before:			

Sample Donation Request Letter

Bridget Arsenault
233 Carlton Street
Toronto, ON
Canada M5A 2L2

September 1, 2005

Mr. Alexander MacDonald
The CD Store
323 Main Street
Halifax, NS
Canada B3H 1H6

Dear Mr. MacDonald,

Greetings! My name is Bridget Arsenault and I am the event coordinator for the University of Toronto's Free The Children Campus Youth in Action Group. Free The Children is the world's largest network of children helping children through education. Through the organization's unique youth-driven approach, more than one million young people have been involved in Free The Children's innovative programs in more than 45 countries. Founded by international child rights activist Craig Kielburger, Free The Children has an established track-record of success, with three nominations for the Nobel Peace Prize and partnerships with the United Nations and Oprah's Angel Network.

Last year, through incredible support from our campus community, we were able to build a school for war-affected children in Sierra Leone. This year, we hope to expand our network of supporters to include members of the Toronto business community in order to meet our continued commitment to improve the lives of our peers overseas.

We are organizing a fundraiser at the Student Union Building on April 10 at 1 p.m., where we will be selling international music CDs, handmade purses and pillowcases from Africa. We are expecting over 1,000 students to attend. We are seeking the support of CD World through the donation of international music that we could sell at our event. We would be happy to highlight the name and logo of CD World on all the promotional material for the event, as well as to offer your company a public vote of thanks for its support during commencement of the event.

All proceeds will go to providing the community we support in Sierra Leone with clean water to prevent illness and death from water-borne diseases. By providing clean water at the school site, we ensure girls are able to attend school instead of travelling long distances to collect water. We will be able to provide you with a tax receipt for any donation over \$10.

Thank you in advance for your time and consideration. If you have any questions, please do not hesitate to contact me. I look forward to working with you in the future.

Sincerely,

Bridget Arsenault
Events Coordinator
Free The Children Campus Youth In Action Group
University of Toronto
Phone: 416-555-8989
E-mail: youth_in_action@uot.com

Sample Thank You Letter

Bridget Arsenault
233 Carlton Street
Toronto, ON
Canada M5A 2L2

September 31, 2005

Mr. Alexander MacDonald
The CD Store
323 Main Street
Halifax, NS
Canada B3H 1H6

Dear Mr. MacDonald,

On behalf of the students of the University of Toronto's Free The Children Campus Youth In Action Group, we would like to thank you for your generous donation of 50 autographed CDs. These were a great hit with the 2,000 university students who attended our event. All of the promotional material that you gave us was quickly distributed as people were anxious to check out more international artists.

We sold the albums during our Clean Water event which raised over \$3,000. We are now close to our goal of providing an entire community in Sierra Leone with access to clean water. This will truly empower girls with new opportunities to receive an education, the most important investment we can make to reverse the cycle of poverty.

Our entire group has been inspired by your passion and dedication to creating a better world for children in Sierra Leone. We will keep you updated as we receive information and pictures from the community we are supporting. We look forward to working with you again in the future.

Thank you so much for your support. Without your generous donation this event would not have been possible.

Sincerely,

Free The Children Campus Youth In Action Group
University of Toronto
E-mail: youth_in_action@vot.com

Sample Agenda

November 8, 2006 7:00 p.m.

Room 136: Student Union Building

1. Call meeting to order
2. Take attendance
3. Welcome new members. Review agenda and ask if there is anything else to be added. Congrats to Sara on bursary to study abroad!
4. Read minutes from last week's meeting. Highlights include:
 - i. Goat insurance fundraiser was a huge success. The cheque has been mailed to the Free The Children international office and an event follow-up form has been sent to the youth coordinator
 - ii. Thank you letters are here to be signed by all
 - iii. It was decided that the group would hold one final fundraiser for the Alternative Income project before Christmas. The fundraising event will be charity dodgeball. Only \$500 to go!
5. Presentation by research coordinator (special focus on drought in Kenya)
6. Financial update from treasurer (more than \$1,100 raised last week)
7. Communications update (goat insurance made local TV two nights running!)
8. Event planning for charity dodgeball
 - i. Goals: number of teams needed to raise the remaining \$500
 - ii. Date (last day of classes may increase participation?)
 - iii. Facility: get this donated and confirm booking this week
 - iv. Marketing strategy for registration
 - v. Rules and regulations for games
 - vi. Education and awareness: How can we get our message across at the event?
 - vii. Costs: What are the costs, can we get them covered by donations?
 - viii. Networking: Can we get local and campus media coverage?
9. Creation of timeline for the event to assign tasks and deadlines
10. Meeting next week is changed to Wednesday to allow everyone who wants to attend the fashion show put on by the No Sweat Coalition
11. All are invited to Janet's for coffee and cake after the meeting, Adrian is bringing his guitar

Sample Constitution of a Free The Children Youth in Action Group
Effective August 20, 2006

Article I. Name

The name of this organization shall be Free The Children Campus Youth in Action Group, or abbreviated as FTC Campus YIAG. In the following constitution, terms such as “Youth in Action Group” and “YIAG” refer to the Free The Children Campus Youth in Action Group.

Article II. Vision

All members of the YIAG shall work to create awareness and find solutions to the problems that challenge the world today. All members of the YIAG shall enter their professional lives with continued commitment to being active global citizens contributing to the planet in a positive way.

Article III. Mission

The goal of the FTC Campus YIAG is to create and maintain a powerful force dedicated to freeing children around the world from poverty and exploitation. Addition, the goal is to help other youth realize that they are not powerless to bring about positive social change but that they can be leaders in the creation of a more just and equitable world.

Article IV. Objectives

The primary objectives of the YIAG are:

1. Education:
 - 1.1. Engage all members of the campus community (i.e. staff, student, faculty) in discussion or debate about children’s rights and related issues
 - 1.2. Promote dialogue and exchange of knowledge to enhance development literacy
 - 1.3. Encourage members to act as role models on campus
 - 1.4. Promote existing programs on and off campus that share the YIAG vision, mission and/or objectives

Article V. Membership

1. Membership in the YIAG shall be open to any individual showing an interest in furthering the vision, mission and objectives of the YIAG
2. Membership is free
3. Any member may be revoked of his or her membership if two-thirds of all YIAG members present at a general meeting and 10 per cent of all YIAG members vote in favour of the revocation
4. Membership is valid through one school year and can be renewed every year
5. Members will be added to the mailing list and will be able to attend any events

Article VI. Group Structure

Section 6.01 Executives Mandate

1. The following executive positions shall be held for the full duration of the term as defined in Article IX
2. The responsibilities of the executives are as follows:
 - 2.1. Attend executive and general meetings
 - 2.2. Plan YIAG activities
 - 2.3. Execute YIAG mission and objectives through activities
 - 2.4. Approve budget
 - 2.5. Appoint committees and project leaders

Section 6.02 Executive Positions

The duties of each executive position are as follows:

1. Chair Person

- 1.1. Provide guidance and general direction for the YIAG and its activities
- 1.2. Be responsible and become a dedicated role model
- 1.3. Ensure that the vision, mission and objectives of the YIAG are respected in all of its various activities
- 1.4. Represent the YIAG to faculty, campus at large and external organizations
- 1.5. If any executive positions are vacated, assume the duties of those positions in the interim
- 1.6. Keep informed and up to date on children’s rights issues
- 1.7. Ensure transparency in all YIAG operations
- 1.8. Oversee all internal operations
- 1.9. Act as a signing authority for the YIAG
- 1.10. Ensure all YIAG activities fall under the Free The Children YIAG protocols

2. Group Administrator

- 2.1. Maintain a record of minutes for all general meetings and committee meetings—including all resolutions passed—and distribute this information to members as deemed appropriate by the executive committee
- 2.2. Maintain a detailed list of members
- 2.3. Maintain all files, digital and/or paper
- 2.4. Act as an e-mail list/group manager
- 2.5. Act as a signing authority for the YIAG
- 3. Group Accountant**
 - 3.1. Handle all funds associated with the YIAG
 - 3.2. Prepare the budget
 - 3.3. Prepare a bi-annual finance update
 - 3.4. Track all YIAG income and expenditures
 - 3.5. Collect receipts for YIAG expenses and issue reimbursements
 - 3.6. Act as a signing authority for the YIAG
- 4. Outreach Coordinator**
 - 4.1. Organize speaker series events
 - 4.2. Work with the executive team to plan and organize awareness campaigns and events
 - 4.3. Advertise events
 - 4.4. Seek public visibility in media for the YIAG and its activities
 - 4.5. Ensure information about the YIAG and its projects are up to date
 - 4.6. Work with the executive to plan and organize fundraising events
 - 4.7. Work with the fundraising committee to seek external sources of funding
 - 4.8. Ensure all group events, campaigns and activities fall under the Free The Children YIAG protocol
- 5. Free The Children Liaison**
 - 5.1. Communicate regularly with the Free The Children Youth Coordination Team to give updates about upcoming events and activities
 - 5.2. Ensure that all group events, campaigns and activities follow the YIAG protocols as outlined by Free The Children
 - 5.3. Keep the YIAG up to date with the latest news and successes of Free The Children

Section 6.03 Project Leaders

The executive committee may appoint project leaders to execute specific tasks or projects consistent with the YIAG vision, mission and objectives. Project leaders shall form their own committee if necessary

Section 6.04 Summer Committee

The executive committee appoints a summer committee to manage ongoing projects and activities consistent with the YIAG vision, mission and objectives. Task division is at the discretion of the executive and the summer committee

Article VII. Meetings

Section 7.01 General Meetings

1. Focus on children's rights and international development issues
2. Take place monthly during each regular session term or more frequently if necessary
3. Be open to everyone
4. Be organized by any member of the executive or by any appointed member

Section 7.02 Executive Meetings

1. Focus on project and activity organization and achievement
2. Take place bi-monthly during each regular session term or more or less frequently if considered necessary by the executive committee.
3. Consensus seeking favoured when making decisions
4. Review current and past projects and events frequently. Constructive critiques shall be favoured
5. Be organized by the president or appointed any member of the executive

Section 7.03 Project Meetings

1. Organized by project leaders
2. Project meetings must have minutes taken and forwarded to the YIAG administrator

Article VIII. Budget

The Group shall take the following measures to ensure responsible handling of funds:

1. The accountant shall prepare a preliminary budget at the start of each school year or as required, subject to the approval of the executive, and shall also prepare a financial report at the end of year

2. Expenditures above the amount of \$50 that are not previously approved in the budget must be approved by the executive

Article IX. Elections and Voting

1. Elections shall occur within two months before the end of the spring term
2. All members will be notified two weeks in advance that the nominations for all executive positions are open
3. Nominations shall meet the following requirements:
 - 3.1. There is no limit to the number of times someone may nominate others for a position
 - 3.2. The nominee may accept or refuse nomination
 - 3.3. Self-nomination is acceptable
 - 3.4. If the nominee accepts nomination, he or she must defend his or her intentions at the election
4. All newly elected executive members are expected to communicate with out-going executive members to ensure proper succession
5. All terms run from the beginning of September to the end of March
6. One election officer, who shall not vote and who is not nominated for a position, shall be appointed by the president one week prior to the elections to administer the election procedures
7. Members may vote by proxy in elections and all other issues

Article X. Signing Officers

The president, group administrator and group accountant shall have sole signing authority over the organization

Article XI. Amendments

Amendments to the constitution may be brought forth by any member at any time. Amendments will be voted on in general meetings and are subject to approval by a minimum of two-thirds of all group members present at the meeting which must total 10 per cent of all group members.

Article XII. Vacated Positions

1. Executive position may be vacated voluntarily.
2. An executive member will be removed from his or her position if two-thirds of all group members present at the meeting (which must total 10 per cent of all group members) vote in favour during general meetings. Vacated positions will be filled through appointment or a by election at the discretion of the remaining executive