

UNICEF Club's Event Guide

1. Activity/Action Planning

Each club will have to organize at least two or three activities/actions in schools, regardless of the nature, format and scale of activities in a school year. Before you organize any activities/actions, you should inform your Teacher Advisor and seek consent regarding your planning and ideas. **School's permission and support are very crucial to your school actions**, especially for fundraising activities. To ensure successful registration of your UNICEF Club, please **submit your Annual Plan before 6 November**.

Tips for organizing a school activity/action:

- **Time:** Activities should better fit the school calendar (i.e. avoid the examination period) to attract more participants.
- **Budget and Expenses:** Please consider the expenses carefully. UNICEF Club will be able to receive a maximum grant of **HKD\$2,000 each year** in organizing club activities. For the fundraising events, the expenses **should not exceed 25% of the total income** (Refer to Fundraising Guidelines for more details).
- **Contingency Plan:** You should prepare a plan for the emergency situation, such as rain plan, injury of participants, loss of money box and materials.
- **Type of Activity:** There are 3 types of activities you can do - education, advocacy, and fundraising. You are also encouraged to organize joint school activities, such as Model United Nation (MUN) or Day Camp, to share ideas on the children's rights in global and local context. For Joint School Activities, at least 1 representative from each Club shall be included in the Organizing Committee. In terms of other administrative works, such as finance, proposal and report submission, 1 -2 joint school representative(s) shall be deployed for taking up the responsibility.
- **Attractiveness:** What are the selling point and focus of your events? Think of different creative promotion tactics to engage your audience.

2. Evaluation and Regular Reporting

Activity Report and **quality event photos**¹ shall be submitted to UNICEF HK within two weeks after the activity for keeping records. Besides, it is very important for the committee to review and learn from each event experience and you are recommended to hold an evaluation meeting after each activity. The evaluation may cover the discussion items below:

- Objective(s) achieved and Impact(s)
- Date, Time and Venue
- Group teamwork and Job allocation
- Process and Planning
- Promotion and Publicity
- Number of participants & their responses
- Supports from school, teacher(s), & UNICEF HK
- Unexpected problems faced
- Improvements
- Expenses or Income

At the end of the school year, UNICEF Clubs are suggested to **attend Annual Presentation on July**.

***UNICEF Club that fails to submit all activity plans or reports will be considered as failed to perform Club's duties; no certificate will be issued to Club members accordingly.**

¹ UNICEF HK reserves the right to use the photo in the promotion of UNICEF HK and UNICEF Club.



3. Where to seek assistance?

Online Resources

- **UNICEF's websites** (unicef.org.hk and unicef.org) provide you with a wide-range of important and useful information about UNICEF. You may educate yourself and your executive team about the goals and works of UNICEF.
- **UNICEF Club's website** (club.unicef.org.hk) has club related information and resources for your references. All forms and guidelines are also available there.
- **Other UNICEF's Online Resources**

UNICEF Photography unicef.org/photography weshare.unicef.org	There are photos in different focuses and countries with unique photo essays that telling different stories of the world children.
UNICEF Publications unicef.org/publications	There are data and research for educational and informational purposes. You can search for a given publication by title, subject, region or date.
UNICEF HK Local Publications https://www.unicef.org.hk/en/local-publication/annual-review/	There are information of UNICEF HK's work.
UNICEF Videos youtube.com/user/unicef youtube.com/user/HKUNICEF	UNICEF's YouTube channel and you can search the video needed by key words.
United Nations Convention on the Rights of the Child (UNCRC) unicef.org/crc/files/Rights_overview.pdf unicef.org.hk/rights/en/crc.html	Make sure you read the UNCRC and have a basic understanding of children's right.
UNICEF Kid Power schools.unicefkidpower.org	Check out the website of 'UNICEF Kid Power'. You can find many lesson plans, stories, videos and multimedia covering various focuses of UNICEF.

Education Officer of UNICEF HK

UNICEF HK Education Officer is available to guide you to develop a vibrant UNICEF Club. UNICEF HK will also provide you with materials support if you need. Please let us know the support need when you submit your Annual Plan. Feel free to contact our Education Officer at 2836 2910 or by email (club@unicef.org.hk) for any enquires.

Teacher Advisor

Your teacher advisor may answer your enquiries about running a club and organizing activities in school.