



UNITED NATIONS ASSOCIATION

CAMPUS CHAPTER HANDBOOK



UNITED NATIONS ASSOCIATION
of the United States of America
A PROGRAM OF THE UNITED NATIONS FOUNDATION

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CONTENTS

3 ABOUT GenUN

Who We Are	3
The UNA-USA Family	4
United Nations Foundation Campaigns and Initiatives	5
Meet the UNA-USA Team	6
Meet the 2015-2016 Youth Observer	8
Alpha Kappa Alpha Partnership 2014-2018	11

13 BUILDING A CHAPTER

UNA-USA Campus Chapter Guidelines	13
Becoming an Official Chapter.....	14
UNA-USA Campus Partners	15
Campus Chapter Checklist	16
Building Your Membership	17
Recruitment Tips	19
5 Reasons to Join UNA-USA	20
Membership Benefits.....	21
Establishing a Leadership Structure	22
8 Reasons to Be a Campus Chapter Leader	23
Officer Candidate Application Sample	25
Sample Chapter Agenda.....	28
Sample Meeting Minutes	29
Sample Chapter Monthly Report	30
Branding and Logos	31

32 RUNNING A CHAPTER

GenUN Campus Project Ideas..... 32

Partnering with Outside Organizations..... 33

How To: Fundraise Successfully..... 34

Let’s Get Digital: Social Media for Campus Chapters 37

Social Networking Re-cap..... 39

How To: Plan an Event..... 40

Host a Film Screening..... 42

Host a Guest Speaker..... 43

Organize a Digital Rally..... 44

How To: Plan a Hot Talk..... 45

Visit the United Nations..... 46

47 ADVOCATING FOR THE UN

FAQ: Talking About the UN 48

Advocate: Write to Your Member of Congress 50

Sample Letter to Member of Congress 51

Advocate: Call Your Member of Congress..... 52

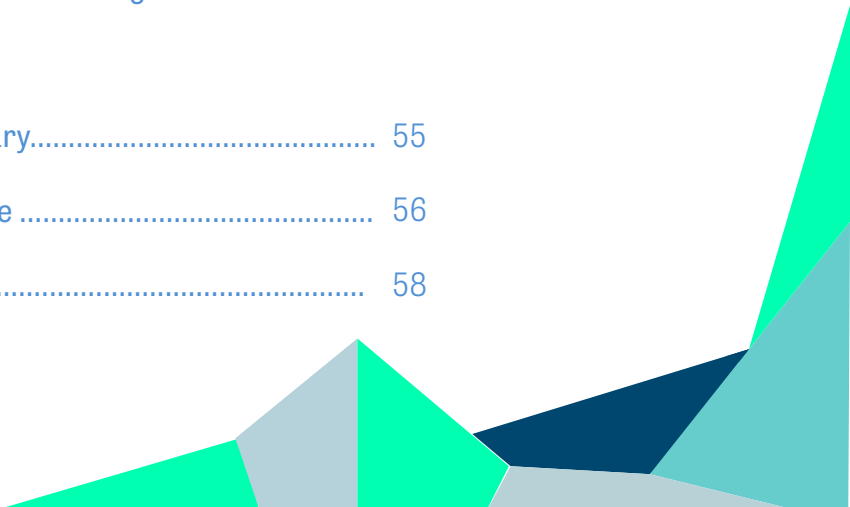
Advocate: Meet with Your Member of Congress 53

55 NATIONAL OPPORTUNITIES

Members’ Day at the UN: February..... 55

Annual Leadership Summit: June 56

UN Day: October..... 58





ABOUT US

With a 70-year history, and a growing membership of young Americans, the United Nations Association of the United States (UNA-USA) dedicated to educating, inspiring and mobilizing Americans to support the principles and vital work of the United Nations, strengthening the United Nations system, promoting constructive United States leadership in that system and achieving the goals of the United Nations Charter. For 70 years, UNA-USA has worked to accomplish its mission through its national network of Chapters, youth engagement, advocacy efforts, education programs, and public events.

UNA-USA and its sister organization the Better World Campaign represent the single largest network of advocates and supporters of the United Nations in the world. GenUN is UNA-USA's youth network, dedicated to advocating on behalf of the United Nations on college campuses nationwide.

ORGANIZATIONAL STRUCTURE:

The UNA-USA Family

United Nations (UN)

The United Nations is the one organization with the vision and reach to address the world's most pressing challenges. When disaster strikes, the world turns to one organization for hope, help, leadership, and coordination: the United Nations. When there is peace to keep between warring factions, the world asks the UN to mobilize peacekeepers, oversee elections, and create stability. In the face of challenges such as climate change, disease or poverty, the United Nations provides the platform for international cooperation.



United Nations Foundation (UNF)

The United Nations Foundation, a non-profit partner of the UN, links the UN's work with others around the world, mobilizing the energy and expertise of business and non-governmental organizations to help the UN tackle issues including climate change, global health, peace and security, women's empowerment, poverty eradication, energy access, and U.S.-UN relations.



United Nations Association (UNA)

The United Nations Association of the United States of America (UNA-USA) was founded over 70 years ago as a membership organization dedicated to informing, inspiring and mobilizing the American people to support the vital work of the United Nations. Today, UNA is a national network consisting of over 150 campus and community chapters. Together with its sister organization, the Better World Campaign, UNA-USA is the single largest network of advocates and supporters of the UN and its missions. UNA-USA is a program of the United Nations Foundation.



GenUN

GenUN is the national student initiative of UNA-USA and the United Nations Foundation. Its purpose is to engage young Americans in the work of the UN via an online platform for action, campus chapter network, and U.S. Youth Observer to the UN program. If you're reading this guide, you are likely a key part of GenUN- a campus chapter leader!

UNITED NATIONS FOUNDATION

Campaigns and Initiatives

At the United Nations Foundation, it takes all nations and all sectors to make progress on the most important and far-reaching international challenges. We are an advocate for the United Nations and a platform for connecting people, ideas and resources to help the UN solve global problems. We build partnerships, grow constituencies, mobilize resources and advocate policy changes to support the UN's work for individual and global progress.

As a campus chapter leader, you can take advantage of the many campaigns and initiatives of the UN Foundation to enhance your chapter's activities.

<http://www.unfoundation.org/what-we-do/campaigns-and-initiatives/>



UNITED NATIONS FOUNDATION



MEET THE UNA-USA TEAM



Chris Whatley

UNA-USA Executive Director

cwhatley@unausa.org

- Works with the National Council to define and advance the mission and work of UNA-USA
- Leads the staff team, development strategy, outreach within the UN, and advocacy effort



Rachel Pittman

Director of Membership

rpittman@unfoundation.org

- Management of membership recruitment and retention activities
- Staff liaison for Leadership Summit, CSW, and Members' Day
- Oversight of UNA Chapter & GenUN outreach
- Staff liaison for UNA Women Affinity Group and the Steering Committee



Amy Auguston

**Communications and
UN Relations Manager**

aauguston@unfoundation.org

- Leads on internal and external communications, both digital and traditional, for UNA. This includes op-eds, letters to the editors, and strategic communications plans
- Leads on congressional learning trips for staffers and members of Congress to learn more about the UN



Troy Wolfe

Director, UNA Education Program

twolfe@unausa.org

- Develops education agenda and strategic plans in collaboration with executive director, the National Council, and UNA members
- Forms partnerships and relationships to further the mission and purpose of UNA
- Promotes UNA as premier agency for innovation and global competences to students



Anna Mahalak

Youth Engagement Manager

amahalak@unausa.org

- Leads the GenUN campaign, which engages young Americans in UNA-USA
- Manages the campus chapter network, GenUN website, and U.S. Youth Observer to the UN program



Wes Rogerson

Senior Associate, Chapter Development

wrogerson@unfoundation.org

- Serves as UNA Staff liaison to chapters, divisions, and regions
- Provides leadership updates, trainings, and resources for chapters
- Develops programs to strengthen chapters, promote chapter events, and develop chapter-based membership retention and recruitment efforts



Ryan Kaminski

Program Manager for Human Rights and Special Initiatives

rkaminski@unfoundation.org

- Identifies opportunities to connect UNA advocates to the UN human rights system
- Lead implementer for a UNA initiative on Goal 16 of the new 2030 Agenda for Sustainable Development focused on justice
- Staff liaison for UNA LGBT Affinity Group



Stephanie Rasmussen

Development Associate

srasmussen@unfoundation.org

- Coordinates sponsorship for UNA-USA events
- Assists in grant research and writing for UNA funding
- Chapter report management
- Database upkeep for UNA-USA member records

UNA-USA Interns

Each semester, UNA-USA hires two to three interns to help accomplish our goals in the DC and New York offices. Applications are typically open in March, July, and November. Keep an eye on the UN Foundation careers page for opportunities to join the team!

U.S. YOUTH OBSERVER TO THE UNITED NATIONS

Created to elevate youth voices in the global policy dialogue, the U.S. Youth Observer to the UN is a role appointed annually by the U.S. Department of State and UN Association of the USA. For a one-year term, an American between the ages of 18-25 is selected to engage young people in the U.S. in the work of the United Nations and international issues.

As a correspondent between U.S. missions to the UN and American youth, the Youth Observer travels throughout the United States to discover the issues important to young Americans and participates with the U.S. delegation at international organization meetings, such as the UN General Assembly opening debates, the UNESCO Youth Forum, and the Commission on the Status of Women.

The most critical role of the Youth Observer is to engage young Americans in the work of the UN, empowering them to be active participants in dialogue on international issues and to have a global impact. The Youth Observer will travel to high schools and colleges across the nation to build a connection between the UN and young Americans.

Past Youth Observers

Follow the adventures of current and past Youth Observers on the GenUN website and on Twitter @USYouthObserver.

Catch up with Brooke Loughrin, 2012-2013 Youth Observer, here.

http://genun.unausa.org/using_social_for_social_good_an_update_from_12_13_youth_observer_brooke_loughrin

Learn how Tiffany Taylor, 2013-2014 Youth Observer, learned to approach courage differently here.

http://genun.unausa.org/a_lesson_on_courage_my_time_as_the_u_s_youth_observer_to_the_un

Find out what Jackson Dougan took away from his term as the 2014-2015 Youth Observer here.

http://genun.unausa.org/we_have_exactly_enough_time_to_solve_these_pressing_issue_if_we_start_now



Last, but certainly not least, are the campus and community chapter leaders that power our network forward. From Hawaii to Maine and everywhere in between, our ever-expanding team of local leaders is working to advocate for the United Nations every day. UNA-USA has two types of equally important chapters: campus and community.

Campus chapters are student-led groups at colleges, universities, and some high schools. They are independently run, but often collaborate with community chapters in their areas. UNA-USA campus chapters are a fantastic leadership and educational opportunity for all types of students, from future diplomats to engineers!

Community chapters are based in towns and cities, drawing their membership from all walks of life. From teachers and young professionals to politicians and retirees, community chapter members volunteer outside of their jobs for UNA-USA.

Find a map of our campus chapters here: http://genun.unausa.org/find_a_chapter

Go here to see our map of community chapters: <http://www.unausa.org/membership/directory>



GenUN Fellows

The GenUN Fellowship program provides students with the opportunity to learn about global issues while developing their skills as UNA-USA leaders. During their one-year terms, fellows play a key role in helping to grow our national network of UN advocates. GenUN Fellows help lead field organizing efforts, with the goal of building the capacity of our current chapters and starting new ones.

Term

GenUN Fellows serve a one-year term and are appointed by the national office via an application process. Each Fellow is assigned one region of chapters and is responsible for acting as a liaison between the chapters and Youth Engagement Manager.

Qualifications

ALL applicants MUST be a current student at an American college or university and be a current or former leader (any position) of a UNA-USA campus chapter. All eligible nominees will be asked to submit a formal application made available on the GenUN website. Applications open annually in the Spring.

At the time of nomination, GenUN Fellow nominees must be:

- College undergraduates
- Articulate and creative communicators
- Responsible team players
- Self-motivated, with good follow-through skills
- Able to motivate a group
- Strong time managers
- Knowledgeable about UNA-USA's activities
- Focused on and dedicated to the mission of GenUN/UNA-USA

GenUN Fellow Responsibilities

1. Participate in monthly conference calls between Fellows and UNA-USA.
2. Dedicate 5-10 hours a week to the Fellowship. This time may be spent helping to develop new UNA-USA campus chapters and strengthening existing ones, in addition to resource and content development.
3. Support campus chapter leaders in planning activities, holding events, and celebrating the work of the UN.
4. Communicate regularly with campus chapter leaders regarding important dates, news, opportunities, and programing suggestions.
5. Help to set up three other UNA-USA campus chapters in the Fellow's region.
6. Keep an up-to-date log on chapter activities and events. Help communicate these accomplishments to the national office for recognition.
7. Create two "How-To" guides for campus chapters.

Alpha Kappa Alpha Partnership 2014-2018

What is Alpha Kappa Alpha?

Alpha Kappa Alpha is the oldest Greek-lettered organization established by African-American college educated women. With over 260,000 in 986 graduate and undergraduate chapters around the world, its membership includes distinguished women who boast excellent academic records, proven leadership skills, and are involved in the global community through advocacy and service. Alpha Kappa Alpha is dedicated to improving the quality of life for citizens worldwide and promoting peace, characteristics that align perfectly with the goals of UNA-USA and the UN and encourage a successful partnership.

What's the goal of the partnership?

Through the partnership, sorority members implement the UNA-USA Global Classrooms Project to prepare today's youth for an increasing global and complex society. AKA will work with at least 10,000 high school students in partnership with the United Nations Association of the United States of America to expand understanding of the UN, its mission and focus. Students will engage in interactive role-play and explore global issues as they participate in Model UN mini-simulations. Students are encouraged to activate free membership in UNA-USA and become active in GenUN. The sorority will convene a biennial Intergenerational Model UN Conference to expose students to the work of this worldwide decision-making body and demonstrate the importance of the UN's work.



In addition to high school engagement with mini-simulations, the sorority is encouraged to host a UN Day event and involve undergraduate sorority members in GenUN and other scheduled activities.

How is UNA-USA helping AKA to achieve their goal?

Ten regional representatives of Alpha Kappa Alpha were provided with training, tools, and resources to empower local chapters of the sorority to bring UN-centered educational programming to all 10 geographical regions of AKA and engage at least 10,000 local high schools and surrounding communities. The partnership allows for more access to the resources needed by Alpha Kappa Alpha to organize classroom Model UN stimulations, conduct community outreach activities, and celebrate UN milestones including UN Day. These activities both encourage support of the UN while educating participants on the UN's critical work.

At scheduled intervals during the course of the partnership, UNA-USA host conference calls and virtual training to provide members additional technical support. UNA-USA also empowers AKA by presenting at AKA Regional Conferences and the bi annual Boule. A special membership rate of \$25 was established for this partnership.



UNITED NATIONS ASSOCIATION OF THE UNITED STATES OF AMERICA
FOUNDED 1946
www.una-usa.org

#YouthWill:
stop
equ

#YouthWill:
bring about
a more integrated
world

#YouthWill:
Bridge cultural gaps
through technology,
bringing more peace to
the Earth

#YouthWill:
redefine
the
Standard!

“More than ever before in human history, we share a common destiny.

We can master it only if we face it together. And that, my friends, is why we have the United Nations.”

- Kofi Annan



BUILDING A CHAPTER

UNA-USA Campus Chapter Guidelines

UNA-USA's campus chapters are ambassadors for the UN in their local communities. They educate themselves and others in the vital work of the UN, advocate to their elected leaders about the importance of a strong US-UN relationship, and have fun while doing it! Across the nation, a network of young UN supporters is mobilizing to build a bright future for our generation.

What do campus chapters do?

UNA-USA students get creative in advocating for the UN. Browse our Stories from the Field blog to learn more about the awesome events, programs, and movements happening across the country.

Why start a campus chapter?

GenUN inspires young people to advocate for the global issues that they care most deeply about. By joining UNA-USA, each member receives access to tools and resources to advocate for the UN, in addition to the opportunity to be a leader.

By starting a campus chapter, you can:

- Build leadership skills that will propel you forward while making a difference.
- Learn how to meet with elected officials to talk about the issues that matter most.
- Dive into some of the most pressing issues facing the world today, including energy and climate, girls and women, global health, and peace and security.

Who can start a UNA-USA campus chapter?

Any student can start a chapter- we welcome people from community colleges, small schools, large universities, and more! Some high schools have even climbed on board.

Two types of organizations are part of the UNA-USA campus chapter network: official chapters and campus partners. Official chapters are autonomous student organizations exclusively dedicated to UNA-USA's mission. Campus partners adopt UNA-USA as one part of their larger mission; for example, some Model UN clubs work with UNA-USA on a few projects per year, but focus more on participating in Model UN competitions.

Becoming an Official Chapter

Becoming an official campus chapter means your group will be recognized by the UNA-USA, the national organization. Benefits to recognition include eligibility for funding and grants, access to members-only events, like Members' Day at the UN and the Annual Leadership Summit, and a network of like-minded students to help you reach your goals. Leading an official chapter puts you among the ranks of some of the most impactful young Americans advocating for the United Nations and its causes.

First, fulfill the requirements of your school's student activity office for starting a new organization. This may include submitting bylaws and securing a faculty advisor. (Note: Some schools in special circumstances are independent organizations; however, to take full advantage of the resources on your campus, we recommend becoming a registered student organization with a faculty advisor).

Have all of your members (but at least ten students) join UNA-USA at genun.unausa.org/join. By signing up, they'll be able to get up-to-date information about opportunities with UNA-USA, important advocacy action alerts, and more.

Recruit a leadership team to help you organize. Every chapter is required to have at least three officer positions dedicated to UNA-USA (see below for partner organizations, such as Model UN teams). In another section of this handbook, you will find several models for organizing your team to maximize success. Report this information to the Youth Engagement Manager at UNA-USA.

Establish an online presence by creating a Facebook page or website. Submit the link to the national office, which will add your chapter to the map on the GenUN website.

Annual Activities

- Recruit members on campus at the beginning of the fall and spring semesters, either independently, as a chapter, or at the school's annual activities fair or open house.
- Hold at least three events or activities per semester (six total per year). This could include a fundraiser, public event, or issue-based discussion, but among the six should be:
 - A UN Day event or activity on/ around October 24.
 - At least one other international UN celebration day, such as International Women's Day (March 8th), Human Rights Day (December 10th), etc.
 - At least one advocacy-related initiative, such as meeting with a Congressional office in-district or on Capitol Hill, or contacting your local legislator/congressman.
 - A UN-related service project, such as volunteering to support resettled refugees in your community with UNA-USA's refugee initiative, fundraising to support Nothing But Nets, or a campus sustainability project for Earth Day.
- Submit a semester report in December and May.
- Communicate with your GenUN Fellow to learn about current UNA-USA news.

UNA-USA Campus Partners

UN advocates come in many forms, and we welcome them all to UNA-USA. For Model UN teams and other student organizations wishing to partner with UNA-USA or a UNA campus chapter, we require the following guidelines:

- Be recognized as an official student organization on campus.
- Have all of your members (but at least ten students) join UNA-USA at genun.unausa.org/join. By signing up, they'll be able to get up-to-date information about opportunities with UNA-USA, important advocacy action alerts, and more.
- Elect or appoint at least one officer to a UNA-USA liaison position. This individual will be responsible for organizing UNA-related events or activities, in addition to keeping in touch with the UNA national office and GenUN Fellow.
- Hold at least one event or activities per semester with the goal of increasing support for the UN in the United States. This could include a fundraiser, public event, or issue-based discussion, possibly including:
 - A UN Day event or activity on/ around October 24.
 - Another international UN celebration day, such as International Women's Day (March 8th), Human Rights Day (December 10th), etc.
 - An advocacy-related initiative, such as meeting with a Congressional office in-district or on Capitol Hill, or contacting legislators another way.
 - A UN-related service project, such as volunteering to support resettled refugees in your community with UNA-USA's refugee initiative, fundraising to support Nothing But Nets, or a campus sustainability project for Earth Day.

Campus Chapter Checklist

Fall Semester

- Recruit members on campus at the beginning of the fall and spring semesters, either independently, as a chapter, or at the school's annual activities fair/open house.
- Celebrate UN Day on October 24 with an event that engages your campus community.
- Host at least three other activities or events (including one advocacy-related and one international celebration day per year) as a chapter. See the list of chapter activity ideas for some inspiration!
- Submit a semester report in December.
- Post on your Facebook page and communicate with your GenUN Fellow to learn about current UNA-USA news.

Spring Semester

- Host at least three other activities or events (including one advocacy-related and one international celebration day per year) as a chapter. See the list of chapter activity ideas for some inspiration!
- Attend UNA-USA's annual event at the United Nations in February (not required, but highly recommended!).
- Transition your leadership team for the following school year. Hold elections or accept applications for new leaders, and be sure to recruit some underclassmen!
- Submit a semester report in May.
- Post on your Facebook page and communicate with your GenUN Fellow to learn about current UNA-USA news.
- Plan to attend the UNA-USA Annual Leadership Summit in June.

Building Your Membership

Why focus on building a group that works as a team?

1. **More Local Resources:** Increasing your membership allows your chapter to access a larger pool of talent, ideas, and resources. More members means more hands ready and willing to staff events, raise funds, and engage your campus directly
2. **More Americans Understand and Appreciate the UN:** As your chapter grows, you'll have increased capacity to help others understand the UN's day-to-day role in building a better world.
3. **More Power to Advocate Effectively:** The voice of many is stronger than the voice of few. Having more members mean your chapter's voice is more likely to be heard when engaging with elected officials, partnering organizations, and other members of your community. It is easier to mobilize UNA-USA members than unaffiliated supporters when critics make misinformed political attacks against the UN. More members means more respect for your organization, and your team's efforts will help make this a reality.
4. **More Attention for Your Goals and Partnerships:** As you strengthen your team and membership, other organizations and local media outlets will pay more attention. Soon, you'll be able to form coalitions with other organizations to help accomplish your education and advocacy goals.

So, Why Join Our Team?

- Help build support for the United Nations among elected officials and your community.
- Be part of a community of like-minded individuals across the nation.
- Develop yourself as a global citizen and leader.
- Gain vital experience as a young professional.

HELPFUL HINTS FOR PROMOTING GROWTH

Characteristics of our members:

1. **Ethical** – Many members get involved because they see UNA-USA as an opportunity to serve their ethical and civic responsibilities. Show them that working with UNA-USA is an effective way to make a positive difference in the world!
2. **Social** – Members often join in order to meet others with similar values and interests, make new friends, and have fun. Others may join to network or work on issues that they're passionate about. To make your group more appealing to potential members be sure to plan several activities that provide opportunities for members to interact and get to know each other.
3. **Intellectual** – Many members join UNA-USA in an effort to learn more about the United Nations so they can educate others about the work of the UN, and in some cases, correct misinformation about the UN's work. Encourage this enthusiasm and these passions, and work with potential members to show that joining Campus Advocates will broaden horizons and increase global understanding.

4. **Open-Minded** – GenUN is a program that encourages new and creative ideas. As the new generation of global leaders, UNA-USA Campus Chapters are encouraged to find innovative ways to engage their campuses and communities.
5. **Professional** – GenUN leaders develop new skills, network, and build leadership skills. Embrace this learning experience that will help prepare you for your future career. The GenUN leadership experience can be invaluable and it challenges members to take on important tasks and learn how to better develop relationships.

Best Practices for Building Membership:

1. Be Organized and Diligent

The first step towards building your chapter starts well before you engage your peers!

- a. Establish a committee to establish membership goals and strategies
- b. Discuss potential membership challenges and use “group-think” to find solutions!
- c. Work with the UNA-USA national office – the staff is here to make sure your experience is a success.

2. Be Proactive

Always remember to prepare for success!

- a. Membership applications are always available online, so have a laptop or tablet ready for any event you host!
- b. Publicize your events and programs; utilize Facebook, Twitter, Instagram, etc. to spread the word before and after your event.
- c. Most important! Remember that people do not join unless you ask them to! So always remember to follow up whenever possible.

3. Make New Members Feel Welcome

Now that you have them, keep them!

- a. Reach out to new recruits as soon as they join!
- b. Invite new members to an event or host a party to celebrate new members.
- c. Have a new member spotlight in your newsletter or on your Facebook page, make sure that your existing members have a face to put with the new name!

4. Engage All Existing Members in Recruitment

Everything you need is already at your fingertips!

- a. Network through your existing members.
- b. Encourage your members to find prospective members in other organizations.
- c. Have current members invite prospective members and/or their organizations to UNA-USA events!

5. Learn from your experiences. Regularly evaluate your groups’ practices and level of success.

Recruitment Tips

Finding members who are interested and engaged in the organization can be a difficult task, but finding the right people is necessary for our GenUN Chapters to continue to exist. Below you will find some suggestions we have gathered from our chapters on what has helped them build and keep a strong membership.

Invest in organization swag. Consider designing a shirt, sweater or jacket for your members to purchase so that your organization can be represented around school. Less expensive items, like stickers, are also a hit!

Participate in campus festivals and events. Many campus events allow student organizations to set up tables and hand out information. Organize a team of people to market the organization at the events and create flyers and info graphics to hand out at your table.

Build relationships with your advisors and professors. Talk with the professors in your political science department and ask them for ideas on marketing your organization, as they will often let you talk about the organization during class time. Professors might also allow you to leave flyers in their room and around their offices for other students to see and can recommend your organization to students who want to get involved.

Use your social media outlets to promote your organization. Be able to direct people to your Facebook page or blog to find more information. Post pictures of your members at different events regularly to keep the webpage interesting.

Once you begin to build membership, make sure to keep them interested by keeping the weekly meetings engaging and putting on other group events such as international dinner outings and group trips to local museums or parks. Have weekly game and movie nights and invite other members to host events. Make sure you are sending weekly emails reminding your members about meeting times and locations and other events happening around campus.

5 Reasons To Join UNA-USA

To become an official UNA-USA member, go to genun.unausa.org/join. Don't forget to have your members sign up!

1

Join a grassroots organization that promotes the work of the United Nations

UNA-USA has chapters all over the nation and is actively engaged with UN Foundation Campaigns for global health, adolescent girls, the environment, and more. Our 150 chapters provide many opportunities to mobilize with fellow members to support urgent issues facing UN activities. We also support impactful advocacy initiatives on behalf of U.S. engagement at the UN.

2

Become a global leader and help advance the 17 Global Goals for Sustainable Development

The Global Goals have been introduced to the world as a 17-point plan to end poverty, combat climate change, and fight injustice and inequality. These goals are the biggest attempt in the history of the human race to make the world a better place.

3

There is a field for everyone!

Whether your interest is in environment, education, health, policy, science, technology, or law the Global Goals covers it all! If you have a vision or idea you'd like to share that will advance any of these fields, you can voice your ideas to your local UNA chapter and receive support. Or you can join existing committees and bring your perspective and innovative ideas to the table. Examples of some local UNA efforts are film festivals, climate talks, and trash clean up activities.

4

Receive member access to special events and opportunities

UNA Members have unique opportunities to attend and participate in educational events, Model UN programs, and meetings with elected leaders to increase knowledge of how the UN makes the world a safer place and improves the lives of people everywhere. Register with your local community or campus chapter to find out more events happening in your area.

Are you on a college campus? Find out if your university has a chapter by clicking here. If not, consider starting one! Young adults can also join the UNA Young Professionals, a group who is committed to fostering international cooperation and community education on international affairs.

5

Membership is free for anyone under the age of 25!

If you are a passionate individual that wants to effect change in this world and you are under the age of 25, your membership is FREE! What are you waiting for? Sign up now!

Membership Benefits

LEADERSHIP POSITIONS	
LEADERSHIP SUMMIT	
RECOGNITION	
TRAVEL	
INDIVIDUAL INCENTIVES	
PUBLICATIONS	
NETWORKING OPPORTUNITIES	

Establishing a Leadership Structure

Example:

President: Plans and leads club and leadership meetings, is the main point of contact with UNA-USA and the faculty advisor, and organizes the rest of the leadership structure.

Vice President: Serves as second in command to the president, supporting her or him in planning events and activities and recruiting new members.

Treasurer: Keeps track of funds and plans fundraisers for the operating budget.

Secretary: Takes notes during meetings, keeps track of members' contact information, and coordinates supplies for activities.

Public Relations Officer: Takes photos at chapter events, gets coverage for the chapter in newspapers and blogs, and submits to the Stories from the Field blog on genun.unausa.org.

Digital Producer: Manages the chapter website and maintains social media presence.

Plan a calendar for the year.

At the beginning of the school year, sit down with your leadership team and plan out activities for the coming months on a semester basis. Take into account UN celebration days, UNA-USA resources, and current events happening on campus. After creating the calendar, assign responsibilities to your team for executing your plan.

Tell the network what you're up to!

The GenUN Stories from the Field blog is meant to inspire chapters across the nation with creative ideas for advocating for the UN. After holding an event or activity, recap it by submitting your story!

Take advantage of UNA-USA resources.

Explore the tools and resources section of genun.unausa.org, and stay abreast of new developments by checking your email often. Contact UNA-USA staff at any time to ask questions or find new resources- we love to hear from you!

8 Reasons to Be a Campus Chapter Leader

By Kara Spada, GenUN Fellow

GenUN is always looking for creative, hard working leaders to represent UNA on college campuses across the United States. We offer a range of resources to help students develop their leadership skills and provide a network of likeminded individuals to help raise young voices in support of international coalition building. Here are eight reasons why being a GenUN Chapter leader is simply the best!

1

You will gain a team in D.C. and on campus

Once you decide to start a campus chapter at your school, the GenUN Fellows and UNA staff are here to help you begin to build your team. We want to help you succeed! You will receive monthly updates and are always invited to schedule a phone call with a Fellow or staff member from the national office. In addition, you are part of a network of campus leaders made up of students from across the United States. Our student network helps to foster connections between our leaders so that they are able to share programming ideas and support each other. Currently our chapter leader network is made up of over 100 students representing about 35 chapters.

[View tools and resources for starting your own chapter here.](#)

2

You will find your niche on campus.

UNA-USA provides its leaders with resources to start a student organization with a focus that they care about. We encourage social and educational events such as involvement with the Model UN team, weekly dialogue on international or domestic issues, and social events to support a great cause. Our chapter leaders participate in various events such as traveling to Model UN competitions, raising money for domestic and international issues, volunteer projects, and various awareness campaigns.

Together with your members, you will bond over your interests in international affairs and your desire to make the world a better place.

3

Our Partnerships are awesome!

Joining the UNA-USA provides you access to a bunch of other incredible organizations working in D.C. and abroad. We encourage our chapter leaders to choose to advocate for whichever of our target areas they feel most passionately about, and we connect our leaders with organizations doing similar work. UNA-USA partners with Nothing But Nets, Shot@Life, GirlUp, the National Education Association, UNFCU, Alpha Kappa Alpha, and many more.

Looking for a job after college? The Leadership Summit is the perfect opportunity to learn about all of the internationally focused organizations in DC!



4

Attending Members' Day at the UN

Our leaders have the annual opportunity to join hundreds of other supporters at the UN Headquarters to participate in a day of dynamic and informative discussion on some of the most pressing issues facing our world. At Members' Day at the UN, our members will get exclusive access to the UN, where they will hear from experts on topics like refugees and sustainable development, network with community leaders, academic leaders and students, and meet representatives from think tanks and like-minded organizations.

5

Gaining National Recognition

Our leaders publish blog posts and receive national recognition on the GenUN website. This is a great opportunity to improve your writing skills and build your portfolio! We post updates about what our chapters and leaders are doing in the field and encourage others to get involved.

6

The Color Blue

GenUN offers our leaders tons of swag, from logos to pins, pens, lanyards and stickers. We encourage our leaders to represent the United Nations and UNA on their campus and to help us spread our message. We also provide swag for a number of events throughout the semester.

7

Develop Your Leadership Skills. Are you a planner?

Type A? Do you love schedules and events? Or maybe you're just looking to try out being a leader for the first time? GenUN will provide you with the opportunity to put all of these skills to work. As a campus leader, you will be in charge of weekly meetings and monthly events. The GenUN Fellows will help you every step of the way and make sure you have all the resources you need to build an incredible organization!

8

Make an Impact

UNA-USA has a 70 year history of helping the UN help the world. From providing vaccines to children in developing countries to supporting peace-building processes in conflict situations and creating the Sustainable Development Goals, the United Nations is the only global forum for solving shared challenges. As an advocate with UNA-USA, you're helping pave the way for a brighter future for all.

OFFICER CANDIDATE APPLICATION SAMPLE



(1 OF 3)

CANDIDATE QUALIFICATIONS

All candidates must:

- Be a paid member in active status
- Have been a member for at least 1 year
- Must be in good academic standing

DUTIES AND RESPONSIBILITIES OF OFFICERS

1. As an officer, you are a member of the Executive Board. This officer team plays a vital role in planning projects, workshops, and events. Your main duty is to be a contributing and supportive member of the team.
2. All officers are required to attend all Executive Board meetings, general meetings, and local officer training.
3. Officers are expected to possess strong bases of knowledge about the organization and be able to intelligently discuss ideas and issues affecting the chapter.
4. Additional responsibilities of an officer include:
 - Prepare and present activities related to your office to the chapter.
 - Prepare and deliver appropriate presentations when asked to visit schools, conferences, and at business and civic groups.
 - Communicate with UNA members.
 - Recruit new members and chapters.
 - Contribute ideas for improving our UNA chapter.
5. Officers shall serve as a model representative for UNA public relations. Officers are called upon many times to make presentations before adult and student organizations.

OFFICER CANDIDATE APPLICATION SAMPLE



(2 OF 3)

PRESIDENT

- Preside over all meetings and prepare an agenda for each meeting
- Keep in close touch with other officers, members, and adviser
- Represent the chapter at special functions
- Show the qualities of a leader
- Plan and prepare documents for all activities

VICE PRESIDENT

- Preside over meetings in the absence of the president
- Oversees all committees or teams
- Assist the president
- Take charge of preparing the annual reports
-

SECRETARY

- Prepare the local chapter Program of Work (with collaboration from all of the officers)
- Prepare and read all minutes of meetings (preparing minutes means to take accurate notes of motions and type them according to the state guidelines; such minutes will be kept in a permanent book and should be readily available at all meetings)
- Handle general correspondence of the chapter
- Keep an accurate membership and attendance roll

TREASURER

- Keep accurate, up-to-date financial records
- Assist in the collection of money for dues and money-making projects
- Prepare treasurer's report for each meeting

REPORTER

- Prepare news release or articles for the local chapter of all UNA activities within one week of the activity
- Contribute articles to the GenUN website
- Take pictures at events

PARLIAMENTARIAN

- See that chapter meetings are conducted in an orderly manner according to the rules of parliamentary procedure
- Maintain an accurate and up-to-date report/record of chapter activities

OFFICER CANDIDATE APPLICATION SAMPLE



(3 OF 3)

PERSONAL INFORMATION

Name: _____

Home Address: _____

Home Phone: _____ Cell Phone: _____

Email: _____

Current Year in School: _____ Graduation Year: _____

Major: _____

Birthday (mm/dd/yy): _____

Below are listed items that you must submit unless indicated. For the questions, please limit your response to 150 words. Typed answers attached to this sheet are preferred.

1. Submit a one-page resume that highlights leadership experience, skills, and other offices held.
2. What would you bring to the executive board?
3. What other extracurricular obligations are you involved with?
4. What does leadership and public service mean to you?
5. Do you have any additional information you would like us to know?

SAMPLE MEETING AGENDA



Chapter Meeting Agenda

[DATE]

- I. Call to order-President**
- II. Reading and approval of minutes**
- III. Reports of offices, boards, and standing committees**
 - a. Treasurer's report-Treasurer
 - b. Approval of bills to be paid-Treasurer
- IV. Unfinished business**
 - a. Updates on chapter website
 - b. Articles
- V. New business**
 - a. Upcoming events
 - i. Refugees Fundraiser
 - ii. UN Day
 - iii. Saturday Night Social
 - b. Officer elections
 - c. Community service event
 - d. Membership dues
- VI. Announcements**
- VII. Adjournment-President**

SAMPLE CHAPTER MINUTES



Georgetown Chapter Regular Meeting Minutes

Call to Order

The first meeting of the Georgetown chapter of GenUN, was held on August 17, 2015, at 6:00 PM in Room 403 of Georgetown University, in Washington, D.C. President John/Jane Doe was in the chair and the secretary was present.

Minutes

The minutes of the previous meeting were approved as read.

Officer Reports

The historian reported a new recruitment video will be produced. Active members are able to sign-up for screen-time at the end of the meeting.

Committee Reports

Fundraising committee reported a total revenue of \$256.54 raised at the Human Rights Initiative Dance-Off.

Unfinished Business

There was no unfinished business.

New Business

The community service committee announced a community service project with a local mental health agency on advocacy and spreading awareness.

Announcements

Membership Dues are due by September 10, 2015. Officer installation process will be on September 13, 2015.

Adjournment

There being no further business, the meeting was adjourned at 7:00 PM.

Monica Landon, Texas A&M University UNA Secretary

SAMPLE CHAPTER MONTHLY REPORT



Use this as a guide to keep your team on track.

Officer: _____ Month: _____

1. ACTIONS AND ACCOUNTABILITY ITEMS

Describe work and activities that you have done toward your committee assignments/responsibilities

2. LOCAL CHAPTER COMMUNICATION/CORRESPONDENCE

Describe all communication and correspondence that you've had with local chapter officers and advisers
(Do not include communications regarding your own local chapter business)

Date	Type	Nature	Receiver

3. MEMBERS RECRUITED DURING THIS MONTH

List the members of your local chapter that you have personally recruited. You may only count those individuals you have personally recruited and that have paid dues to your adviser. This will be verified against national membership records.

4. ACTIONS FOR THE NEXT MONTH

5. X-FACTOR/SUCCESS STORIES/ACCOMPLISHMENTS

6. LESSONS LEARNED/AREAS OF IMPROVEMENT

7. NOTES/RESOURCES NEEDED

8. OTHER

Branding and Logos

GenUN and UNA-USA logos are available for campus chapter use. Contact UNA-USA for other formats of the images, and review our [branding guidelines](#) and trademark policy before use.

[Download the images here.](#)

TRADEMARK POLICY

All chapters are responsible for protecting the use and image of GenUN or UNA logos and trademarked items. Chapters are permitted to use trademarked items without obtaining approval from UNA GenUN on printed materials, promotional pieces, and displays that are not sold. Written approval must be obtained from GenUN for any item that will be sold by chapters. Commercial vendors are not permitted to use GenUN trademarks, service marks, or trade names on any merchandise offered for sale or otherwise, unless vendor has been specifically granted a license by GenUN.



go can be used as follows:

K LOGO

its background



ONLY in black and white touts (i.e. official letters)

E LOGO

blue (see colour section)

round the white logo ONLY on a blue background, in print or web



IURFUL LOGO

its background

this logo only on a its background



COLOURED LOGO

on brand colour background



you can fill in the logo with any of the secondary colours. You can place them on coloured backgrounds (secondary brand colours) → keep the contrast high between the logo and the background (i.e. dark logo on a light background)



UN BLUE LOGO

on white background

use this logo in print or on the web ONLY on a white background



THE LOGO — graphic elements

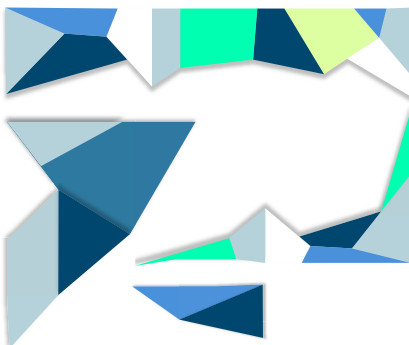
Part of the identity is a visual language derived from the logo, and it should be used tastefully in promotional material on the web, or in print as applicable.

The shapes should be geometric and appear in primary and secondary colours.

An added level of dimension comes from the slight shadow used with these elements.

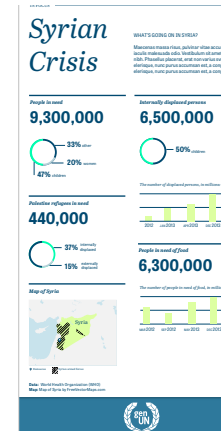
These shadows can be easily created using Adobe Illustrator using the appearance function as follows:

Mode: Normal
Opacity: 20%
X Offset: 0 px
Y Offset: 3 px
Blur: 2 px
Colour: black



UNA/USA — GenUN Branding Manual

8





RUNNING A CHAPTER TOOLS & ACTIVITIES

GenUN Campus Project Ideas

Chapters are a part of an ever-growing network of world leaders who are mobilizing campuses across the country to take action on important issues of the United Nations. As a chapter, one of the requirements is to complete at least six campus projects, events, and activities throughout the academic year (refer to Chapter Guidelines).

Your chapter has demonstrated the capability and capacity to advocate, lead, and educate on your campuses and in your community. Your leadership team and members also know what activities and events will be successful to the student body and community members. Remember, the most important objective is to make a difference and take action today as a chapter!

You can always find creative ideas for UN advocacy and awareness building on our Stories from the Field blog (http://genun.unausa.org/stories_from_the_field). A few examples include:

Thank a Peacekeeper

Celebrate International Women's Day on March 8th

Develop a partnership between your chapter and local high schools

Learn how to engage with UNA-USA alumni

Take action on the refugee crisis

Get involved with Resolution 2250: Youth, Peace, and Security

Learn 10 ways to celebrate Human Rights Day on December 10th

Be a champion to end Malaria

Learn 10 ways to celebrate UN Day on October 24th

Celebrate International Peace Day on September 21st

Discover 16 days of activism on International Day to End Violence Against Women

Live Below the Line

All chapters are encouraged to submit Stories from the Field to be published on the GenUN website to inspire others and amplify our impact!

Partnering With Outside Organizations

Events can be the lifeblood of a successful organization. They help you build awareness and membership, and ultimately give your chapter a louder voice in your community. However, hosting events can become challenging endeavors. To provide a better experience for attendees and to improve your on-campus relationships, we highly suggest building partnerships with other likeminded organizations

Why Partner

Any event can be made better through teamwork and collaboration. Working alongside amenable clubs who are sympathetic to our cause allows us to cast a wider net and build lasting relationships. Ultimately this will allow us to:

1. **Increase Membership**
2. **Raise Awareness**
3. **Split Costs & Share Materials**
4. **Reach a Wider Audience**

Types of Groups to Partner With:

Discovering mutual causes to rally around will help you find an ideal partnership for an event or campaign. Depending on your audience, you may want to consider extending invitations to one of the following categories of organizations:

1. **Academic (e.g. International Relations Council)**
2. **Service/Social Action (e.g. Amnesty International, Circle K, Mortar Board)**
3. **Cultural/International (e.g. African & Latino Alliance of Students)**
4. **Academic/Professional (e.g. Engineers Without Borders, Future Business Leaders)**

The UN touches a breadth of issues related to health, security, science, politics, and more. The sky is the limit for collaboration!

Maintaining the Relationship

Growing the relationship beyond a single event is always ideal. Consider hosting annual events together while engaging their membership throughout the year with activities of your own. Create a lasting relationship between your groups and find new ways to work together on events like:

- Advocacy Efforts
- Awareness Campaigns
- Award Ceremonies
- Model UN Conferences
- Debates
- Donation Drives
- Fundraisers
- Speaking Engagements

How To: Fundraise Successfully

What are your group's fundraising goals?

Before you begin, take a moment to think about what you would like your chapter to be like this time next year. With your leadership team, discuss what plans you have in mind for the upcoming year. With your plans in mind, create a timeline of events, and begin to outline a budget that will support events. Without setting goals and outlining strategies to meet those goals, the everyday task of fundraising will have no direction. Once you have a goal in mind – and a strategy that will get you there – you can begin raising funds!

There are three key forms of fundraising on campus:
University Sponsorship, Event Sponsorship, and Student Sponsorship

University Sponsorship

University Sponsorship aids campus groups by establishing a base of reliable funding, giving you an annual foothold for yearly activities.

Step 1: Set realistic fundraising goals.

When planning ideas, consider these questions:

- How much money is needed to fund your project as well as pay for general operating expenses?
- How much of your income is reliable? (What can you really count on?)
- How much of your income is unreliable? (What might be, “here today, gone tomorrow”?)

AND MOST IMPORTANTLY

- Where do you have opportunities to raise funds from?

Remember, at the end of the day, what funds you don't receive from your university you have to raise yourself – so be savvy!

Step 2: Creating a budget.

As a student organization, you may be granted an opportunity to receive funding from the university itself. Often times this will be determined by your student government or through your school's student activity office. Take the time to become familiar with the process and those who will determine each semester's distributions. Prepare a budget ahead of time which you will be able to explain and defend.

Budget Basics

- 1. Pre-Plan Events** – Have an idea of which events you would like to implement and create a timeline. (Check your calendars for UN holidays, school-wide events, etc.).
- 2. Estimate Costs** – Now that you have your timeline flushed out, think about what supplies you may need (tables, handouts, etc.) and funds that need to be covered (registration fees, etc.). Start taking a tally!
- 3. Craft an Explanation** – Oftentimes your group will have to argue why your funding should be approved, so make sure that you have an explanation as to why it's necessary and how it will positively affect the entire student body (and the reputation of the university as a whole).

Event Sponsorship

Event Sponsorship allows you to utilize existing networking opportunities as a means to help other groups get their name out in exchange for assistance – either monetarily or by helping provide goods or services.

Step 1: Understand the Relationship.

The secret to any good event is to always draw a crowd –bigger is always better. Larger audiences not only draw attention to your cause, but also make your event more marketable to outside funders. When planning an event, always ask yourself, “what do we have to offer others?” If the answer is, “a crowd of college students,” then you’re going to have a tough time. Think about what resources or services you can offer in order to draw in investors – and remember; be creative!

Step 2: Picking a Package.

All good businesses have one thing in common – options. Before reaching out to your community, be sure to work within your team, establishing different sponsorship packages and documenting them professionally. Think about what resources you can tap into, connections you may share, and what will entice potential sponsors to help fund your event.

Best Practices

- Know your event: who are you inviting, how many people are you expecting, what is your purpose?
- What resources do you have: what infrastructure do you have, how do you plan to advertise?

AND MOST IMPORTANTLY

- How can you make sponsors team players rather than bankrollers?

Helpful Hints

- Tiered packages offer potential sponsors more freedom to make comfortable commitments.
- Encourage your team to be flexible and work to fit the needs of both parties.
- Look to offer different demographics different options – a university department may have different needs than a local business.

And Remember...

They’ll come for the crowd, but they’ll stay for your partnership.

Step 3: Sealing the Deal.

Once you have all the prep work completed, you will have done 90% of the work to secure a sponsor. The only remaining hurdle is meeting with your potential donors. Professionalism and preparation will be your keys to success, so whether you’re crafting an email, or meeting with a potential sponsor hold these traits paramount.

- Use existing connections, such as your academic advisor, to reach out to university-wide leaders.
- Examine events from groups that host philanthropic events such as fraternities and sororities, knowing who they partner with will show you what local businesses are the most generous.
- You may not always receive an offer for monetary compensation – but rather goods or services. Remember that these too are invaluable, and that anything you don’t have to pay for is money all its own.

Individual Sponsorship

Individual Sponsorships rely upon donations from within your community, though these are more common day to day, they can sometimes be difficult to attain. Nevertheless, with proper planning it can be a dynamic branch of your fundraising platform.

Step 1: Know what works, and what doesn't.

Not every fundraising effort will be a big success. Events such as bake sales and car washes may be old reliables for some; however, for others it may be more costly and time-consuming than profitable. That said; get to know your community, your campus's social cycle, and overall needs in order to plan something creative and unforgettable.

Step 2: Man-Power.

Once you set a plan in motion, make sure that your group is well informed and organized. If the event lasts for the whole day, assign shifts collaboratively and have one of your board members confirm. Try to set up in high-traffic areas during busy times, keep your volunteers enthusiastic and outgoing – it's hard to raise anything if you don't dive in with both feet.

Step 3: Be Creative.

Remember to be as unique as possible, while also making it fun for your group. Here are examples of successful fundraisers that we've seen work:

- Late Night Pizza Sales
- Raffles
- Movie Showings
- Dinner Donations
- Kickball Tournaments
- Singing Valentines



Let's Get Digital: Social Media for Campus Chapters

Social Media is a fun and easy way to connect with other people who care about the same issues you do. The more active you are on social media, the more effective your Campus Chapter will be in growing its network and spreading the UN's message to the community.

Facebook Best Practices

- Post “sticky” content. You’ll know if a message resonates with your audience by the number of impressions, likes, comments and shares you receive. Before you post anything, ask yourself:
 - What story are you trying to tell? Is there a call to action?
 - Would that story be best told using images, video, or text?
 - Can you tap into existing Facebook users and/or your advocates to help tell that story?
- Use active and concise language – keep it short and get to the point. Bonus if you can add a sense of urgency. People are more likely to engage if it's timely. (Sign this petition; Share this; Like if you agree)
- Engage with your audience.
 - Ask questions. Respond to people.
 - Give them a strong call to action.
 - Make sure your talking with people not at people
 - Share what students on your campus are doing too! It should be a two-way conversation, so don't only promote your own work.
- Highlight your events.
 - Facebook is a great tool to use for inviting people to your events.
 - After your event, create a Facebook gallery and share photos with all your friends, fans, and partners.
- Keep your page active, especially before and after events, or other times when people are most likely to visit.
 - Don't forget to keep up-to-date profile and cover photos!
 - Have more than one administrator to the page to help keep it running throughout the school year.



Twitter Best Practices

- Start a conversation and share information that's relevant and unique.
- Retweet fellow Campus Chapters & organizations doing interesting work.
 - The more social media love you give others, the more love they'll give you.
- Use #hashtags, especially during breaking news, events, or international days of celebration, to be part of the bigger conversation.
- Show personality – no one likes a robot!
- Be consistent. Tweet often, stay on message, and use good judgment with the content.

Twitter Best Practices

- Post unique content.
 - Everyone loves fun 'behind the scenes' shots or quote graphics.
- Tag people or organizations relevant to your posts.
- Use hashtags.
- If the photo is blurry, confusing, or boring, it's best to wait for a strong photo.
- Engage with your followers. Be sure to "share" or "regram" their photos and hopefully they will do the same!
- Pay attention to what other people "like," using tools like Statigram – the more you know about your audience, the better you can engage with them.

When to Post:

- Ideal: Facebook/ Instagram – once a day; Twitter: three times a day
- Limited time: Facebook/ Instagram – 3-4 times a week; Twitter: once a day
- Only have one hour a week? No problem. Schedule multiple posts for the week ALL AT ONCE! (If using Twitter, schedule on Tweetdeck.)

You've built a strong network of supporters and influencers. Now what?

- Create a digital calendar.

Mapping out your month or year ahead of time will help your Campus Chapter take advantage of key opportunities, i.e. UN Day, International Women's Day, the UN General Assembly
- Don't be afraid to ask for others' help!

It's extremely effective to send friends, partners, and fellow organizers sample Tweets and Facebook posts promoting your work. If you create as little as 5 sample posts to send around, people are more likely to share it on their platforms because you took the hard work out of it.
- Look at your metrics and measure success.

Using social listening tools like Topsy, TweetReach, Facebook Insights or Youtube Analytics will help you see how your audience is interacting with your message.

Don't forget:

Any time you create a new social profile, let us know by emailing genun@unausa.org or by simply tweeting us! We'll be sure to help promote the work you're doing.

Social Networking

Re-cap

Social media gives the United Nations Association, GenUN, and members the opportunity to foster a virtual community and communicate directly with members, stakeholders, and the general public.


Guidelines for Social Networking

These guidelines provide a framework for the United Nations Association, GenUN, members, and alumni, who create and administer websites and social networking pages on behalf of GenUN.

1. **Be secure.** Be mindful with whom you share account information and change passwords routinely with each new officer team.
2. **Be responsible.** Advisers, students, and professional members are personally responsible for the content they publish on blogs, social networking sites, and any other form of user-generated media. Be mindful that what you publish will be public for a long time.
3. **Be transparent.** Identify yourself by name (via your social networking profile) and, when relevant, your role with GenUN when you discuss any GenUN-related matters. Write in the first person and make it clear that you are speaking for yourself and not on behalf of GenUN.
4. **Be discrete.** Don't divulge confidential business or personal information. Ask permission to publish or report on conversations that are meant to be private or internal to GenUN. If you have any doubt about whether information is confidential, it probably is.
5. **Be fair.** Refrain from writing or making posts that could be perceived as reflecting bias or favoritism. This same guideline should be used when joining, following, or friending any person or organization online. In short, avoid words or actions that could tarnish the credibility and reputation of GenUN.
6. **Be respectful.** Avoid use of ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in a school or professional environment.
7. **Be lawful.** Respect copyright, fair use, and financial disclosure laws.



Connect with us!

 Twitter is the perfect outlet for short updates. We recommend including retweets from the UNF page and the UNA-USA page or tweeting about your local chapter events. [@unauasa](https://twitter.com/unauasa)

 What is your chapter up to? What activities and events are you involved in? Facebook is an awesome way to post relevant news and headlines. It is also a great tool for event invitations and keeping members updated on what's going on. [Facebook.com/unauasa](https://www.facebook.com/unauasa)

 Keep your Instagram updated with pictures of your meetings and events. Highlight fun activities with your members and show the community what your chapter is all about. [@Gen_UN](https://www.instagram.com/Gen_UN)

How To: Plan an Event

Events are an important way to raise awareness about the work of the UN and your campus chapter. By holding a fun event, you can help educate and empower young people to make a difference in your community, grow your membership, fundraise, and more!

Do you want to plan an event but have no idea where to start? This guide will provide you with a few best practices and tips for a successful event.

Step One: Identify Needs

- Who is your intended audience?
- What would you like them to see and experience with this event? Typically, the primary focus of UNA chapter events is around education, outreach and advocacy on an issue.
- How big do you want the event to be? Does this type of event limit the audience size? If so, how will you determine who can and cannot attend?
- Who do you want to influence with your event? Consider your government officials, media/press and your campus community.
- Will this event be a fundraiser for your group?

Step Two: Develop Event Goals and Objectives

- What is the purpose of your event? How does this impact when, where and how it will take place?
- What are the desired outcomes of your program?
- What do you want the participants to learn or experience from your event?

Step Three: Determine a location

- Choose a location that best fits your needs, size, and goals.
- Book the venue of your event early in the planning process. Most campus events require registration with the administration well in advance.

Step Four: Establish committees

- Once you've determined your event type, location and purpose, start delegating responsibilities to committees.
- Committees can be a useful way to get a lot done quickly. Some examples of different types of committees include advocacy, advertising and promotion, location, and finance.
- Allow members of your event planning team to sign up for committees-- if they choose the one they are most interested in, they will be more likely to work harder toward your goal.

Step Five: Organize the Details

- Establish a budget that includes each item you will need to spend money on. See if you can acquire grant funding from your school or pool resources with your partners.
- Make a list of what needs to be done before, during and after the event. This might include equipment needs, registration tables, volunteers, printing, and more. Even the smallest details should be written down, and someone should be responsible for each item before the event takes place!
- Prioritize your goals by creating a reverse timeline. Begin at the day of the event and list deadlines you must accomplish between now and then.

Step Six: Publicize

- Publicity is vital to the success of your event. You can plan an amazing program but if nobody knows about it, you will forego an opportunity for impact. Even the best events cannot succeed without proper promotion.
- Publicity can include posters, flyers, banners, email invites, Facebook and social media ads, and more-- get creative!
- Create eye-catching flyers and posters to draw in supporters and potential attendees.
- Facebook, Twitter and Instagram are great ways to spread the word far and fast. Make an event page, promote it, and ask your members to invite their friends. Update the event in the lead-up to generate enthusiasm.

Step Seven: Form Partnerships

- One of the best ways to reach wider audiences is to promote your event with partners. Think about like-minded organizations that will help you draw attention to your event.
- Your partnership will depend on the nature and goals of your event. Identify the type of collaboration you would like to establish before reaching out to potential organizations, and check out UNA-USA's partnership guide for more suggestions and best practices.

Step Eight: Execute Plans

- Once you have thoroughly prepared for the event, create clear expectations of who will perform what tasks and fulfill which roles.
- Be sure to give people enough time to execute responsibilities and make sure they are able to do the tasks you have requested.
- Create an event program or a handout for participants. It should be short but sweet and informative. Grab their attention and have a compelling focus without creating an information overload.
- Have a backup plan! No matter how well you plan, unexpected issues can arise any time. Be flexible and make sure you have enough staffers to sort out any problems that might come up.
- Test any A/V or media equipment well in advance and make sure you know how to use them. Have a 'plan b' in case of technical difficulties or no-shows.

Step Nine: Follow up

- Establish a budget that includes each item you will need to spend money on. See if you can acquire grant funding from your school or pool resources with your partners.
- Make a list of what needs to be done before, during and after the event. This might include equipment needs, registration tables, volunteers, printing, and more. Even the smallest details should be written down, and someone should be responsible for each item before the event takes place!
- Prioritize your goals by creating a reverse timeline. Begin at the day of the event and list deadlines you must accomplish between now and then.

After your event, visit the “Stories from the Field” section of the GenUN website to tell your story and inspire other campus chapters. Good luck!

Host a Film Screening

Introduction

Film screenings provide an entertaining way to educate students and community members about pressing international issues. Documentaries, dramas, and student films alike can inspire action, providing great opportunities to recruit new members. However, preparing for screenings can be somewhat complicated, as you may have to work with your school's administration to secure rights to a film. Partnering with other student organizations to promote your event can greatly boost attendance. For more information on how to partner with outside organizations, refer to GenUN's partnership with outside organizations. For a list of relevant films, check out the UNA Film Festival website at www.unaff.org.

Example

Students at the University of Arkansas hosted a film screening of *Sergio*, a documentary based on the story of United Nations diplomat Sergio de Mello, who served the UN for more than 34 years. Several schools have hosted screenings of *Girl Rising*, a film about young girls' struggles to overcome cultural and societal barriers across the world; you can contact UNA to get a copy of the *Girl Rising* DVD. The screenings generated attention for both the issues as well as for the efforts of involved student groups.

Do It Yourself

1. Check with your school to see if you must obtain permission to screen movies on campus. Several weeks in advance of your planned event, contact administrators at your school in order to secure film rights and submit the proper documentation to avoid copyright infringement. Some schools do not regulate film screenings, so if your school falls into this category, you're ready to go!
2. Reserve a location for your event. Think about locations that are easy to access.
3. Determine what technology (i.e., projectors, cords, etc.) you will need to screen the film and secure it.
4. Begin advertising the screening approximately two weeks in advance. Consider selling or distributing free tickets online for easy ordering using a tool like Eventbrite.
5. In the final week before the event, utilize social media to boost awareness on campus.
6. Following the event, give interested students opportunities to become involved in the cause and organization. Additional examples of UN-related films include *Pray the Devil Back to Hell*, *Red Lines*, *Watchers of the Sky*, and *A People Without a Land*.

Host a Guest Speaker

Introduction

Guest speaker events are an extremely popular way to develop support for UN-related issues on your campus; from entire panels of experts focused on debating specific topics to individual speakers explaining the impact of their work, these events provide a highly informative and personal way for students to better understand the goals and efforts of the UN. Universities are full of professors who love speaking on UN-related issues, and it is a fantastic way to build a relationship with an academic department. Additionally, the UNA national office can help facilitate finding a guest speaker for campus chapters. Q&A sessions following such events give students a way to actively participate in the discussion.

Example

As a special celebration of Earth Day, UNA-Georgetown hosted a General Assembly (their version of a discussion series) on the subject of climate change, inviting Sahar Wali, the Communications Director for Strategic Climate and Energy Initiatives at the UN Foundation, to be their guest speaker. Similarly, students from Carthage College reached out to Dory Gannes, of Girl Up, to speak at their UN Day event; the event received a high turnout of interested students. Having a speaker address the UN angle of a timely issue can draw many attendees and help students understand current events on a deeper level.

Do It Yourself

1. Contact a variety of possible speakers whose work relates to the issue you would like to publicize. Think specifically about current events the UN is relevant to.
2. Confirm the availability of a speaker both willing and able to attend your scheduled event. Be specific about the date and time of the event, the topic, and format (lecture or panel discussion).
3. Give the speaker a detailed description of what is expected of him or her, including the time, date, and location of your event, as well as your estimated attendance and your guest's role at the event. Make sure to give your guest a cell phone number to call in case of last minute questions or emergencies.
4. Consider recording the event and posting it online. Be sure to ask your guest speaker's permission beforehand.
5. When your speaker arrives, introduce yourself and your team members; be sure to help them navigate the event location, and quickly review your agenda with them before beginning.
6. At the beginning of the event, introduce your guest speaker and state the purpose of the speaker's visit.
7. With 10-20 minutes left in the event, thank your guest and give the audience an opportunity to ask any questions they may have. (If no one has questions, be prepared to ask several yourselves.)
8. Don't forget to thank your guest speaker after the event!

Organize a Digital Rally

Introduction

A major way in which students can create a noticeable impact at the global level is through social media. By utilizing Facebook, Twitter, and other digital platforms, students can contact, inform, and mobilize groups of advocates to create a digital surge – or “trend” – for a campaign. Once your campaign is launched and online attention has been generated, new supporters and advocates may contact you for more information on what they can do to help. You should actively cultivate contact information as well, in order to contact potential members.

Example

In 2014, students at Ohio State University and Catholic University took action on their campuses for the #HeForShe solidarity movement in response to Emma Watson’s speech on gender equality at the UN General Assembly. #HeForShe aims to engage men and boys as agents of change for the achievement of gender equality and women’s rights, by encouraging them to take action against inequalities faced by women and girls. As a public awareness campaign for the issue, Ohio State students spread the word by asking students to take photos with the #HeForShe moniker and posted the photos to social media platforms.

Do It Yourself

1. While planning your rally, consider using phrases or slogans that are easy to remember – something that both captures attention and explains its purpose.
2. Schedule the rally for a day and time at which many students are likely to be online (i.e., evening as opposed to early morning).
3. Publicize your digital rally at least a week in advance of your scheduled event date. You can do this in-person by handing out flyers and posting them to billboards, or online by sharing the event on your Facebook page or Twitter profile. Provide hashtags and links appropriately, and consider creating an event page.
4. Recruit local organizations and student groups that could assist you in getting the word out. Since the rally is digital, you will not be confined to your specific location; your campaign can be nationwide, if not global.
5. Consider documenting your event by taking photos of students holding posters or other materials relating to your campaign. You can post these to social media to create an even larger boost in popularity.



How To: Plan a Hot Talk

Introduction

First established by students at Georgetown University, “Hot Talks” are casual discussions in which UNA members and unaffiliated students alike can debate current events. Hot Talks are one of the most engaging events for students, as their opinions and beliefs are the event! Hosted one or two times each month, these events are simple ways to establish a strong presence in the student community and attract individuals with diverse sets of interests. Provide refreshments and even more students are likely to attend!

Example

In response to the 2015 shootings at French satirical magazine Charlie Hebdo, UNA-Georgetown held a Hot Talk in which students voiced their opinions on the causes and consequences of the terrorist attacks. UNA-Georgetown leaders provided tea and hot chocolate while students discussed and debated the implications – both political and cultural, in the United States and abroad – with their peers.

Do It Yourself

1. Pick a relevant topic you want to discuss with your peers. Look through news articles about current events and see what’s going on at your school for ideas on a theme.
2. Decide on a date and time that would work best with your members’ schedules.
3. Reserve a space to hold your Hot Talk. Because of the informal nature of these student-led discussions, you can hold them almost anywhere!
4. Consider offering snacks or drinks like tea and coffee at your event. Refreshments can be a big draw at student events like these.
5. Publicize your event online and in-person through event pages, flyers, and posters. Invite as many students as you can, and be sure to let students know that they don’t have to be UNA-USA members to participate! All voices are welcome.
6. Send out reminders a day in advance, so that students remember where and when the event will be.
7. Following the event, give interested students opportunities to become involved in the cause and organization. If successful, a Hot Talk could serve as a great way to recruit new members!

Organize a Digital Rally

Introduction

What better way to connect your members with the United Nations than by visiting its headquarters in New York? With careful planning and budgeting, students can take an once-in-a-lifetime trip to New York City to hear from prominent UN leaders. There are many opportunities to visit the UN and see it in action: in addition to UN-led tours of the headquarters, the United Nations Association organizes an annual event for chapters from across the country to attend Members' Day at the UN. Depending on how far away your campus is and on how much fundraising you can do, students may have to pay for their own transportation and lodging costs. For more information on UN tours, **visit: <http://visit.un.org/>**

Example

In 2014, UNA-USA chapters from across the country met at the UN Headquarters in New York for Members' Day, joined by staff members from the national UNA office. In addition to touring the headquarters, members heard from experts, networked with community leaders, academics, and students, and spoke with representatives from think tanks like-minded organizations. Several groups were able to attend a special meeting with UNA's Human Rights Fellow and attend exclusive happy hour socials.

Do It Yourself

1. Begin planning for your trip far in advance. Make sure to reserve a tour with the UN online several months before your preferred travel date – or, if your chapter is interested in attending Members' Day with other UNA-USA chapters, coordinate your trip with the Association for the chance to meet GenUN members from across the country!
2. Fundraise for your event as necessary. Research low-cost travel options if necessary and making them available to students interested in attending. This can make the planning process much less stressful.
3. Select your mode of transportation – plane, bus, or car – depending on your distance from the headquarters. Arrange travel plans by purchasing tickets or finding drivers as early as possible.
4. Contact UNA for extra opportunities in New York to meet with other UNA members and UNA staff!
5. Remind all participants of important meeting and departure times several days before you leave for Headquarters. Confirm transportation to and reservations with the UN.

A low-angle photograph of the United Nations Secretariat Building, a tall, modern skyscraper with a grid of windows. In the foreground, a row of flags from various countries is displayed on poles. The image is framed by a blue and white geometric design in the top left corner.

ADVOCATING FOR THE UNITED NATIONS

UNA-USA's ultimate goal is to ensure full and on-time funding for the United Nations. From combatting climate change to peacekeeping, the UN can't do its critical work without U.S. leadership. Learn more about the problems the UN is working to solve on the GenUN website (<http://genun.unausa.org/issues>) and dive into advocacy to start making the case to your elected leaders.

FAQ:

Talking About the UN

Why is the UN important?

In our increasingly interconnected world, national challenges often require international solutions. Age-old calamities like war and disease have no respect for borders or boundaries – and their effects can spread rapidly. The UN provides a platform for the world to discuss and debate these common problems and more – problems like human trafficking, environmental degradation, weapons proliferation, and international terrorism. The UN, it is often said, is not a perfect institution, but it serves a near-perfect purpose: to promote global cooperation to address some of the world’s most pressing challenges.

Who funds the UN?

Are you a member of a campus club – or maybe a Greek society? If you are, chances are that you have to pay dues to the organization of which you are a member. That’s how the UN works too. Each of the 193 member states makes an annual contribution to fund the work of the UN, based on their Gross National Income (GNI). These general budget funds finance the General Assembly and the Security Council, among many other essential UN bodies and missions. Although the U.S. is the UN’s largest single contributor, its regular budget dues are capped at 22 percent, meaning the rest of the world is responsible for sharing over two-thirds of the UN’s total financial burden.

In addition, the UN’s peacekeeping budget is separate from the regular budget. You’ve most likely heard about peacekeeping in the news. Peacekeepers are the soldiers in blue helmets working in places like Sudan and the Congo. These service members come from all over the world – places like Jordan, India, and Nigeria – to help bring stability and normalcy to countries destroyed by war and political turmoil. The UN funds its peacekeeping budget with assessments on member states similar to those made for the regular budget, but with greater discounts for less wealthy nations.

With 16 missions currently in operation and a deployed military totaling 120,000, it’s easy to see why peacekeeping is the UN’s largest “line item” expenditure. Despite the price tag, however, peacekeeping operations are proven cost-effective and, most importantly, reduce the need for America to send its armed forces into harm’s way. To put it in perspective, a UN peacekeeper costs about \$15,000 per year, with the U.S. covering just a share of that. On the other hand, we spend around \$2 million per year on every single U.S. soldier serving in Afghanistan right now.

How does the U.S. pay its UN Dues?

Congress and the president are responsible for making sure America pays both its UN regular and peacekeeping dues on time and in full. The process begins with the president’s annual budget request, which is then taken up by the House and Senate Appropriations committees separately. At the end of the day, both the Senate and the House’s bills have to be identical to go to the President for his signature and final approval. It’s a process that’s not always fluid and prone to deadlock. The UN is a political institution and UN funding is often a subject of political debate. By working through the UN and paying our dues, though, America is able to reinforce its core foreign, economic, and humanitarian priorities around the world – and that’s a sound investment.

How does the UN promote human rights?

The U.S. has a long history of supporting UN human rights mechanisms, beginning with our deep involvement in founding the UN. Former First Lady Eleanor Roosevelt led the effort to develop the Universal Declaration of Human Rights, which is the first document in human history to spell out the basic civil, political, economic, and social rights that all human beings should enjoy. The UN works to defend and promote human rights through three key mechanisms within the UN system: Human Rights Treaties, the Office of the High Commissioner for Human Rights, and the Human Rights Council.

What does the future hold for the UN?

In January 2016, the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development — adopted by world leaders in September 2015 at an historic UN Summit — were officially launched. Over the next fifteen years, countries will mobilize efforts to end all forms of poverty, fight inequalities and tackle climate change, and ensure that no one is left behind.

The SDGs build on the success of the Millennium Development Goals (MDGs) and aim to go further to end all forms of poverty. The new Goals are unique in that they call for action by all countries, poor, rich and middle-income to promote prosperity while protecting the planet. They recognize that ending poverty must go hand-in-hand with strategies that build economic growth and addresses a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection.

While the SDGs are not legally binding, governments are expected to take ownership and establish national frameworks for the achievement of the 17 Goals. Countries have the primary responsibility for follow-up and review of the progress made in implementing the Goals, which will require quality, accessible and timely data collection. Regional follow-up and review will be based on national-level analyses and contribute to follow-up and review at the global level. These goals aim to enable the world's seven billion-plus people to live lives of dignity without undermining the future of our planet.



Advocate: Write to Your Member of Congress

Making Contact with your member of Congress is an important part of being an effective and strong advocate for the United Nations. Policy enacted by Congress greatly impacts the UN's ability to address the most pressing issues and crises across the globe. As a constituent, you have the power to inform your elected official on the importance of the UN and the reasons they should support it.

There are multiple channels you can use to contact your Member of Congress and advocate for the issues you care about. Each method has its specific benefits and purpose. As you plan your advocacy, you should think about the best way to accomplish your goal based on your time and resources.

UNA-USA provides action items on this website in addition to alerts via email to let you know when steps need to be taken to show support for legislation or treaties. The advocacy alert system will allow you to send an email to your Members of Congress at the click of a button, showing them that their constituents care about the UN.

A more personal way to contact your member of congress is through a written letter. Letters received in the mail are still an effective tool for advocacy, particularly when it comes from a group of constituents.

Sample Letter to Member of Congress

You can customize the below template letter to share your message of support for the UN:

The Honorable (full name)
(Room #) (Name) Senate or House Office Building
United States Senate or United States House of Representatives
Washington, DC 20510

Dear [Senator/Representative],

Recent bipartisan polling by the Better World Campaign and the United Nations Foundation shows that the majority of Americans -- across party lines -- view the UN as a vital global forum for diplomacy, discussion, and action to resolve the most pressing issues confronting the world.

The United States Senate has stood with approximately 8 in 10 American voters who say it is important for the U.S. to maintain an active role in the UN, and 64 percent of those who favor the U.S. paying its dues to the UN on time and in full. I ask you to support the following Senate figures for the UN budget in 2013.

- \$2.148 billion for international peacekeeping activities including \$2.0 billion within the Contributions to International Peacekeeping Activities (CIPA) account and \$142 million within Peacekeeping Operations (PKO) for the African Union mission in Somalia;
- \$1.49 billion for the Contributions to International Organizations (CIO) account, which funds the UN regular budget and specialized agencies. In addition, we ask for full funding for UNESCO (the House eliminated all UNESCO money, and the Senate reduced it); and
- Maintain the Senate-recommended lift of the arbitrary 25% peacekeeping cap and allow the U.S. to pay its peacekeeping dues at the full assessed rate of 27%.

The UN will not succeed without a strong U.S. commitment, and effective global policy through a strong U.S.-UN relationship begins in our district. Please use your voice in Congress to reaffirm your support for full funding for the UN and UN peacekeeping operations.

Sincerely,
[Your Name]
[Your Chapter]
[Your Address]
[City, State ZIP]

Advocate: Call Your Members of Congress

Making Contact with your member of Congress is an important part of being an effective and strong advocate for the United Nations. Policy enacted by Congress greatly impacts the UN's ability to address the most pressing issues and crises across the globe. As a constituent, you have the power to inform your elected official on the importance of the UN and the reasons they should support it.

There are multiple channels you can use to contact your Member of Congress and advocate for the issues you care about. Each method has its specific benefits and purpose. As you plan your advocacy, you should think about the best way to accomplish your goal based on your time and resources.

Picking up the phone and calling your member of congress is a quick and effective way to share your point of view on an issue. Most importantly, office staff keep track of the number of calls they receive on a specific issue so every call really counts. When calling a congressional office it is good to keep the following in mind:

1. Be sure to call your MOC's Washington, DC office, as the staff there handles Federal legislation. You can find out the telephone number for the offices by visiting www.house.gov and www.senate.gov.
2. Before calling, be prepared with a short script that covers the following pieces of information:
 - Who you are and where you are from
 - Why you are calling and what you would like your member of Congress to do
 - Share a brief personal story related to your message
 - Thank the staffer for their time
3. When you call, make sure you are talking to the right person. You can briefly mention that you would like to share an opinion on foreign policy and the United Nations.

Advocate: Meet with Your Member of Congress

Making Contact with your member of Congress is an important part of being an effective and strong advocate for the United Nations. Policy enacted by Congress greatly impacts the UN's ability to address the most pressing issues and crises across the globe. As a constituent, you have the power to inform your elected official on the importance of the UN and the reasons they should support it.

There are multiple channels you can use to contact your Member of Congress and advocate for the issues you care about. Each method has its specific benefits and purpose. As you plan your advocacy, you should think about the best way to accomplish your goal based on your time and resources.

Meeting in-person with your member of Congress or their staff is one of the best ways to effectively communicate and advocate for the United Nations. In-person meetings make your advocacy more personal and allows you to build a relationship with the office staff which can help your future advocacy. Setting up and attending a meeting with your member of Congress can seem overwhelming and intimidating but remember, your elected officials want to hear from their constituents and learn what issues are important to them. Most importantly, UNA-USA is here to support you with guidance and resources that will help you be successful.

Getting Started:

- **Who and Where:** Not sure who your member of Congress is or the best place to meet with them? Not a problem. You can find out by visiting www.house.gov and www.senate.gov. Each MOC has a Washington DC and district/state office and you can set up meetings in either location.
- **Reach out to UNA-USA:** We want to know about your advocacy efforts and help make the process as simple as possible. Contact us at genun@unausa.org and we will provide you with helpful tips and information such as talking points and suggestions for best times to meet with your MOC.

Setting Up Your Meeting:

- **Contact the Scheduler:** The best way to set up a meeting is to go through the process set up by each congressional office. You can check on the member's website for instructions to request a meeting or can call the office directly and ask the receptionist how to set up a constituent meeting. Once you know how to make a request, be ready to provide the following information:
 - Who you are and where you are from
 - Issue you would like to address during the meeting
 - Desire to meet with the Congressperson or a relevant staffer
 - Contact information - phone number and email
- **Following Up:** If you don't hear back after several days, you can reach out again by email or phone. Remember to be polite and refer to your first communication and reasons for wanting to meet with the member.
- **Confirm the meeting:** Once your meeting has been scheduled, call a few days before the meeting to confirm that the appointment is still on the books.

Before the Meeting:

- **Be Prepared:** Take some time before the meeting to review your talking points and “ask” to the member. You might be nervous once in the meeting so it is always good to feel comfortable with what you are going to say and to have some prepared questions to ask your member.
- **Arrive Early:** Congressional offices are busy places and it is important to respect their time and commitments. Make sure to arrive early and be prepared to wait. But don’t worry, if your meeting is confirmed it will take place!

During the Meeting:

- **Follow an agenda:** The length of meetings vary depending on the member or staffer’s schedule. It’s important to keep to an agenda so you are sure to touch all the points you came to address. The structure of your meeting should look similar to this:
 - **Introduce yourself and UNA-USA:** Once the meeting starts remember to introduce yourself, tell them where you are from, your affiliation with UNA-USA, and the reason you are there.
 - **Make it personal:** You may have an interesting first-person account of how the UN has positively affected your life or the life of someone you know. Share this in your meeting.
 - **Present your “ask”:** Whenever you meet with your MOC, you should always have one clear call to action. When you contact UNA-USA, they will provide you with a call to action or you can use these talking points ([hyperlink to Micah’s work](#)) to construct your own. Remember, you don’t want to dilute your message with multiple topics or requests. Stick to the primary issue you came to address.
 - **Before you leave:** At the end of the meeting, be sure to thank the Congressperson or staffer for their time and request a picture! Photos of you meeting with your Congressperson or their staff are great to have and even better to share via email or social media.

After the Meeting:

- **Send a thank you email:** Send a brief email to the office you met with thanking them for their time and letting them know to contact you if they have any questions.
- **Follow up with UNA-USA:** We want to know how the meeting went and if there are any follow-up actions we can help you with. Email genun@unausa.org to provide an update.

Things Not to Do When Meeting with your Member of Congress

1. Do not make up an answer; it’s okay not to know. If you find yourself in your meeting and you are not sure of an answer to a question, simply let the person know that you will follow up with an answer.
2. Do not mention your political party/who you voted for. Successful advocacy means engaging with members of all political parties. Never reveal your party affiliation or discuss who you voted for. This can risk alienating a Congressional office and weaken the effectiveness of your meeting.
3. Do not record audio or video during your meeting. Congressional offices typically do not want their meetings with constituents videotaped or recorded.



NATIONAL OPPORTUNITIES

Throughout the year, UNA-USA organizes several national opportunities for chapters to be engaged and recognized. Be on the lookout for additional events and programs- but the annual Leadership Summit in Washington, DC, Members' Day at the UN in New York City, and the annual Campus Chapter Excellence Award are not to be missed!

Members' Day at the UN: February

Members' Day at the UN is one of the most important gatherings for UNA-USA during the year, and it is a great opportunity for members to network with fellow UN supporters from around the country and hear from top UN voices.

Every February, hundreds of passionate high school and undergraduate students in international affairs gather at the United Nations for a day-long forum with top UN leaders. Members' Day at the United Nations brings together over 700 students, young professionals, and community leaders from across the country. The event offers a unique platform to engage a dynamic audience of Americans who are committed to helping the UN help the world and eager to equip themselves with the skills educational experiences they need both to be successful international professionals.

Past speakers have included:

- Ban Ki-Moon, United Nations Secretary General
- Cristina Gallach, United Nations Under-Secretary-General for Communications and Public Information
- Ambassador Sarah Mendelson, U.S. Representative to the Economic and Social Council of the United Nations
- Ambassador Matthew Rycroft, Permanent Representative of the United Kingdom to the United Nations
- Ambassador Dina Kavar, Permanent Representative of Jordan to the United Nations

Registration opens for Members' Day in December, so plan accordingly and seek travel funding from your school during the fall semester.

Annual Leadership Summit: June

Each year, UNA-USA gathers 200 top college campus and community chapter leaders in Washington, DC for three days of trainings, workshops, and networking in preparation to meet with elected officials on critical humanitarian issues. UNA-USA members from around the country come together for three days packed with advocacy, action, and networking. The Leadership Summit features leaders and experts from the United Nations, the U.S. Government, and other international organizations as supporters and presenters.

Recent Leadership Summit Speakers include:

- National Security Advisor Susan Rice
- Senator Chris Murphy of Connecticut
- Thomas Pickering, former Ambassador to the UN
- Dr. Robert Orr, UN Assistant Secretary-General
- Congresswomen Barbara Lee of California's 13th District

The Leadership Summit typically occurs the second weekend in June, but keep your eyes peeled in February for early bird registration rates and travel scholarships!

Annual Campus Chapter Excellence Award

The Campus Chapter of Excellence Award is presented by UNA-USA at the Leadership Summit to honor outstanding campus chapters. The Award recognizes campus chapters who exemplify excellence and commitment in the areas of service, education, and leadership. The application will become available each May on the UNA-USA website.

Eligibility:

- 1. The chapter has completed and submitted an annual report.**
- 2. The chapter is a recognized UNA-USA chapter.**
- 3. Hold at least three events or activities per semester (six total per year). This could include a fundraiser, public event, or issue-based discussion, but among the six should be:**
 - a. A UN Day event or activity on/ around October 24.
 - b. At least one other international UN celebration day, such as International Women's Day (March 8th), Human Rights Day (December 10th), etc.
 - c. At least one advocacy-related initiative, such as meeting with a Congressional office in-district or on Capitol Hill, or contacting your local legislator/congressman.
- 4. The chapter demonstrates a record of effective performance in the areas of community service by completing 2-3 service projects during the year.**
 - a. Locate refugee communities within your area to mentor refugee families and individuals.
 - b. Volunteer at the local YMCA or Boy's and Girl's Club by giving a lesson on the UN's Sustainable Development Goals.
 - c. Partner with another campus organization working to advance the work of the UN, such as UNICEF, Amnesty International, and others.
- 5. Demonstrated creativity in advocating for the UN and telling the story of the UN's work on their local campus.**

To Apply:

To apply for the Chapter of Excellence Award, chapters must submit the application by the indicated deadline. Check the UNA-USA and GenUN websites for more details.

UN Day: October

On October 24, join people all over the world to celebrate the ratification of the UN Charter, which took place on this date in 1945. UN Day programming is required of all chapters, and is a great way to partner with other organizations on your campus to promote UNA-USA and the mission of the United Nations.

Here are some ideas for fun UN Day programs for your campus!

1. Host a speaker whose work promotes the United Nations or its goals.
2. Turn the World UN Blue! Decorate your student union, dorm, or outside space in blue to spread awareness about the UN.
3. Produce a fashion show highlighting cultures around the globe. You can even partner with international student organizations at your school.
4. Screen a documentary (like *Girl Rising*) on campus. To make an even bigger impact, charge admission and donate the money to a UN cause.
5. Host a panel featuring international students to discuss international youth issues.





UNITED NATIONS ASSOCIATION

CAMPUS CHAPTER HANDBOOK

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UNITED NATIONS ASSOCIATION
of the United States of America
A PROGRAM OF THE UNITED NATIONS FOUNDATION

1750 Pennsylvania Ave NW #300
Washington, DC 2006

(P) 202.887.9040 (F) 202.887.9021

membership@unausa.org | unausa.org