

SETTING UP A WWF CLUB AT YOUR SCHOOL

Recruitment

Recruit new members by posting flyers, talking to friends, and getting your club mentioned in assembly and newsletters to set up an initial-interest meeting. Then be patient and keep promoting you club.

Setting Club Goals

Think about of you want your club to accomplish. Discuss what matters most to your members, the school, and the community.

> Establishing Roles and Responsibilities

Encourage club members to agree to a set of rules for working together. This could include participation, communicating and decision-making, and club values such as respect and collaboration.

By allowing club members to create this agreement together, you're setting the standard for the type of club environment they want to be a part of.

Check your school's guidance regarding starting a club and any restrictions around the meeting frequency and leadership structure.

Within the first few meetings you will want to assign roles to members to establish a leadership structure. For example, elect a Club President to chair meetings; a Secretary to keep records; a Treasurer to manage funds.

You may also want to designate some one to be responsible for recruitment, promotion and taking photos at events as well.



Monitoring Progress and Measuring Impact

As your club works toward its mission and objectives, keep engagement high by scheduling regular meetings, monitoring project progress, and checking in on goals.

- Establish a consistent schedule to help members develop a habit of attendance.
- Have a task progress sheet that will help club members and/or the club secretary record notes and keep track of the club's activities.
- Take photos! Having photos and videos to share with the school and local community to generate interest and recruit new members.
- **Have fun!** Even hard work, like community cleanups, can be enjoyable. Ensure you have regular check-ins to make sure club members are still feeling engaged and motivated.



Sharing

It's important to share and celebrate your club's progress and successes with the school and local community. This could include newsletters, newspapers, school websites or announcements, and social media.

- **Be visual.** For written communication, an eye-catching image is one of the most powerful ingredients in a successful share.
- **Use statistics and data.** Your opinion is fine; facts and figures that back up that opinion are better.
- **Tag!** Using hashtags can be a great way to grab the attention of a particular audience.
- **Promote events.** If your club is hosting an event, spread the word early and often, as events take a lot of promotion to be successful.
- **Tell people how they can help.** Give your supporters a call to action by offering some ways to get involved, even if it's just to learn more!

WWF is here to support you. For resources and more information, contact the team - info@wwf.org.nz

