



# How to be an Effective Leader

Make the Most Out of Your School Club or Leadership Group

# Making the Most Out of Your School Club or Leadership Group

- Outreach and Recruitment
- Holding a Club Meeting
- Visioning
- Putting on Events
- Fundraising



# Outreach and Recruitment



What would make you want to join a club or school group?

# Outreach and Recruitment

## Strategies:

- Club Day
- School bulletins, posters, school newspaper



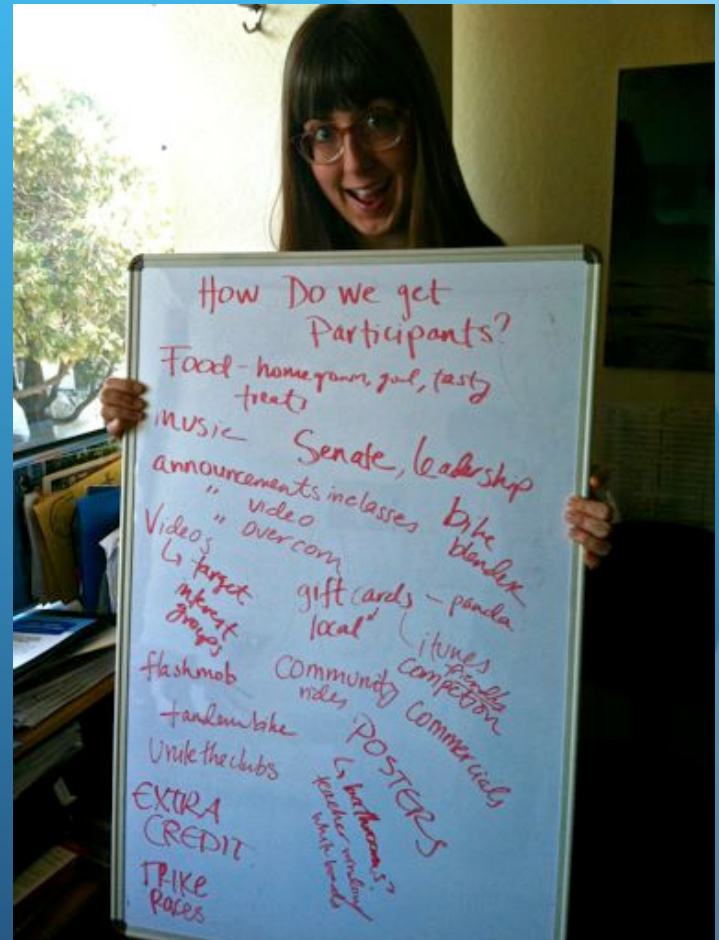
- Social media
- Have people in mind? Ask them!



# Outreach and Recruitment

## Messaging

- Keep it fun, positive, and friendly
- What would make you want to join?





# Holding a Club Meeting

## Is this a new club?

- Pick a classroom, day, and time to meet
- Get the word out! Use those outreach strategies



# Holding a Club Meeting

What makes a great club meeting?



# Holding a Club Meeting

## AGENDA

- Make a list of items you want to discuss
- Ask at the beginning of the meeting if anyone wants to add something
- Leave enough time for discussion and questions
  - Tip: 30 minutes goes by fast!





# Holding a Club Meeting



# Holding a Club Meeting

## Tips for Facilitators

Your main roles: set tone, activate group, keep on track, and wrap up

- Be positive! Start with a thank you or success story
- Be organized and on time
- Encourage different viewpoints and allow discussion
- Share the floor with others

How can you make a dream a reality?



Start with the big picture

## SMART Goals

**S**pecific:



**M**easurable:



**A**chievable:



**R**ealistic:



**T**imeline:



# Putting on Events

Who has put on an event?  
What makes an event great?





# Putting on Events

## Plan Ahead!

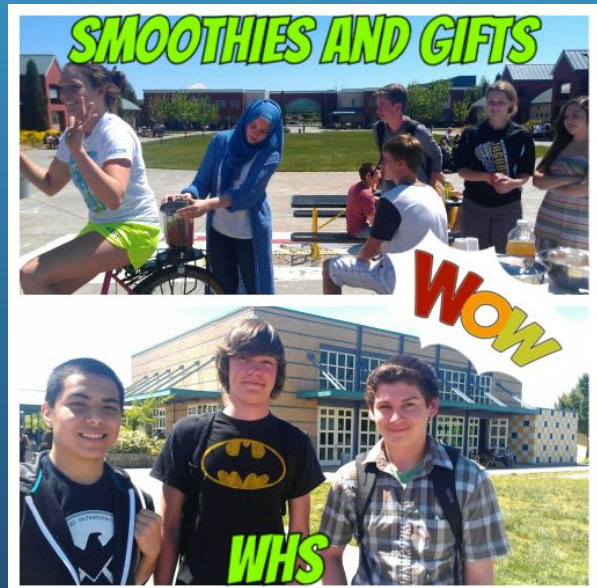
- Make task list and timeline
- Assign people or committees to tasks



# Putting on Events

## Types of Tasks

- Budget
- Fundraising
- Media and outreach
- Logistics (tables, chairs, event space...)
- Set up and breakdown
- Who will do what at the event?



# Fundraising

Who has ever asked for money or donations?

How did it feel?



## Elements of a Great Fundraising Pitch

- Problem
- Solution
- Ask

Donation Letter!





# Fundraising

- The # 1 reason people don't give?
  - Because they were never asked!
- If you ask enough people, some of them will say YES!
- Your job isn't to get the money - it's to ask.





## Ways to get donations



- Friends and family
- Local businesses
- Always call to follow-up!

# Fundraising

Don't forget the thank-you letter!



# The Key to Making the Most Out of Your School Club or Leadership Group

- Outreach and Recruitment
- Organized Club Meetings
- Have a Clear Vision
- Fun Organized Events
- Fundraising



# Have Fun!



## Any Questions?







Written By Karen Gardner and Paola Alvarado  
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