



Operation  Smile  
Canada

STUDENT PROGRAMS  
**CLUB EXECUTIVE**  
TOOLKIT









# TABLE OF CONTENTS

Welcome Student Executives	<b>3</b>
Student Club Executive Roles	<b>4</b>
Recruitment Tips	<b>7</b>
Retention Tips	<b>8</b>
First Meeting	<b>9</b>
Future Meetings	<b>10</b>
Prepare for the Future	<b>11</b>
Thank You	<b>12</b>



# WELCOME STUDENT EXECUTIVES!

## Student Leaders...

Thank you again for taking the lead as an executive member of Student Programs and welcome to our family! You are now part of a global family representing over 900 clubs and thousands of student executives who are united by our vision of a world where no child suffers from lack of access to safe surgery. It starts with a child, and leads to a smile and then the world changes for that child and their family forever – and for good.

This toolkit will serve as a valuable resource for your executive team because it will help set your club up for success. In this toolkit you will find position descriptions and responsibilities, club member recruitment and retention tips, suggestions to help make your club's first and future meetings great, as well as goal setting and succession planning techniques. We hope you will use this toolkit throughout the year and pass it on to future executive members of Operation Smile Student Programs clubs. Adopting the S.M.I.L.E. standards will not only take your club to the top – it will put Operation Smile on the map as the #1 student experience for advancing health, rights and opportunities for our next generation.

In as little as 45 minutes, a child's life can be changed forever – through a cleft lip surgery that can cost as little as \$240. These children have endured a life of hardship and isolation but can now enjoy a lifetime of smiles thanks to the generosity and support from changemakers like you. Thank you for your dedication, hard work and compassion towards the children and families we can only serve with you, our donor family and volunteers by their side.

We are here to assist you and your team whenever needed and we look forward to working with your club throughout the school year!

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# STUDENT CLUB EXECUTIVE ROLES



Club executive roles differ between high school and university clubs. It is up to your individual club to decide what executive roles would best serve your team. If you need any help with your club's executive structure, please let us know and we'll be glad to assist you.

## CO-PRESIDENTS OR PRESIDENT

- Oversees all club activities and acts as the club's spokesperson.
- Prepares an agenda and leads all executive and general club member meetings.
- Communicates with Operation Smile Canada on a regular basis.
- Helps lead, motivate and encourage the executive team and general members.
- Assists in the creation of Wildly Important Goals (WIGs) for the club in tandem with the other executives.



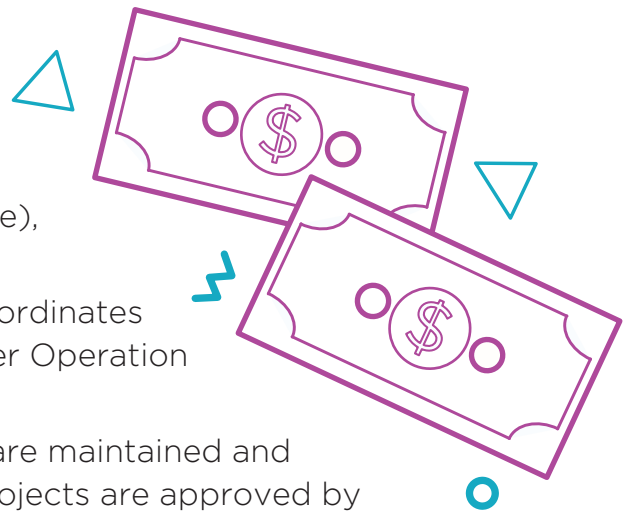
## VICE PRESIDENT

- Leads executive and general club member meetings in the absence of the president.
- Recruits and coordinates committees to manage a series of programs.
- If the president steps down, the vice president will assume the role of president.
- Supports other executive positions with problem solving and achieving S.M.I.L.E. Program requirements.



## TREASURER

- Oversees club finances: membership fees (if applicable), fundraising profits, donations, event expenses, etc.
- Manages the club's bank account (if applicable) or coordinates with school administration to send in donations (as per Operation Smile Canada's guidelines).
- Ensures that adequate budget and financial controls are maintained and that expenses and budgets for individual events or projects are approved by the entire executive team.

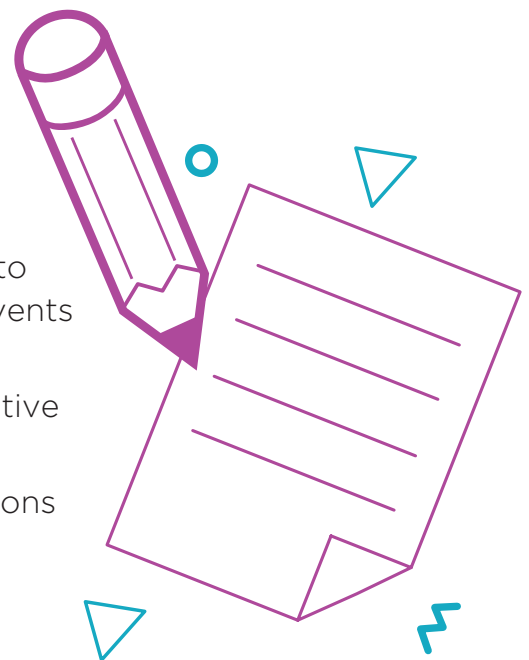


## SECRETARY

- Handles club correspondence and keeps records, such as transition documents, passwords, meeting minutes, etc.
- Maintains membership lists and contact details; shares this information with the appropriate parties (president, club's administrator, principal and Operation Smile Canada, etc.).
- Sends reminders about upcoming executive club meetings, general club meetings, fundraising events and awareness campaigns.

## EVENTS & FUNDRAISING COORDINATOR

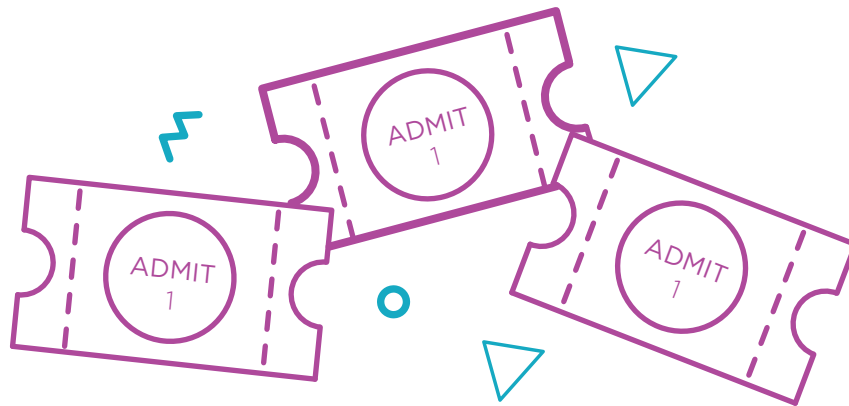
- Works closely with executive team and events committee to develop and help coordinate fundraising and awareness events for the year.
- Prepares a budget for events to be approved by the executive team.
- Maintains regular contact with the marketing/communications coordinator to advertise for events and engage the school population.





## MARKETING/COMMUNICATIONS COORDINATOR

- In charge of launching and keeping social media channels up to date.
- Creates event posters, school announcements and other important club advertisements.
- Coordinates with the secretary to ensure that members are aware of upcoming meetings, awareness and fundraising events.
- Discovers new ways to get the word out about the club and retain new members.
- Coordinates with local media about upcoming events in support of Operation Smile Canada.
- Be sure to keep us posted about local media opportunities. Marketing material available upon request.



## SPONSORSHIP COORDINATOR

- Clears sponsorship opportunities with Operation Smile Canada and understands who and who not to approach.
- Works closely with the event/fundraising coordinator to uncover goods, services and financial needs for fundraising/awareness events.
- Writes sponsorship letters or emails on behalf of the club to gain third-party support (letters provided by Operation Smile Canada upon request).
- Builds and maintains partnerships with local business owners.
- Personally thanks sponsors on behalf of the club.



# RECRUITMENT TIPS



**R**each out to like-minded friends and peers and ask them to join your club.

**E**ducate students about the great work Operation Smile does for children living with cleft conditions.

**C**reate opportunities to get the word out about your club: set up an information booth during lunch hour, participate in club's day/week at your school, make morning announcements and more.

**R**espond to potential members in a timely manner. Whether they signed up at a booth, online or reached out with a question, be sure to get back to them as soon as possible.

**U**tilize social media engagement tools such as Instagram, Facebook, Snapchat, or create a website for your club. You may also want to create a club email address for potential members to get in touch with you.

**I**nclusivity – try not to place any restrictions on who can join your Operation Smile Club. Promote inclusion and encourage diversity among club members.

**T**alk to your teachers about your club and ask if you can take a few minutes in class to inform your peers about Operation Smile and the opportunity to get involved.

**M**ake your meetings fun and engaging! Play a game, provide snacks, ask club attendees what they are passionate about and motivate them to share their ideas and talents.

**E**ncourage your current club members to bring a guest to your first meeting of the year.

**N**otify other social justice, charity or medical-related clubs that you are recruiting new members.

**T**eam up new members with existing members to help spark conversations about the club, its activities and its opportunities.



# RETENTION TIPS



**R**esonate with our cause. By educating your club members about Operation Smile and demonstrating your compassion and commitment, you will inspire students to be engaged and stay involved.

**E**stablish a sense of community within your club. Incorporate team-based activities such as icebreakers, brainstorming sessions and club outings to strengthen your group dynamics.

**T**hank your club members. Send thank you emails or social media shout-outs after events, write individual thank you notes to members who went above and beyond, acknowledge and thank your team, as a whole, regularly and host at least one club thank-you celebration.

**E**ngage your members in club discussions. Ask them for fundraising/awareness ideas, event feedback and club activity suggestions on a frequent basis.

**N**otice your club members' talents and ask them to help promote your club's efforts. For example, if a member is a gifted graphic designer, you could ask them to produce your next event poster.

**T**reasure the memories. Make sure to take lots of club pictures throughout the year. You could incorporate these photos into a year-end slideshow, post them on shareable social media platforms or send photos of individuals as a thank you for their efforts.

**I**nvest in your club's goals. Select manageable and realistic goals so that your members will feel like they are making a difference.

**O**bserve your club members' attendance records. If there are quite a few students who have been absent over several weeks; send them an email to see how they are doing or chat with them in person to try and re-engage them into club activities.

**N**ever stop smiling! Club members will appreciate and enjoy working with a friendly and approachable executive team. Plus, smiling makes you feel good and knowing you are helping children around the world receive new smiles is the best feeling of all!



# FIRST MEETING



It's your Executive Team's time to smile! Use these suggestions to help spark interest in our organization and keep members involved throughout the school year. Remember to be friendly, approachable and compassionate; your members will appreciate it!

## FIRST MEETING OF THE YEAR

### BEFORE

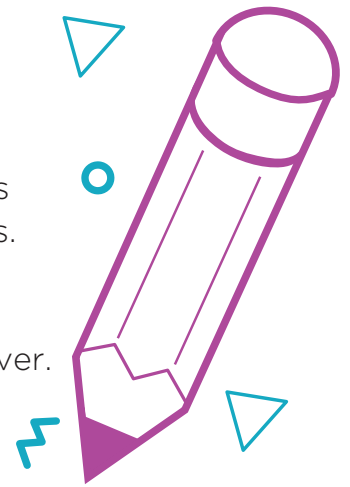
- Advertise the meeting details a few weeks in advance via email, various social media channels, posters and any other communication strategies.
- Be sure to choose an inviting and spacious meeting place.
- Set an agenda, with your executive team, of the topics you'd like to cover.

### DURING

- If possible, bring treats to your first meeting for everyone to share!
- Get students out of their seats and challenge them to participate in an icebreaker.
- Use the brand presentation provided by Operation Smile Canada to teach your team about the important work we do for children living with cleft conditions.
- Divide your members into small groups and have them brainstorm fundraising and awareness ideas for the upcoming school year. Be sure to discuss everyone's ideas afterwards.
- Set fundraising and awareness goals for the school year.
- Thank everyone for coming out to the first meeting and share next meeting or event details.

### AFTER

- Post a few photos of the first meeting on social media (be sure to ask club members if they are comfortable with having their picture taken) and thank all those who attended.
- Send a follow-up email with notes from the first meeting, photos and next meeting details.





# FUTURE MEETINGS



## HOW CAN YOUR EXECUTIVE TEAM KEEP THE CLUB MOMENTUM GOING ALL YEAR LONG?

### How often should we meet?

- Universities: it is up to your team to decide how often your general members should meet. For example some clubs host meetings once each term. Your executive team should meet on a more frequent basis, perhaps once every other month. If you are unsure how often to meet ask your members for feedback.
- High schools: typically high school clubs tend to meet on a weekly or bi-weekly basis, but again, it is up to your club to decide what works best.

### When and where should we meet?

- Try your best to make the meeting time and place consistent so that your members can schedule their time accordingly. For example, every Tuesday from 12:30-1 pm in Room 201.
- Keep meetings short and sweet! When big fundraisers are approaching, your meetings may need to be longer to distribute tasks accordingly. As a general rule, try to keep meetings between 30-45 minutes.
- Avoid planning meetings and events right before and during mid-terms and final exams.

### How do we make the most of our meetings?

- Encourage member engagement in every meeting. From brainstorming sessions, to team games, to sharing a meeting snack, to celebrating achievements; remember to have fun!
- Ask for your club members' opinions and ideas on a frequent basis and provide them with leadership opportunities (i.e. join a fundraising committee or recruit sponsors for an event).
- Collaborate! Ask your club members if they are in any other clubs that may want to host a joint-fundraiser or awareness event with your Operation Smile club!
- Make sure your club members are in the loop! Take a few minutes of each meeting to share key dates with your members, send email reminders about upcoming events and meeting dates and consistently post updates on your club's social media channels.
- Thank individual members and/or the whole team for their hard work every meeting.



# PREPARE FOR THE FUTURE



After working very hard all year long, would you want your club to disband simply because the president is graduating? NO WAY!

Here are some tips for your club to effectively succession plan to keep your Operation Smile club active. Remember, we want to help as many kids as possible receive free and safe surgery and we can't achieve our goal without all of you!

## SUCCESSION PLANNING STEPS

- 1 If your school has a leadership class, talk to the professor or teacher and ask if you can speak to the students for a few minutes about joining your Operation Smile club!
- 2 Try your best at the beginning of the year to recruit 9th and 10th graders (high school) or 1st and 2nd year students (university). Be sure that at least 25% of your members are from these grades (i.e. 2 out of 8 executive members).
- 3 Pair 9th and 10th graders with 11th and 12th graders (high school) and pair 1st and 2nd year students with 3rd and 4th year students (university) on various projects throughout the year. This will help younger club members learn the ropes and motivate them to grow their leadership skills.
- 4 Recognize leadership potential in your club members. If you notice that a general club or executive member has a unique talent, passion or drive, provide them with an opportunity to shine. Even if it doesn't work out, they'll be happy that you recognized their skills.
- 5 Create a continuity binder (digital or hard-copy)! Have your club's secretary put together a binder for every school year which could include: executive position descriptions, member lists, the club constitution (if you have one), event posters, financial reports, club meeting notes, certificates, etc.
- 6 Demonstrate great leadership as an executive team throughout the year, This will help younger executive and general club members learn how to become better leaders over the year.



# THANK YOU!

On behalf of our founders, Dr. Bill and Kathy Magee, our Canadian board of directors, staff and volunteers at Operation Smile Canada, I want to personally thank you for taking on a leadership position within your club!

Know that you are a vital part of our growing family and we truly thank you for giving your time and talent to lead and help others. This experience will be one you will cherish forever. What a great way to take what you are learning right now by advancing your leadership skills early.

As a leader within our Operation Smile Student Club programs, you will build awareness of our cause, engage others to care about it like you do, encourage those engaged to give smiles to these beautiful children and celebrate the wonderful achievements we create together and around the world!

Philanthropy simply means 'the love of humankind'. And your love of these children and their families will shine through each and every time another new smile is delivered.

Thank you again for your commitment, enthusiasm and initiative. We are all excited to work with you now and throughout the year. And at any time, if you have questions or comments please feel free to reach out to anyone on the team here at the office - even me! We are more than happy to provide guidance and assistance whenever it is needed.

Thank you for helping to heal the world, one smile at a time!

Best, always!



Mark Climie-Elliott,  
CEO & Chief Smile Officer  
Operation Smile Canada







# Operation Smile Canada

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