



Operation  Smile  
Canada

STUDENT PROGRAMS  
**CLUB STARTER**  
TOOLKIT





# TABLE OF CONTENTS

Welcome From Our Co-Founders!	<b>3</b>
Making a Lasting Difference	<b>4</b>
Philanthropic Pillars of Student Programs	<b>5</b>
Are You Ready to Start Your Operation Smile Club?	<b>6</b>
Fundraising Ideas	<b>9</b>
Fundraising Steps	<b>11</b>
Brand & Logo Use Guidelines	<b>13</b>
Thank You From Our CEO	<b>14</b>

# WELCOME!

As we look how far we've come since 1982, we think of how students like you have helped bring our organization to the next level. Without your dedication and support, we would not be who we are today.

We hope to ignite a spark that creates action, the spirit that drives volunteerism and philanthropy, and the compassion that inspires you all to be impactful leaders in the global community. When you use your abilities and talents to help others, the outcome is immeasurable. We need your help to reach those who cannot be reached by spreading awareness of what our organization does, and we welcome you into a family that believes students can make a difference.

We are very excited about the growth of Student Programs in Canada. It is incredible to witness the enthusiasm, kindness and dedication all of you contribute to our global movement. Congratulations on your wonderful achievements and we wish you all the best in your future fundraising and awareness efforts!

Thank you for being a part of Operation Smile. Thank you for changing the world.

Sincerely,

A handwritten signature in black ink that reads "Bill + Kathy Magee". The script is fluid and cursive.

Bill and Kathy Magee,  
Co-Founders, Operation Smile





# MAKING A LASTING DIFFERENCE



Since 2011, Operation Smile Canada has been part of the largest volunteer-based medical charity providing free cleft surgery for children.

- With our global partners, we work in over 60 countries. Our skilled medical volunteers from over 80 countries deliver safe and effective cleft surgery and related medical care.
- Many of these children have never seen a doctor before. Most simply can't afford the care they need.
- We work to build sustainability through the training and education of local healthcare professionals.
- We often leave behind vital medical equipment and supplies.
- We have established permanent care centres in some countries so children can be treated all year round.
- Students play an integral role in helping us fulfill our mission and make a lasting difference in the world.



# PHILANTHROPIC PILLARS OF STUDENT PROGRAMS

**Philanthropy**; the love of humankind, is at the core of everything we do. Join our S.M.I.L.E. movement today and start advocating, educating, leading and raising the necessary funds to serve children born with cleft conditions and their families.



## ADVOCACY

We inspire you to be an active voice for communities around the world that lack access to safe, effective and timely surgery.

### Advocate by:

- Following us on social media and sharing our posts.
- Planning awareness and fundraising campaigns to teach others about cleft conditions and how Operation Smile changes lives.

## EDUCATION

We instill the value of teaching and learning to promote social responsibility through exposure to authentic experiences, diverse communities and global health care needs.

### Educate by:

- Onboarding new club members so they know everything you know about Operation Smile.
- Arranging to have an Operation Smile guest speaker at your event.

## LEADERSHIP

We create an environment where youth become globally minded activators. We cultivate leadership by facilitating innovative and inspiring programs that teach valuable skills grow confident leaders and instill the spirit of philanthropy.

### Lead by:

- Attending our International Student Leadership Conference (ISLC) if you're a high school student.
- Attending our annual University Symposium if you're in university.
- Organizing a U-Lead: Your own education-driven workshop or conference.

## SERVICE

We empower youth to understand the importance of being an active participant in helping others locally and globally. We promote opportunities for youth to volunteer and take personal ownership of a cause.

### Serve by:

- Organizing fundraisers at your school to help give new smiles to children around the world.
- Attending one of our medical missions and teaching local children about health-related topics if you're in high school or act as a storyteller if you are in university.

# ARE YOU READY TO START YOUR OPERATION SMILE CLUB?



These 10 steps will help your team get the ball rolling! Please keep in mind that the process to start a club differs between high schools, colleges & universities. Add a check mark to each step you complete.



## STEP 1: GETTING STARTED

- Find a few friends to help get your club up and running. Share this toolkit and the Club Executive Toolkit to inform your peers about Operation Smile and the incredible opportunities we offer!
- *Note: Some schools may require a list of potential member names and contact information.*



## STEP 2: NAME YOUR OPERATION SMILE CLUB

- Collaborate with your team to name your Operation Smile Club. It would be preferable if your club name includes your school's name.
- *Note: Please be sure to follow Operation Smile brand guidelines at all times. Exclude any inappropriate language, reference to alcohol, drugs and other explicit topics.*



## STEP 3: DO YOUR RESEARCH

- Research the requirements for starting a new club at your school.
- At each school there's usually an individual (Principal, Vice-Principal, Teacher) or group (typically the Student Council, Student Union or Club's Society) that oversees all clubs and activities. This person or group will have the information you'll need to start a club in your school.





## STEP 4: FIND A FACULTY ADVISOR TO HELP YOU

- Most high schools and some universities require that you have a faculty advisor. An ideal advisor would be one who is:
- Supportive of the objectives, purpose and goals for your club.
- Willing to assist you in hosting meetings, events and other projects.
- Excited about service and/or global involvement and issues.



## STEP 5: GET APPROVAL FROM YOUR SCHOOL

- Complete the necessary requirements to start a club at your school.
- Requirements might include filling out an application or writing a constitution. If you need help with this please let us know!



## STEP 6: REGISTER YOUR CLUB WITH US

- Once your Operation Smile Club is officially approved by your school, the club founder or president can complete Operation Smile Canada's online club registration form (every year) at [www.operationsmile.ca/studentprograms](http://www.operationsmile.ca/studentprograms).
- After you register you'll hear from a member of the Student Programs team at Operation Smile Canada. Reach out to us with any questions, updates, and your club's plans, goals and activities throughout the year! We can be reached at (647) 952-8050 or [ca-students@operationsmile.org](mailto:ca-students@operationsmile.org).



## STEP 7: PARTICIPATE IN OUR S.M.I.L.E. PROGRAM

- Through our **S.M.I.L.E.** (**S**tudent **M**ovement **I**mpacting **L**ives **E**verywhere) Program, we challenge your club to set and achieve your collective awareness and fundraising goals while furthering your compassion and commitment towards our cause.
- Your involvement with our S.M.I.L.E. Program includes participating in our BE CHANGEMAKERS Campaign and Longest Day of SMILES movement.





## STEP 8: SPREAD THE WORD

- Be creative! Set up an info booth at Clubs Week or Clubs Day, start a flash mob, a free candy giveaway, a performance at an assembly or sporting event; do something fun to get the word out about your Operation Smile club!
- Start a social media blitz! Instagram, Facebook, Snapchat, Twitter; use social media as a tool to get the word out about your club.



## STEP 9: HOST YOUR FIRST MEETING

- Make the first meeting fun! If possible, provide a free treat or pizza, play an engaging icebreaker game, show impactful Operation Smile videos and host a draw for a lucky new member to win a small prize!
- Remember to collect contact information from all of your new members, teach them about Operation Smile, ask for their ideas about events and fundraisers they'd like to host and offer opportunities for leadership positions.



## STEP 10: HAVE A GREAT YEAR!

- More information and tips on member recruitment and retention, goal setting and succession planning can be found in the Operation Smile Club Executive Toolkit.
- Don't forget to HAVE FUN! And knowing that your team is bringing awareness and raising funds to transform children's lives around the world will help motivate you and keep your group active throughout the school year.

# FUNDRAISING IDEAS



## HIGH SCHOOLS

### GENERAL

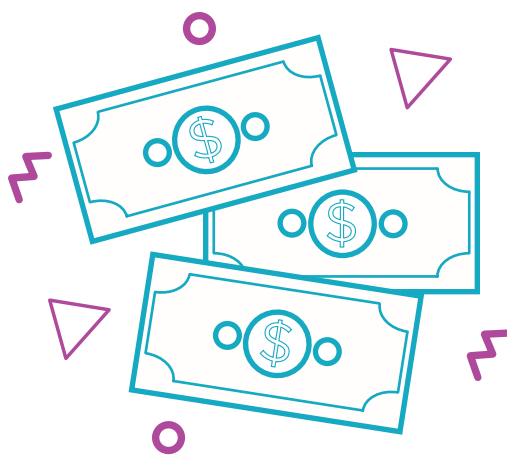
- Bake sales
- School semi-formals or dances
- Pizza or other food sales
- Talent show
- Coffee house
- Battle of the bands
- Spare change drives
- Sell exam survival kits

### HOLIDAY THEMED

- Candy grams (Halloween, Valentine's Day)
- Haunted house
- Halloween costume contest
- Holiday concert
- Holiday mugs (decorate your own)
- Easter egg hunt

### PRINCIPAL/TEACHER CHALLENGES

- Teacher vs. Teacher dodgeball
- Principal challenge: shave their head, kiss a farm animal, dye their hair a wacky colour, etc.
- Pie in the face - with teachers



# FUNDRAISING IDEAS



## UNIVERSITIES

### GENERAL

- Bingo/trivia/board games night
- Busker festival on campus
- Second-hand clothing sale
- End-of-school community garage sale
- Bake sales
- Coffee house
- Battle of the bands
- Sell exam survival kits

### HOLIDAY THEMED

- Flower/candy grams (Halloween, Valentine's Day)
- Haunted house
- Ugly holiday sweater sales
- Photos with Santa
- Holiday mugs (decorate your own)
- St. Patrick's Day green swag sale

### OPPORTUNITIES FOR PARTNERSHIP

- If your school has fraternities or sororities ask them to host an Operation Smile fundraiser
- Partner with any pre-health, pre-dental, pre-med clubs, etc. to host an Operation Smile awareness event or fundraiser.





# FUNDRAISING STEPS



## STEP 1: SET UP YOUR S.M.I.L.E. CLUB'S ONLINE FUNDRAISING PAGE

Visit [www.operationsmile.ca/studentfundraising](http://www.operationsmile.ca/studentfundraising) to set up your club's online fundraising page. This is a great tool for your club to collect donations from your friends, family members and community. Club members can also participate by joining your club's team page and adding their own fundraising pages. Don't forget to customize your fundraising page and share the link with your networks. Together, we will change the world, one smile at a time!



## STEP 2: TELL OPERATION SMILE CANADA ABOUT YOUR FUNDRAISING EVENTS

Once your team confirms an event, please email us at [ca-students@operationsmile.org](mailto:ca-students@operationsmile.org) with the following details:

1. Event name
2. Event location
3. Event date
4. The number of expected attendees
5. Your fundraising goal

After the event don't forget to let us know how it went and send us photos to share on our social media channels.





## STEP 3: SENDING IN YOUR CLUB'S DONATIONS

Clubs are responsible for submitting at least one donation to Operation Smile Canada before the end of the school year. The donation(s) should be in the form of a cheque – please do not send cash in the mail. Donations can be sent to:

Operation Smile Canada  
Attn: Student Programs  
375 University Ave., Suite 204  
Toronto, ON  
M5G 2J5

Your club is welcome to keep some funds to cover fundraising expenses. We recommend that your club should keep up to 25% of the funds raised to cover these costs. For example, if your club raised \$1,000 during the school year, your club could keep up to \$250, to use for future initiatives and send the remaining \$750 to us.



# BRAND & LOGO USE GUIDELINES

Our brand is one of the most trusted brands in the world and all our partners ensure the highest integrity when representing Operation Smile. If you would like to incorporate our logo into your club's posters, social media posts or club name, you must follow the following rules. Any time our logo is used, it must be approved by us. We will get back to you within 24 to 48 hours, usually less.

## ACCEPTABLE

The blue and red logo is our standard logo lockup of the 'Operation Smile' registered mark. We have three alternate colours of this lockup, including grey, white and black. The globe element may also be used on its own. The use of the logo version and/or globe element depends on the supporting design and context.



## UNACCEPTABLE

Please Do Not...

- Alter the appearance or orientation of Operation Smile's logos in any way, including but not limited to the addition of graphic elements, a boxed outline of the logo, or changing the logo colours.
- Use retired logos (i.e. Changing Lives One Smile at a Time, Change Forever, 30th Anniversary, Until We Heal, etc.).
- Use the logo as part of a sentence.
- Place a logo in such close proximity to other content or against similarly coloured backgrounds that the logo becomes indistinguishable.
- Use the Operation Smile trademark in a way that is harmful, deceptive, obscene or otherwise objectionable, including use on websites or other content associated with hate speech, pornography, violence, gambling or illegal activity.
- Use our trademark for or in connection with content that disparages Operation Smile's reputation.



# 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 welcome you to our family!

Know that you are a vital part of this growing family and we truly thank you for giving your time and talent to 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 across the country and 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

**Operation Smile Canada**  
375 University Avenue, Suite 204  
Toronto, ON M5G 2J5  
(647) 952-8050

[www.operationsmile.ca/studentprograms](http://www.operationsmile.ca/studentprograms)