

Guide to Engaging Young Advocates in Your Chapter

Why Involve Young People?

Onboarding students and young professionals is so important to increasing diversity in your chapter and creating a pipeline of future members and leaders. With over 20,000 members and more than 200 chapters across the country, UNA-USA members are united in their commitment to global engagement and their belief that each of us can play a part in advancing the UN's mission and achieving the Sustainable Development Goals.

How to Pitch UNA-USA

- **Think about what will catch the attention of young people.**
 - Free membership for members 25 and younger
 - Networking opportunities
 - Advocacy on a larger scale

How to Enhance Your Meetings

- **Ease of Access**
 - Have your meetings in a location that is easily accessible. (For example, make sure it's close to public transportation, easy to find, and accessible by wheelchairs.)
 - Remember that some good locations to host meetings include college campuses, co-working spaces or even online platforms such as Zoom.
 - Post your meeting locations and times online or make it possible for young people to email a point-of-contact to easily obtain that information.
- **Be Open to Change**
 - Change can be good! Young people often come prepared with ideas on how to improve your chapter. Be sure to engage with them and respond to their suggestions. Consider drafting a meeting agenda that includes time for brainstorming rather than just updates, or designate a young person to help lead the discussion for one of the agenda items during your meeting.
- **Support their Future**
 - Your experienced members have an opportunity to involve young people in your chapter's leadership. Create committees or short-term leadership positions that young people can jump into right away.
- **Ensure New Members Feel Welcome**
 - A mentor-mentee program can be perfect for welcoming younger members and making them feel more involved. Designate a mentor for a new member when they attend their first meeting with the chapter.



Where to Involve Young Advocates

Make sure to provide younger members with the opportunity to volunteer for a leadership role. Don't forget to give descriptive explanations of each role, and the time that is required to perform that role.

- **Social Media Chair:** Oversees chapter social media accounts on Facebook, Instagram, and Twitter
- **Website Designer:** Oversees chapter website creation and maintenance
- **Recruitment Chair:** Leads chapter membership recruitment efforts
- **Virtual Manager:** Oversees online chapter programming, such as coordinating webinars and other virtual programs
- **Event Planner:** Leads planning and execution of certain key chapter events such as UN Day, International Women's Day, or Earth Day
- **Photographer/Videographer:** Captures events through photos or video

How to Advertise

- **Post on Social Media**
 - Making a chapter Instagram, Twitter, or Facebook could be a great first task for a young person in your chapter. It increases your presence on social media and encourages interaction.
- **Contact Local Faculty**
 - Share information with university faculty or other educators who can share with their classrooms (and even consider making attendance at your event extra credit!)
- **Peer-to-Peer**
 - Educate youth members on the importance of membership and encourage them to bring a friend to your next event.

Where to Recruit From

- **Model UN**
 - See if you can advertise at a local conference in your area to involve young people who are eager to support the United Nations.
- **Campus Chapters**
 - Recent graduates from UNA-USA campus chapters will provide a unique insight and already have a passion for UNA-USA.
- **Academic Departments**
 - The local university/school might have an International Relations program, or relevant field of study, with students that you can invite to your events.
- **Other Community Organizations**
 - Girl Scouts, Fridays for our Future, and local sororities/fraternities are other organizations that already include young leaders.



Examples from Other Chapters

- **UNA Chicago**
 - This chapter developed a fellowship program to engage members of all ages!
 - <https://unachicago.org/fellowship-program/>
- **UNA Greater Boston**
 - This chapter partnered with a community space to create a series on the Sustainable Development Goals that invite people of all ages to participate and connect!
 - <https://unagb.org/community-programs/un-perspective-series/>
- **UNA San Francisco**
 - This chapter developed a mentoring program to engage young professionals!
 - <https://www.una-sf.org/mentors>