
Starting an ECPAT-USA Club at Your College

A Step-by-Step Process

ECPAT-USA

Congratulations!

You have taken the first step towards creating a College environment that is educated and empowered to end child sex trafficking- a form of modern day slavery. We think you are a wonderful human being for taking on the responsibility of becoming a modern day abolitionist! Below you will find a step-by-step guide which will help you begin the process of creating your very own ECPAT-USA Club at your college. If you have any questions throughout the process, please contact ECPAT-USA's Youth Outreach Manager, GennaGoldsobel, at genna@ecpatusa.org or 718-935-9192.

Why start a club?

Starting your own club may seem like a daunting task- but the benefits outweigh the costs of creating a club. Starting your own club not only is a great service to your school and community, but it is a great service to yourself and fellow students. A club fosters community and creates a safe environment for likeminded people to engage in conversations and build a relationship as well as a network of empowered individuals. Students who want to create or join an ECPAT-USA campus club may have a particular interest in anti-human trafficking initiatives. Here are the goals for the ECPAT-USA's Club:

- ❖ **Advocacy-** Advocating for the passage of laws and policies that protect children's basic right to grow up free from commercial sexual exploitation.
- ❖ **Education/Awareness-** Raising awareness that the sexual exploitation and trafficking of children occurs right here in the United States.

A step-by-step guide for starting an ECPAT-USA club

1. Identify a group of potential club members

Recruit a few foundation members who share a passion for fighting against the commercial sexual exploitation of children and would like to help support ECPAT-USA's anti-trafficking initiatives in the United States through [insert advocacy/awareness-raising/fundraising].

2. Seek approval from your school

Let your school know about your interest in forming a campus club and check whether they have any formal requirements or procedures. At this stage, it's a good idea to find a faculty advisor or staff sponsor who can help support your club's activities on campus.

3. Inform ECPAT-USA of your interest in starting a club

Your club's primary contact should advise ECPAT-USA via email or telephone of your plans to establish a campus club. We will be able to provide support and guidance in the initial stages of creating a club. An information pack will also be emailed to you, containing useful advice and additional resources.

4. Register your club online with ECPAT-USA

Using your information pack as a guide, you're now ready to formally register your ECPAT campus club. Congratulations!

This is a great example of an online registration form:

<https://www.unicefusa.org/form/campus-initiative-club-registration>

5. Recruit new members

Now it's time to grow your club. There are many ways in which you can recruit new members, including:

- Hosting a booth during your school's Club Week;
- Advertising on your own social media networks;
- Posting flyers around the campus, outlining the club's next meeting date/venue; and
- Advertising in your school's newspaper or on their social media networks.

6. Hold your first ECPAT-USA club meeting

Establish your club's key interests and brainstorm ideas, activities and campaigns. Also inform members of the inaugural club elections and request applications for President, Vice President, Treasurer and Secretary, depending on your school's club format. Decide on the frequency of your meetings and collectively nominate dates, venues and agendas.

7. Stay in touch with ECPAT-USA

Reach out regularly to the ECPAT Youth Outreach Manager and let them know of any club activities, achievements or troubleshooting requirements you may have. We are here to support you!

8. Fundraising

If you would like to hold a fundraiser, here are some ideas that we have used in the past! Please alert the Youth Outreach Manager if you are planning on hosting a fundraiser, and they will provide you with additional resources and information.

13 Top Fundraising Ideas

- Use personal skills/services: tutoring, dog walking, photography, landscaping, babysitting, tuba lessons, juggling classes, whatever! The list goes on and on - in lieu of payment you can ask that a donation be made your ECPAT campus club.
- Birthday: In lieu of a gift for your birthday, ask your friends and family to make a donation to your club.
- “Sit” for Donations: Baby-sit, pet-sit, house-sit. Offer services to your neighbors, coworkers, and family friends to get them involved.
- Benefit night at a local restaurant: Check in with your favorite local hangouts. Many restaurants already have programs in place to help you fundraise at their establishment. It’s also more business for them.
- House Party: Host a fundraising party at your home for friends, family, co-workers, neighbors. Raise awareness and share why the issue of human trafficking is so important to you and your reasons for establishing an ECPAT club.
- Commit to asking 30 people for \$30. That’s \$900!

- Offer incentives that are unique and something those who donate may not necessarily get for themselves. For example, gift certificates for a cooking class, a massage, tickets to a concert or sporting event.
- Blind Wine Party (for those 21 and over): Everyone brings two identical bottles of wine (under \$15), and a \$10 dollar donation. One bottle is for the “jackpot”, and the other is used in the tasting competition. Everyone gets a “blind-taste” of each wine (you can number the bottom of each bottle), and everyone votes on the best wine. The person who brought the winning bottle gets to bring home ALL the bottles! And everyone else got to drink a ton of wine for a \$10 donation to a great cause.
- Meet the Press: Contact the editor of your college newspaper or local paper— or both! Ask them to interview you about what your club’s fundraising event, and include a request for support. Be sure they include instructions in the story for how readers can make donations to you.
- Speak at a place of worship or community center. Ask if you can speak to their congregation/members about the issue of trafficking and how your club is raising awareness and funds. Set up a table to collect donations afterward.
- Ask your yoga instructor or personal trainer for a donated class: Invite your friends to attend a special yoga/aerobics/step class donated by an instructor or studio. Their class fee becomes a donation, and the instructor gets the chance to build their client base.
- Get baking! Set up a campus bake sale selling your Grandma’s world famous brownies and other delicious treats. Don’t stop at baked goods either - host a BBQ or international food sale too. Let your customers know you’re fundraising for ECPAT.
- Movie night: Organize a campus screening of a movie or documentary for a small entrance fee. You can even screen our film ‘What I Have Been Through is Not Who I Am.’ Set up a standand sell moviegoers bags of popcorn or candy for an additional donation!

- Wash something: Set up a stand advertising your superior car or dog washing services, in exchange for a donation.
- Yard sale: Ask friends and family to donate unwanted clothing, appliances, books and toys. Get permission from your college to set up a booth on campus and then post banners advertising the sale. One person's trash is another person's treasure!

References:

<http://www.amnestyusa.org/resources/students-and-youth>

<http://www.csi.cuny.edu/currentstudents/studentlife/startaclub.html>

<http://www.redcross.org/support/get-involved/school-clubs/college>

<https://www.unicefusa.org/form/campus-initiative-club-registration>