

# THE CLUBS & SOCIETIES SURVIVAL GUIDE

NAVIGATING BEING A STUDENT GROUP ON CAMPUS AND  
THE SUPPORT THE UNB STUDENT UNION CAN PROVIDE



UNIVERSITY OF NEW BRUNSWICK  
STUDENT UNION

# OVERVIEW

## **So you have started a new student group or have recently become an executive. Congrats! Now what...?**

Getting involved with UNB through a club or society is such a great way to meet new people, and get the full university experience. You will work alongside fellow students from all different types of programs and make longtime friendships. You will be able to have a voice and create events that the students want to see and create memories that will last forever.

This handbook is your survival guide by helping you learn lots of information on how to successfully run a student run group on campus. You will learn everything you need to know from getting ratified, to funding, hosting events, and so much more.

The UNBSU is here to support the students and to help you run a successful group. We want the students to have a voice and do our best to support them! The Student Union wants all students to have the best experience possible on campus and beyond! I hope this guide helps you and best of luck with your journey!

Sincerely, Isabella Hallihan VP Finance & Operations 2023/24

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# THE BASICS OF RATIFICATION

## **What does ratification mean?**

Being ratified as a UNBSU Club or Society means that your group can access all resources that the UNBSU has available (we'll get into what those are soon). Additionally, some groups may be given **recognized status** instead, this means the group can book spaces and promote on campus but is not provided all the services the UNBSU has to offer, namely funding.

## **How do I stay ratified?**

To officially stay ratified with the UNBSU, your club must submit a Yearly Activation Form to the VP Finance & Operations. Here is the link to access the yearly activation form- <https://www.unbsu.ca/yearly-activation-form-start-a-club>

## **Can I lose ratification status?**

You sure can! After remaining inactive for two years, your group will lose ratification status, but can apply for ratification again at any time. Your group may also lose its ratification status if does something that is considered hazing, offensive, or in violation of the Clubs & Societies Policy (<https://bit.ly/2PoJQi0>)

# HOW DO I BECOME RATIFIED?

## How do I become ratified?

1. Make sure your group follows the guidelines set out in the Clubs & Societies Policy (<https://bit.ly/2PoJQi0>). Most importantly, the group must be open to all members of the union (all undergraduate UNB students) and must not duplicate the function of a pre-existing group.
2. Write a constitution that outlines the mandate and operations of your group. Here's an example constitution: <https://bit.ly/2PhORZK>
3. Contact the UNBSU VP Finance & Operations using the [finance@unbsu.ca](mailto:finance@unbsu.ca) if you have any further questions or concerns. You can also submit your information in a Yearly Activation Form directly if you believe you've met all of the Club/Society requirements - <https://www.unbsu.ca/yearly-activation-form-start-a-club>
4. Finally, your group constitution will go to the Finance & Clubs/Societies Committee for review, and then the VP Finance & Operations will present the group to Council for approval by a majority vote. Members of the group's executive are welcome to attend council and help present.



# HOW DOES RATIFICATION HELP US?



Receive \$200 of Start- up funding if you are a new group



Post your events to the UNBSU events website calendar & newsletter



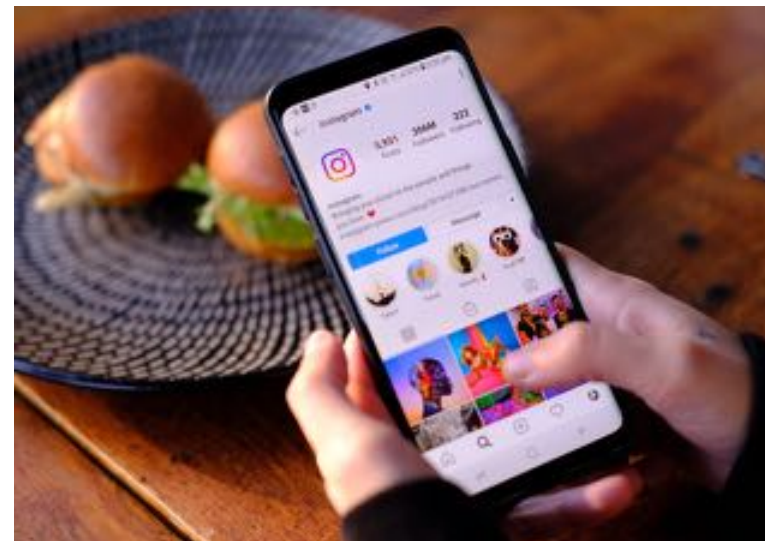
Host public movie nights under the UNBSU movie license



Apply for funding for upcoming events & initiatives by your group



Book a spot at our O-Week and both general Clubs & Societies Fairs



Event promotion on UNBSU social media channels



Free photocopying and faxing in the Welcome Centre



Receive mail and store documents in a mailbox in the Welcome Centre

# HOW THE SU CAN HELP



**Movie License** - Purchased by the UNBSU so student groups can host movie nights without infringing on copyright laws. Contact [finance@unbsu.ca](mailto:finance@unbsu.ca) to check if the film you want to show is covered under the license (most are).



**Mail Boxes** - Clubs may request to have a mail box in the Welcome Center so they can receive mail and packages without having to give personal addresses. Spaces are limited, so check with the VP Finance & Operations to see if there are free spots.

**Free photocopying and faxing**- stop by the Welcome Centre and speak with the staff for this service.



**Borrowing event supplies** - the UNBSU owns 6 fold out tables, banners, and a variety of other unique items. Feel free to reach out to see if we can lend you items you may need in our storage.

# START UP FUNDING

## Available to all newly ratified Clubs & Societies

Access to a maximum of \$200 start-up funding for costs of initializing your group (i.e. marketing materials, building a website, etc.)

Clubs have 60 days from ratification to utilize this funding

Clubs must fill out a Funding Request Form and indicate that this is for Start-Up Funding, then follow regular procedures associated with funding request forms (read below in Funding section).

The difference between start-up funding and regular funding is that it is guaranteed, given that the budget is sensible. As a new group, you can apply for both start-up funding and regular funding for initiatives.





# FUNDING

## **All ratified student groups are eligible to apply for funding**

Clubs & Societies are not allotted a certain amount of funding from the UNBSU each year, all funding is administered on an application basis for events and initiatives.

Funding requests are submitted with a Funding Request Form, which must be submitted two weeks in advance of needing the funds - <https://www.unbsu.ca/funding-request-form>

The amount of funding granted is determined by the UNBSU Finance Committee and is dependent on the amount of additional funding the group has put effort into acquiring, the quality of the budget submitted (i.e. good cost breakdowns), the number of students that the event/initiative will reach, and the amount of funding the group has previously requested.

Funding for conferences or sports competitions is usually ~\$100- 250 per person



# FUNDING CONTINUED

Funding approval will come in the form of an email response either denying funding, confirming part of the funding, or approving the whole amount.

After approval, you may visit the Welcome Centre to ask for a Purchase Order (PO) which will require the supplier's name and estimated amount of the expense, so you don't have to front the cash for payment. Suppliers like Sobeys, Campus Patrol, Chartwells, etc., can all be payed for by PO. Otherwise, purchases may be made by the group and receipts submitted to the Welcome Centre for a reimbursement cheque.

Submit receipts ASAP and remember that absolutely no expenses can be reimbursed after the end of the fiscal year (April 30th).

\*Do not spend money on anything in your budget and expect to receive reimbursement if you have not received a response email to your funding request indicating approval of the budget.

\*\*An event approval is not the same as a funding request approval.



# FUNDRAISING



## Cellar Trivia

Contact [cellarpub@gmail.com](mailto:cellarpub@gmail.com) to request a night for your group to hold a trivia night. Be sure to contact the Cellar well in advance because trivia slots book up very fast. Teams or individuals will pay a set rate or by donation to play. You'll need to prep questions, sheets/pens for answers, volunteer tasks, and prizes.

**Hint:** Themed trivia nights tend to get better attendance and donations (i.e. Harry Potter Trivia, Survival Trivia).



## Online Fundraising

Online fundraising campaigns like GoFundMe are a great way to connect with relatives and non-students who tend to have more ability to donate. It's also a relatively easy way to fundraise, all you have to do is share the link on social media from time to time.

**Hint:** Set a goal and give updates on social media when you reach milestones, it will encourage people to keep donating.



## Sponsorship

Pursue external sponsorship in the form of monetary or in-kind contributions from companies that align with your group's vision and mission. Assemble a sponsorship package for large requests or write a sponsorship letter to ask for smaller in-kind donations.

**Hint:** Write thoughtful thank you letters to all your sponsors after your event/initiative is complete to increase the likelihood of future support.

# CALENDAR AND PROMOTIONS

## How to engage students and increase attendance at your events

- Listing on the Clubs & Societies page of the UNBSU website - email [finance@unbsu](mailto:finance@unbsu) with logo and description
- Student groups can post to the Campus Events Calendar on the UNBSU website for free. The calendar is located on the home page and the Events tab. This will help your group look for potential collaborations and ensure that your event doesn't overlap with other events thereby reducing attendance (<https://www.unbsu.ca/events/> - just click the Submit Event button).
- On a request basis, the UNBSU can also **repost** material to promote your events on our social media channels. To make this request, email [finance@unbsu.ca](mailto:finance@unbsu.ca) and [communications@unbsu.ca](mailto:communications@unbsu.ca)
- For special collaborations, the VP Finance & Operations can email all clubs and societies; contact [finance@unbsu.ca](mailto:finance@unbsu.ca) to make a request.



### Speed Friending

Friday, September 3, 2022  
12:00 PM - 1:00 PM

University of New Brunswick Student Union (UNBSU)

Feeling lonely? Want to meet the folks who offer a high level of care to the multi-campus campus? Join us for a high-level care event for UNBSU students and staff open to UNBSU, EPU and NBCC students. Come with an open mind to discuss and sharing ideas of mutual self to know your peers and enhance Community Building here with you.



### Book Buy & Sell (Drop-off Days)

Wed, Sep 14, 2022, 11:00 AM - Thu, Sep 15, 2022, 4:00 PM

University of New Brunswick Student Union (UNBSU)

#### ABOUT THE BOOK BUY & SELL:

Our Annual Book Buy & Sell will be happening from September 14-15, 2022. The OFFICE is dedicated to keeping money and textbooks in the hands of our students. We extend to making textbooks and educating the affordable education industry. Register about the Book Buy & Sell [here](#).

#### DROP-OFF DAYS (SEPT 14-15)

Bring your used textbooks to the Drop-off location and our team of volunteers will help you bring them. They will take them from there and sell it for you!



### Book Buy & Sell (Sale Days)

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#### SALE DAYS (SEPT 14-15)

Come and buy your desired textbooks at a great price because we're happy to do anything we can to help you! They will bring them to you!



### Red & Black Day

Thursday, September 22, 2022  
8:00 AM - 4:00 PM

Student Memorial Building (SMB)

Free admission



# CLUBS & SOCIETIES FAIRS

## The best way to recruit new group members

Clubs & Societies Fair happens at the beginning of both semesters inside the SUB or on the Quad, and is open to all students looking to get involved. It's also a great opportunity to network with members of different clubs and societies. Notifications to RSVP for a table are sent out a couple weeks in advance and spots are limited when the event is held inside the SUB.

The Orientation Clubs and Societies fair is an annual Orientation Week event that happens in the Quad with free food, inflatables, games, and giveaways for all incoming UNB students. All ratified student groups are notified to RSVP for a table where they can promote their club and specifically target first-year students. Bring snacks, colorful signage, and interactive activities to increase engagement.

Other opportunities to set up a table for your group or run an event include Volunteer Fair, Wellness Week, Sex Week, and Sustainability Week. The VP Finance & Operations will usually notify groups about upcoming events but feel free to contact [finance@unbsu.ca](mailto:finance@unbsu.ca) if you see something being advertised that your group would like to be a part of.



# ORGANIZING EVENTS

## Condensed Version of the Event Planning Guide

Planning events is a key piece of most club endeavours, whether it is a conference, a dance, a trivia night, or just an info session. UNB has a comprehensive risk management policy and set of rules when it comes to organizing student events that can sometimes feel frustrating to navigate.

Visit the Student Events section of the UNB Website for all information on planning events in accordance with UNB's policies and regulations: <https://bit.ly/2yDPGpL>

Any student in your group who will be organizing events and/or filling out the Event Application Forms must receive Primary Event Organizer (PEO) Training. In addition, if any of your events involve alcohol, these individuals must also receive TiPS Training which focuses on safe consumption and alcohol-related crisis intervention.

- \* PEO/TiPS Training happens at the beginning of each semester in person and usually takes ~2.5 hours on a weekend to complete (recommended)
- \* If you cannot make the in-person session, PEO Training can be completed on your D2L, scroll to the bottom of your home screen to enroll in the course.

# ORGANIZING EVENTS

## Step 1: Create the Plan

Determine which group member with the adequate training will be the PEO and figure out event logistics - timeline, schedule, and budget

Food on campus needs to be supplied by Chartwells, unless a Food Waiver Form is completed and signed-

<https://www.unbsu.ca/s/Updated-Waiver-Form-June-14th-2023.pdf>

Tentatively book your space - all spaces on campus **must be booked** to ensure no one else can use that location while your event is happening.

- SUB - sub@unb.ca
- Kinesiology Facilities - <https://bit.ly/2qhAYjj>
- General Campus Space (including outdoor spaces) - meet@unb.ca
- Book Campus Patrol if necessary, email campuspatrol@unb.ca.  
Make sure to book by at least by 6 p.m. on Friday, the week before your event



# ORGANIZING EVENTS



## Step 2: Risk Management

Ensure you have identified the possible risks associated with your event and have mitigated them to the best of your ability.

### Examples:

- Make sure water is readily available at events involving alcohol
- Have first aid-trained personnel at events involving significant physical activity (contact [stjohnambulancert@gmail.com](mailto:stjohnambulancert@gmail.com) for bookings)
- Have resources, like counselling services staff or CHIMO cards, if your event contains potentially triggering content

# ORGANIZING EVENTS

## Step 3: Event Application Submission

Now all you have to do is submit an Event Application Form at least 2 weeks in advance of your event and wait for a response -

<https://es.unb.ca/forms/student-event-application-form/>

Submit the waivers relevant to your event before or alongside your event application. They can be found here -

<https://www.unbsu.ca/club-resources/>

You should receive a response within one week of submission indicating approval (good to go), approval with conditions (needs more work, follow the steps provided), or rejection (no-go).

If you have any questions about the general process or [your specific event](#), email [studentevents@unb.ca](mailto:studentevents@unb.ca)





# ORGANIZING EVENTS



## **AV Equipment:**

As UNB students you can rent out laptops, microphones, extension cords, projectors, etc., for free at the Classroom Technology Services (CTS) in Marshall D'Avray - contact [avbooking@unb.ca](mailto:avbooking@unb.ca) for questions. CTS can also do transportation, set-up, and operation of equipment at a reasonable rate, this is especially helpful if you don't have a large vehicle for transport. If CTS doesn't have what you need, check out Long and McQuade on Prospect Street.

## **Green Events Certification:**

Is your event sustainable? Would you like to learn how to make it more sustainable?

Contact UNB Sustainability for a free consultation, or take a look at the Green Events Guide to get certification and a green logo for advertising your event -

<https://bit.ly/2Powk1k>

# TYPICAL GROUP TIMELINE

## Activities and Operations common to student groups

- 1) Acquire an email list or social media platform with all interested students - many groups get this new member list at Clubs & Societies Fairs or by soliciting friends.
- 2) Hold an info session - contact all those interested members and dazzle them with a great PowerPoint outlining your club's mandate and strategic plan for the year. Pro tip: be sure to provide yummy snacks!
- 3) Determine a meeting schedule for your group (weekly, bi-weekly, and monthly) that works for all members and book meeting locations. Have a member responsible for creating agendas which are released before each meeting.





# TYPICAL GROUP TIMELINE CONTINUED

4) Hold group meetings which may include updates from executives and ordinary members, reflection on past events/initiatives, planning for upcoming events/initiatives, and/or discussion time for topics relevant to your group. Have a member take minutes for the meeting and a list of assigned action-items to keep everyone on track.

5) Hold an annual general meeting to present the group's advancement, membership, finances, and vision.

6) Get group members on relevant University-wide committees or student consultation/focus groups. Faculty societies should contact [academic@unbsu.ca](mailto:academic@unbsu.ca) or their Dean to see how they can be a part of faculty council. Wellness groups should contact Student Services to see if there is a way for them to get involved, etc.

7) Hold elections for new group executive members as the end of the academic year approaches and have the current executive write transition reports outlining roles, responsibilities, and suggestions for successful operations.

8) Host special celebrations for members like end-of-year gatherings or banquets.

# TYPICAL EXECUTIVE OFFICER POSITIONS

All groups have different needs and objectives, thus the executive positions will change to reflect that. As groups grow and change they may also chose to restructure their executive.

- **President/Co-Presidents** - provide direction and leadership for the advancement and promotion of the objectives of the group. Act as the spokesperson for the group, set the vision/mission, supervise the rest of the members, and assist them in fulfilling their duties.
- **Vice-President** - fulfill President's duties in their absence, monitor progress of events/initiatives, organize the annual general meeting.
- **Treasurer**- present books and accounts to group members, enforce financial policy and controls, manage the annual budget. May be responsible for acquiring sponsorship/funding or there may be an additional **Sponsorship Officer**.
- **Secretary** - prepare meeting agendas (this may be done by the president), record meeting minutes, and maintain the constitution and group's membership list.





# TYPICAL EXECUTIVE OFFICER POSITIONS

- **Marketing/Communications** - Create and post content to social media channels, maintain branding guidelines, and answer questions received on social media.
- **Events Director** - Oversee the organizing and execution of large scale events, write risk management plans, submit event applications, book spaces, and choose themes/decorations.

## **Conference Planning Groups:**

- **Logistics Director** - plan the flow and functioning of the conference, create schedule, ensure spaces/food/security are booked.
- **Delegates Director** - communicate with all delegates, send out event tickets, assemble conference swag bags, and organize delegate ice-breakers/activities.
- **Speakers Director** - seek out potential conference speakers, hold auditions, work with speaker to develop talks, ensure speakers are prepared on conference day, and select speaker's gifts.

# BOOKABLE SPACES

## Spaces for any occasion, on and off campus

- **Meetings** - Classrooms, SUB 103, designated society rooms (i.e. the EUS/BAUS lounge - if you don't already have a space contact your faculty to inquire about getting one)
- **Bake sales/Promotion Table** - SUB Lobby, Tilley Lobby, Head Hall Lobby, McConnell Meal Hall entrance, the Quad
- **Smaller Get-togethers** (ie. Coffee with the proffee, craft nights, Holiday parties, Coffee Houses) - Alumni Memorial Building, Planet Hatch, McConnell Senior Commons Room
- **Banquets** - SUB Atrium/Cafeteria, the Delta, Crowne Plaza
- **Large Socials/Dances** - SUB Ballroom, SUB Cafeteria, Charlotte Street Art Centre

