



UKRAINIAN CANADIAN STUDENTS' UNION
СОЮЗ УКРАЇНСЬКОГО СТУДЕНТСТВА КАНАДИ
UNION DES ÉTUDIANTS UKRAINIENS CANADIENS

USO BEST PRACTICES TOOLKIT



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Introduction

The SUSK Toolkit is a guide containing tips and best practices for Ukrainian student organizations (USOs) in Canada. This guide was made possible thanks to the contributions from the Ukrainian Canadian Congress (UCC) Dragons Competition in 2013 in Toronto, Canada.

The purpose of this Toolkit is to offer every USO in Canada a basic framework of organizational work and activities that have proven to be successful for other USOs in Canada. Included in this Toolkit are supplementary 'Event Toolkits' which offer a comprehensive overview on how to thoroughly and successfully execute key USO events. Additional event Toolkits can be created in the future upon request, and SUSK will continue to encourage our USOs to collaborate with us to ensure we provide an institutional memory for all of our organizations.

Utilize this guide as it can help your current executive learn from the experiences of others and help future executives maintain a steady level of Ukrainian student activity.

For new or revived clubs, please visit our "How to Start a Ukrainian Club Guide" (2008), available at <http://susk.ca/resources/usos/>



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1. Ways to Attract New Members and Engage the Community

Attracting new members is crucial to the survival and vibrancy of your organization. Your first month of the school year will be the most critical time to try and spread word about your club to new students. Generally speaking, students tend to be more present and interested in joining clubs during the beginning of the school year. Here are some pointers to help you map out your game plan:

- Club Fairs at your university. Such fairs usually happen at the beginning of the semester (Fall, Winter or both). If you are a registered club at your university, you might have access to a free booth at the clubs fair. This is a great way to introduce the university community to your Ukrainian club, recruit new members, as well as form partnerships with other clubs.
 - To achieve this, contact your university students union early (ideally in July or early August) to coordinate your location, your displays, and your freebies for distribution. Freebies could include Ukrainian chocolates.
 - The USS (University of Alberta) includes Cossack cut-outs for a photobooth and offers complimentary non-alcoholic shots for new members (eg Kvas, Zhyvchik, Birch Juice). This is a fun and unique way to get yourself noticed on campus.
 - When explaining your USO to new members, it is important to **cue in on what that particular student may be looking for** in a school club. Some may be looking for new friends, maintaining Ukrainian language/customs, learning more about their heritage, raising political awareness, having a good party, or simply just eating varenyky. If your group addresses all of these – great! However it is important to share what is most relevant and without bombarding a prospective member with too much information. Many of these prospective members, especially freshmen, are bombarded with large amounts of information during this time. Hence it is crucial that you make the student feel comfortable, identify their interests/goals, and explain how your USO meets such criteria. The conversation would go as follows:
 - Introduce yourself, ask for their name.
 - Initiate a light conversation. Be genuine.
 - Ask what they are studying in university.
 - Ask what they are hoping to get out of their university experience
 - From here, identify how your USO matches these. So for example:
 - If the student is into social justice, talk about how your group commemorates Holodomor, hosts/supports rallies, fundraises for humanitarian aid, etc.



- If the student wants to learn more about their heritage or Ukrainian culture, tell them about pysanky/breads/your collaborations with other cultural groups.
- If the person is from the hromada (Ukrainian community), brag about your relationship with the Ukrainian faculty (if applicable) and the scholarship opportunities (if you know where the Ukrainian-related ones are). Also explain you are a part of a national organization and very involved with the UCC.
- If the student is just looking for social experiences/fun, chat up your social events or how Ukrainians are famous for their partying.
- If this person wants varenyky/perogies, tell them how their membership would help provide discounts for your upcoming sales (if applicable).
- Another important way to stand out amongst other student groups is to provide **physical incentives** for the new member. In many cases, student clubs have to be creative to entice new members; some students will simply sign up because of their Ukrainian heritage, but a majority of people will need solid incentives. Some examples could include:
 - Discounts for some of your most popular events
 - Discounts on Varenyky/Perogy sales
 - Member T-shirt (can be done very cheaply, especially if you have it sponsored by a Ukrainian bank/business/organization)
 - Membership card
 - One of the most attractive features for joining a group: a membership card can be obtained by simply partnering up with a local bar in the city, where you can receive drink/meal discounts.
 - If you are feeling especially ambitious, you can try to coordinate with other businesses in the city to buy in to this discount card (Ukrainian stores, museums, coffee shops, liquor stores, etc.)
- **Visuals** will help set your group apart. We suggest having a vertical banner with your logo for ease of setting up, as well as Ukrainian cultural symbols (eg rushnyky, pysanky, etc.), a photo display of last year's events, a laptop with videos/photos/music playing, outfits (eg group shirts, vyshyvanky, khustky, etc.) and/or brochures to supplement making your pitch.
 - Printed copies of Student (available for free online) would be a great asset to add to your booth.



- For the highly engaged prospective students, showing them the SUSK Infographic can help them learn about what USOs accomplish on the national level. SUSK will provide these to local clubs free of charge.
- **Free Giveaways** will also draw large attention to your booth. This could include chocolates (from Ukraine, of course) or other small treats. If one of your Executive members is travelling to Ukraine over the summer break, consider asking them to purchase small items in Ukraine to use during the school year and at clubs fair at a significantly discounted rate.
- Local Ukrainian Festival. Most cities across Canada host annual Ukrainian Festivals, if not several. This is an opportunity to get involved with the extended Ukrainian community, meet your USO alumni, meet future collaborators and (hopefully) local community sponsors. Also, keep in mind that if you are considering applying for local sponsorship throughout the year, be that to host an event or to send delegates to SUSK Congress, it is always a good idea to participate in community events and to show that your USO is active and engaging. Taking part in the annual festival is one of the ways you can demonstrate engagement!
 - It is also beneficial to have materials prepared for the festival, so that people walking by will notice that there is an active student organization in their Ukrainian community. Either a student will see this, or someone with a student in their family.
- BBQ or Perogy (Varennyky) sale on campus. A chill, but very effective way of recruiting new members, reminding your university community about the club and feeding hungry fellow students ;) Also, this event makes for awesome instagram pictures.
 - Offering a discounted rate to paid members incentivizes the uninitiated to pay their membership fee.
 - Check out our guide provided by the [Ukrainian Students' Society – University of Alberta](#), who have raised astonishing amounts during their renowned Perogy BBQs. (Available in the Event Toolkit Folder)
- Jeopardy/Trivia Tournaments at a local student bar. This is also a creative way to challenge misconceptions and prejudice toward Ukrainian culture, language, history and politics.
- Volunteer for an event in the community on behalf of your USO. A great way to represent your USO locally (you will need that presence when you apply for funding later in the semester). Also, this usually comes with free admission to an event. Offer to direct people at the door, help with technical support or even MC for the event! Here are some events that happen in many cities in Canada:



- Events hosted by the local branch, or provincial council of the Ukrainian Canadian Congress
 - Local Malanka
 - Ukrainian Festival
 - Holodomor Commemorations
 - Political Rallies
 - Fundraiser for Ukrainian Catholic University in Lviv
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- Get local attention from media outlets (newspapers, TV networks, university platforms) to raise awareness for your group/causes. When doing this, make sure your group has a clear, important message. Moreover, make sure that your USO has the *correct* message - as these topics tend to be very sensitive and require careful attention to detail. Instances include promoting awareness for the Holodomor, ongoing crisis in Ukraine, and celebrating Ukrainian traditions (eg. Ukrainian Christmas).
 - University platforms are also another great way to reach your target population. Many university newsletters will gladly feature your club or initiative. Many universities also have plasma televisions ready to display your ads.



2. Ways to Format/Organize Cultural Events

There are a myriad of Ukrainian cultural events to host on campus. This may include sharing some of our oldest traditions and incorporating them into new/modern practices. Some events may resonate with your USO constituency more than others. Try different events and see what works best for your particular USO!

- Movie screenings: This is one of the easiest events for a USO to host, as overhead costs are minimal. When organizing a film night, you simply need:
 - A venue (ideally on campus: often free for ratified campus groups)
 - Snacks (optional; often avoided when displaying Holodomor-related films)
 - Promotion (posters, online event page, emails)
 - Donation jar (optional, but encouraged for smaller USOs)
 - Below are just some suggestions on movies to screen. You can always find movies that are more relevant/suitable/interesting for your USO.
 - “Winter on Fire”, a documentary about the revolution of dignity by E. Afineevsky. Available on Netflix.
 - “The Camps”, a story of WWI imprisonments in Canada by Ryan Boyko.
 - “Genocide Revealed”, a documentary about Holodomor by Yurij Luhovy. To obtain screening rights contact yurij@yluhovy.com.
 - “Whistleblower”, a Hollywood movie about human trafficking. Keep in mind that it is a graphic movie.
 - “The English Surgeon” is a movie about an English neurosurgeon volunteering in Ukraine. Keep in mind that it is a graphic movie.
 - “Pit Number 8,” a documentary depicting the hardships of child labour in Eastern Ukrainian mines by Sergio Tirado Herrero.
 - “Everything is Eliminated” a Hollywood movie about a Ukrainian-Jew, written and directed by Liev Schreiber.
 - Or choose your favorite movie/cartoon and download it in Ukrainian!
- Informative Lectures. Connect and engage the local community, invite professors, experts or other engaging speakers on any topic your USO finds interesting! Some great talks put together by our USOs in the past few years include:
 - ‘Why Ukraine Matters’ (McGill Ukrainian Students’ Association). The conference discussed historical, political and social perspectives on Ukraine’s Revolution of Dignity, with each perspective covered by a different speaker. The event followed with a Q&A period.
 - Lecture by the coordinator of the Ukrainian Volunteer Network (University of Manitoba Ukrainian Students’ Association). Event was followed by a reception.



- This is also a great opportunity to partner with different departments (i.e. History, Pols, Gender Studies, etc), other clubs, or research centres on campus.
- Panel Discussions
 - Invite experts on the topic, but also ensure representation of diverse viewpoints.
 - Prepare interesting questions for the speakers in case the audience is relatively quiet.
- Photo Exhibits
- Carolling/Vertep/Koliada is one of our oldest and cherished Ukrainian traditions. This event eclipses conventional caroling in many ways: it is a successful fundraiser (University of Saskatchewan and University of Manitoba both raising over \$1000 in a few days time), fun for the local USO, culturally aware, and deeply engages the local community.
 - Consider the scope of your event: this could include local homes (more likely to donate) and campus locations.
 - Determine which days you want to go caroling in advance (around/during Gregorian Christmas? Julian Christmas?). A newer USO may find one night enough of a tall order, whereas more established USOs may want to carol for 3-7 days to maximize fundraising opportunities.
 - Announce your caroling as far in advance as possible. Your USO can start sharing a sign-up sheet as early as Holodomor Awareness Week to attract new potential hosts. Local Ukrainian hubs (churches, stores, museums, etc.) are great places to put up a sign-up sheet.
 - To go caroling, you'll first need a list of hosts who are interested in having you in their homes. Suggestions include:
 - Local Ukrainian (ethnically Ukrainian or subject matter) professors
 - People from local churches
 - Ukrainian retirement homes
 - UCC Offices
 - Ukrainian Banks
 - Your personal community connections
 - USO family members
 - Alumni (if applicable)
 - We recommend you keep an online list of caroling hosts and include: their phone number, email address, which part of the city they live in, their address, and which years they hosted. This list can then be used for future years.



- If you can find a CYM/Plast member in your USO, you are guaranteed to have a list of songs, as well as addresses of local Ukrainian homes to-be-visited.
 - For those without caroling resources - contact [SUSK](#) for sample mp3s, lyrics (Cyrillic and Latin), and further information.
 - If possible, consider enlisting a local choir conductor to teach your members carols if your USO is not very familiar with them, or if they need simple singing techniques to sound more audible.
- Having costumes always helps! Local dance groups are willing to loan.
- For the more serious USOs, you can look into developing your caroling repertoire into a Vertep.
- Be receptive to newer members who have not learned these carols yet. Some did not grow up with these songs and may need additional time for practice. Remember that you as a group are inspiring *new* students to learn and celebrate these traditions to keep them going!
- Holodomor Awareness Day/Week As the Ukrainian diaspora, we like to raise awareness of our ancestral home. For many USOs, the biggest way of doing that is by commemorating the Holodomor: the genocidal famine of 1932-33. This could include one event during Holodomor Awareness Week¹, or expanding this into an entire week.
 - Event Ideas
 - Film Screening (See above)
 - Vigil
 - This could be hosted in conjunction with your municipal UCC branch at city hall or some large public space
 - Holodomor in a Box
 - Holodomor in a box is available through the League of Ukrainian Canadians. It features dozens of posters that make up a full display about the Holodomor, along with multimedia items, and other resources to help raise awareness about the Holodomor. More information about the League of Ukrainian Canadians (LUC) can be found [here](#).
 - Your local city may already carry one of these packages. Checking with your local UCC, libraries, faculty, CYM/PLAST or Ridna Shkola may help you confirm this.
 - In the event your city does not have one, you may purchase one from the LUC. This is a worthy investment and you may be able to use fundraising initiatives to offset the cost (eg Project Fund)

¹ Each year, UCC National declares a “Holodomor Awareness Week” where they sponsor and encourage events across the country to unite the community and Canadians in remembrance.



- Displaying sheafs of wheat across campus - this idea was started by the University of Alberta students and has been adopted by several USOs. Simply put, the USO students wrapped sheafs of wheat (available at Michael's or for free if you contact a local farmer before harvest ends) in black ribbon, with a small write-up explaining the significance of the sheaf.
- Maximizing attention:
 - Social media campaign.
 - During our 2016 SUSK Congress in Saskatoon, Andrea Chalupa shared the following tips on creating your own hashtag campaign:
 - 1) Identify your cause
 - 2) Schedule your Twitter storm: what is the best time for your target audience?
 - 3) Come up with promotional text for your Facebook event page, your mass emails, and other promotional outreach:
 - What Is the message of your campaign?
 - Why is it urgent?
 - 4) How will it empower people around the world to make a difference?
 - 5) What is your hashtag?
 - Exercise: Write 10 pre-made Tweets. Do not forget to include your hashtag in your limited character count!
 - Andrea Chalupa on organizing her successful #DigitalMaidan: “The best time of day for a twitter storm is the time that is best for the audience you are looking to target. Example: DigitalMaidan targeted major media and world leaders; so we had our storms during the weekdays, first half of the day, and never on Fridays when business tends to slow down. We did this to give journalists enough time to write about us and world leaders enough time to discuss/react to our campaign. It worked.”
 - Have USO members all change their profile picture to one depicting the Holodomor, encourage others to follow suit.
 - Media Attention (Newspapers, Local TV coverage) is another great outlet to make the general public more aware. Even if personal connections to TV/news hosts are unavailable, writing a press release will help tip the news outlets.
 - For assistance in drafting a press release, contact the National Coordinator at national.coordinator@susk.ca



- Once you have researched and written (and proofread) your press release, find all the local media outlets in the city and compile a list that your USO can use and adapt for future years!
- Consider joining community events, whether it be an official UCC event where you lay down wreaths, perhaps a church mass, or something else.

- Ukrainian Week. Using this guide, choose any combination of event ideas, then put them together and call it a Ukrainian Week at ____ (fill in your university name). Why? Awareness and Sponsorship opportunities! Let the whole campus know how great your culture is and how fun we are.
 - Is the whole week too much to plan? Then make it a Half-Na-Piv Ukrainian Week like the Ukrainian Student Society – University of Alberta
 - Walks/Demonstrations/Commemorations/Flashmobs/Movies/Lecture Talks to promote awareness about various Ukraine-related causes.
 - Coffee House. An opportunity for your USO members to show their talent. This event could feature Ukrainian-themed performances, such as dancing, singing or poetry reading.
 - End the week off with a bang, like with a zabava or organized clubbing or pub night on the Friday
- Fashion Show. For a USO to maintain relevancy, it is paramount to consider modern ways of incorporating Ukrainian culture. You may have access to Ukrainian fashion designers/outlets in your city who may wish to partner with you for more exposure!



3. Ways to Organize a Workshop

You will be surprised how many of your USO members have a talent that is worth sharing with the community! Keep in mind that the best way to attract workshop participants is to provide all the required materials, which involves extra costs. Ideas include:

- Varenyky (Perogie) Making
- Gerdany Workshop
- Dance Workshop: a great way to prepare for Malanka night
- Bread (Paska/Babka/Kolach) Making
- Pysanka Making (guide available in the Toolkit)
- Embroidering Workshop

- **Tip:** Create a sign up list so you know *exactly* how much supplies will be required.
 - This can include both a physical sheet and a Google Form or Eventbrite page
 - Charging a small fee (\$2-5) can ensure that the people who signed up will actually attend, or alternatively, stating that you need to print off

Note: these workshops do not necessarily have to be done by a USO member; you can ask an alumni member, members of another organization (eg CYM, Plast). Some institutions may even be willing to host workshops for you to encourage youth participation (eg the Ukrainian Museum of Canada Headquarters and Ukrainian Orthodox Church of All Saints in Saskatoon, Alberta Council for Ukrainian Arts).

4. Ways to Maintain Group Morale (aka Fun)

Though this may sound like a bizarre section to include, many USOs will find themselves worn, exhausted and burnt out from executing too many fundraisers, rallies, cultural events and will find themselves deprived of having fun. Remember that this is a student group - many people want to join simply because they want to have fun with fellow Ukrainians! Hence, you need to establish a social and friendly environment. A great deal of this will come from how the executive approaches both each other and their constituency. Below are a list of events for you to consider to keep morale going throughout the year:

- Zabava
- Pub Night
- Pre-Malanka Party
- General get togethers (eg going out for a drink, attending an event on campus or in the community together, etc.)



- You can send out an email or make a Facebook post "we are attending this event or going for drinks at this time. Come join us!" These events are low key, low planning, and builds relationships at the same time.
- Language Practice Nights
- Themed nights (card playing, jeopardy)
- Apartment Crawls with other cultural clubs
 - Easter European Apartment Crawl
 - EuroTrash Apartment Crawl
- Sport Events and Tournaments
 - Volleyball McMaster
 - Dodgeball Ryerson
 - UCalgary EuroCup
 - Soccer at Western University
- Brewery Tours
- Potlucks
- Sleepovers

5. Ways to Stay Professional

We are all very fortunate to be among one of the most established and organized ethnic communities in Canada. SUSK has been a platform for many members of the Ukrainian Canadian Professional and Business Association (UCPBA), Shevchenko Foundation, and nearly every organization in the Ukrainian-Canadian community. As a USO, there is a strong need to connect with previous USO leaders and members of the community for networking opportunities and maintaining a continuation with the Ukrainian community. Here are some ways to be professional and tap into your alumni network:

- Networking Event. Check out SUSK Networking Event Guide for details (credit to Olena Kit and the SUSK 2014-2015 Executive)
- Alumni Dinner. Who is better suited to advise you on running a USO than someone who has done it in the past?? There are many great reasons to connect to your alumni and asking for advice is only one of them. If you are looking for alumni in your area contact the SUSK Alumni Director for our alumni database!



6. Ways to Fundraise

Fundraising is a necessity for USOs to sustain future projects and initiatives. There are several ways to achieve this by hosting revenue-creating events, seeking sponsorship, membership drives, and plenty of creative campaigns! These are just a few tips that can help you begin your journey to fundraise for your USO:

- Find a suitable cause that will attract the community
 - If the event is for a charity: learn what local initiatives have already been taken - it may be more effective to team with a cause that has already gained momentum.
- Think what you can offer in return to your sponsors/attendees. For instance, entertainment, engaging speakers, fun activities could all become pillars of your fundraising event.
- Performers may be incentivized by free admission and/or a meal (if applicable)
- Keep costs at the minimum **check out 'How to Save' section*
- Be creative in choosing your theme (eg Vusopad by the University of Saskatchewan Ukrainian Students' Association)

Canadian-based Charities that provide humanitarian aid to Ukraine include:

- UCC Ambulance Project
- Help Us Help the Children (HUHTC)
- UAS Eastern Adoption Inc.
- Canada-Ukraine Foundation (Medical Mission to Ukraine)

7. Ways to Promote a USO

It is one thing to attract prospective students during the first month of school, but it is another to maintain their interest, grab other students and raise awareness for your group after September. There are many ways of getting your group noticed apart from putting up posters (though these prove to still be an effective technique)

- Facebook (frequent shares from USO page to keep the audience and attract new members).
- USO email list/newsletter
 - We recommend using an email service such as MailChimp
 - Keep mailing lists archived - past members can be kept on the mailing list as alumni
- Campus Newsletters
- Local UCC branches for non-student recruitment
 - Some branches will have an e-bulletin for wide distribution - be sure to know when submission deadlines are!



- Distributing posters around the campus, Ukrainian businesses and community organizations, churches
 - Tip: some city libraries have a deposit service; if you drop off multiple posters at the main library location, they will be dispersed across the libraries in the city!
 - For a more streamlined poster distribution effort, write down the different types of places (university buildings, Ukrainian churches/museums/halls, businesses) where your USO puts up posters, how many each place allows, and put one person in charge of that spot for each time a poster for your group is printed. This will save you a great deal of time delegating poster tasks and maximize your outreach.
- Take pictures during events, post-event promotion is just as important!
 - When posting photos of the event, be sure to do it as soon as possible following the event. Typically a day after the event. After a week, the impact from the photos will begin to lose their momentum.

8. Ways to Save

Cost effectiveness is a necessary quality for any USO. Some events are more expensive to execute than others and some of them can lead to disappointing results if the event turnout is lower than projected. Here is some advice to help minimize costs:

- Create a realistic budget to avoid unpleasant surprises. Check out the section on how to put together a budget.
- Start early!!! Doing things last minutes can result in extra costs and also in reduced attendance, which translates further into lower ticket sales and less revenues.
- Prepare food yourself (cooking the night before, baking, etc.) to minimize overhead costs. This could also be a great team-building activity. Food is an important aspect of any event, and the group must be conscious of not under buying or over buying supplies. An alternative is to look for cheap local catering options. However when selecting caterers, your USO must be more determined than ever to sell out tickets before the event.
- Use your USO members to help with running the door, coat check, bartending, serving food or performing.
- Low cost hall. Look for a hall in the Ukrainian community; organizations like UNF, CYM and Plast might own a building in your city and might give you a good deal on the venue rent.
- Prepare items for sale/auction/costumes (you will be surprised how many hidden talents are among your USO members). These items could also be fruits from all your workshops throughout the year.



- Collaborate with other student groups on campus (ideally college groups with larger budgets) to offset costs, or perhaps your local UCC.

9. Ways to Put Together a Budget

- When thinking about budgeting and planning for an event, it's best to try to think about a similar event you have already attended to help you think about all of the different components you might need.
- For example, when organizing a varenyky BBQ, try to relate it to just a typical burgers and hot dogs bbq. Items that you would need are a way to heat the varenyky, kovbasa, sour cream, onions, napkins, plates, etc.
- Try to run through the event in your head in two different contexts:
 - one as a public attendee
 - and the other as a “behind the scenes” organizer

Try to visualize what the event will be like from start to finish in the each of the scenarios. When planning a networking event, for example, you would think about arriving at the **venue**, then picking up a **name tag** on a **lanyard**, eating some **snacks** and enjoying some **beverages**. Then possibly sitting down at some **decorated tables** with some **pens and papers**. The program also might include a **speaker** using a **microphone and speaker** to make announcements. Going through an event in this fashion allows you to really bring it all together in your mind – everything from how the event will look visually, to how the event will run with a schedule, and what items will need to be prepared ahead of time and at the event.

- Excel spreadsheets are the most effective budgeting tool. Alternatively, use Google Sheets when planning an event with others.
- Remembers to always **over budget for expenses!** Everyone is happy with a surplus.
- Below is an example of how your spreadsheet can be laid out for a *durak* night:



Expenses				
Item	Description	Quantity Needed	Estimated Cost	Actual Cost
Hall rental	Donated by local church	1	\$0	
Playing cards		8 decks @\$3/each	\$24	
Pyvo	Lvivske	6 cases @\$30/each	\$180	
Snacks	Chips, popcorn	16 bags @\$4/each	\$64	
Advertising	Posters, social media ads		\$75	
Miscellaneous	~10-15% of total budget to account for unforeseen expenses		\$40	
Total Expenses			\$383	
Revenue				
Registration	Online through Eventbrite	\$5 per person, estimating 50 people	\$250	
Beer sales	Cash bar	\$4/beer with 144 beers	\$576	
Total Revenue			\$826	



Estimated Revenue over Expenses			\$443	

10. Ways to Keep Executive/Volunteers Engaged

Every executive needs a President, Treasurer and a Secretary. Beyond that, every USO has different positions to fill in their needs. If you are reading this, it is highly likely that you are among the most committed members in your USO. Due to USOs being volunteer-based organizations, key members occasionally struggle with the fact that they feel they are doing more heavy lifting than other members. However, this is a problem that can be managed with careful planning.

- First, one needs to accept the limitations of a volunteer. Most USO members are full time students and have jobs - meaning that the USO is a lower priority for many people. Most students join a USO for one or various factors, including:
 - Social life
 - Feeling good/doing good
 - Experience
 - Recognition
 - Community
 - Building a Resume/CV
- To keep members satisfied, a group must be conscious of when it is doing good work, but also whether the members involved are enjoying themselves. Ensure that you share tasks with all members of the exec. Sometimes an exec loses interest if he/she is not given enough to do, is not given the right thing to do, or feels 'left out.' Sometimes it takes a leader to just ask how they would like to contribute and give them this task: they will be doing what they want, and do what they can handle
- It is important to embrace ad hoc approaches to the group. Some students may come along only wanting to help with one specific aspect of the group. This is a good thing.
 - The USUSA has three tiers of membership:
 - 1) Member - someone who has paid the \$5 membership fee and is entitled to discounts at events and receives a monthly newsletter
 - 2) **Student-at-Large (SAL)** - a member who volunteers for planning/executing an event at their convenience



- 3) Executive - an elected member expected to fulfill tasks throughout the year

- This approach allows interested students to join at whichever capacity they are most comfortable with. A USO's approach should not be about expecting more from less people, but providing opportunities for all kinds of contributions

- For more information on working with volunteers, please see the [Congress 2015 Presentation](#) by Kathy Smolynec in Montreal.

11. Ways to Delegate Tasks

If you belong to a larger group with various events throughout the year, we recommend that you form committees addressing your group's main events/causes. These committees could address larger scale events, auditing the group's finances, getting the group prepared for September, etc.

- For instance, the USUSA demands each executive member to join at least one event committee of their choice (Holodomor Awareness Week or Term 2 Fundraiser). General members are also welcomed and encouraged to join these committees.
- For smaller events throughout the year (eg carolling, pysanka workshop), assign one or two people to look into organizing the event.
 - This will give your executive members the chance to develop (and demonstrate) their leadership skills.
- For a larger event such as a Zabava, break down a list of tasks for before, during, and following the event
 - Make the list as comprehensive as possible and add onto it as necessary - Google Docs are very helpful with this!
 - Number the amount of each tasks and see if general members or other volunteers are willing to help with some of these tasks
 - Once the volunteers are accounted for, divide the number of each category of tasks by the number of your executive - this quotient will determine the number of tasks each USO executive needs to perform
 - When delegating tasks, explain the rationale for getting these tasks done. Once everyone agrees this is the best way of moving forward, kindly request your shyest members to choose which tasks they would like to do first. If you ask everyone to simply sign up on their own will, then you will run the risk of overworking your most involved USO members.



UKRAINIAN CANADIAN STUDENTS' UNION
СОЮЗ УКРАЇНСЬКОГО СТУДЕНТСТВА КАНАДИ
UNION DES ÉTUDIANTS UKRAINIENS CANADIENS



12. Transitioning a USO for New Leadership

A good leader will guide his/her USO throughout the year; a great leader will also consider the future of the organization before he/she must graduate. While many USO leaders are very excited to take on their new position and develop leadership skills, sometimes they are too occupied to also consider preparing the next generation for succession. While volunteerism for USOs are admittedly slower in some years, there are some practices that can also help your group revive itself with more ease. Here are some of our suggestions:

- Plan early - very rarely will you find a perfect candidate for succession overnight
- Look for Possible Candidates - This would ideally be someone who has been in your USO for at least a year, understands the general ropes of the group and demonstrates leadership qualities.
 - Take this a step further and discuss with your executive regarding potential candidates.
- Ask your Candidate if he/she would be interested in being club president the following year. Be supportive and show that you are willing to offer advice when needed and point him/her to available resources (ie this Toolkit and the SUSK USO Handbook)
 - If your candidate(s) appear hesitant, consider updating your constitution to allow for co-chairs or co-presidents of the group to delegate tasks
- Mentor your Candidate throughout the year, putting him/her in charge of tabling meetings and major events to give the candidate a chance to test the waters. You will be there for feedback, emotional support, and general advice.
- Consider a Junior Exec Program where you have a first year (freshman) representative that sort of shadows the president and other exec members so that they take on a bigger leadership.
- Avoid filling the exec positions with only your friends and only with people from the same year. Often times execs struggle because they are all graduating the following year and nobody can take it over. Having a first year, second year representative on the exec is a good way to avoid this.
- Have your AGM in the Spring. This will help ensure that you attend the AGM, make recommendations for next year, all before you are gone for the summer
- Create a slate for your the new executive - addressing the unique skills and capabilities of each USO member.
- Encourage New Executive to be proactive in getting organized early: creating their calendar of events, ratify with their local university, and meet important members of the Ukrainian community.
- Share your Knowledge with the new leaders of your group. This can be achieved in various ways, including:



- Write an executive report on what you did that year as president: what you accomplished, your strengths, difficulties, and what you wished someone told you before you took on the position.
 - Write guides on how to run your specific organization (how to ratify with your student club, your relationships with other campus and community groups, explain all the acronyms you need to know in the community)
 - Organize all your digital files in the last year (agendas, meeting minutes, event posters, photos, finances, etc) and put them on cloud storage. This is an easy to share and build onto all of your crucial data that you used to run your USO. This will also help prevent USOs from creating templates and documents entirely from scratch. Remember: work smarter, not harder!
 - Start a yearbook of your USO and everything it accomplished that particular year. Older USOs did this in the past (such as the AlphaOmega Society at the University of Saskatchewan). This will provide insightful information for USO leaders well after your time!
- **Note:** If your USO lacks a sufficient number of students to carry on next year, we recommend you contact SUSK for proper protocol for dissolution to ensure your group funds and institutional memory are best preserved.



13. Other Suggestions

- Support other events in the community (Malanka, Ukrainian Festivals, Fundraisers). As a general rule of thumb, groups in the Ukrainian community tend to scratch your back once you have scratched theirs. This is where well-connected community members can play a key role in your USO.
 - If your USO members are comprised of newcomers or people who did not grow up in the community, do not fret! You now have the opportunity to be the ambassador for your club and make great connections.
- Engage with other student groups (i.e. Eastern Apartment Crawl, Intercultural Potlucks, Trivia Nights, Food and Performance Events)
 - Your university experience will largely be defined by the experiences you have and the friends you make. Bridging with non-Ukrainian student groups is a fantastic way to achieve this!
- It's important for every Ukrainian student organization to keep good records - financial records, minutes from meetings, personal notes, project ideas, files of publications, photographs, videos, posters, sound recordings etc.
 - Records serve several purposes:
 - They trace the history of the club. If minutes were kept, and accurate records are available, the history of the club and its ideas, trends, problems can be documented.
 - They are a great resource for future executives. From these records, one can learn: how to go about organizing certain repeated events, how to deal with the university bureaucracy, how to deal with Ukrainian organizations. It is a resource for generating ideas, and much more.
 - Minutes from meetings and correspondence are probably the two most important sources of club records. These both usually fall under the jurisdiction of the secretary, who was elected for the purpose of keeping such records. The more accurate your minutes are, the more useful they will be to you, and to future executives. Minutes should be taken at all club executive and general meetings. The absolutely most important minutes to be taken during the year, are the minutes at the general meeting where a new executive is elected. If for some reason you take no other minutes that year, make sure you have these minutes. This general meeting tends to be the most poignant and interesting of the year. Also, these minutes help to keep track of the executives from year to year.
 - Our takeaway: **MAKE SURE YOU HAVE A GOOD SECRETARY!**
- Financial records are usually important for legal purposes, as well as for your membership. For a club to have credibility, it must be financially responsible and transparent. Your organization should have a budget prepared at the beginning of the



year, an accurate record of actual debits and credits, and a year-end report. Universities sometimes require to see your financial records, if you are applying for financial assistance or funding for your club; this is also a prerequisite for being a member of SUSK.

- Record keeping has never been easier with online cloud-based storage. Keep your group's activities (agendas, minutes, events, photos, posters, contact lists, etc.) on an online service and make the layout accessible for your newer members!
- Be sure to submit articles for 'Student!' This will increase your representation across the country and keep other clubs aware of what your club has been up to, or of particular causes you are bringing forward.