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**2023**

E - B O A R D H A N D B O O K



**PINKYSWEAR**  
FOUNDATION

# Congratulations!

Congratulations on accepting the role of President or Vice President in the Pinky Swear Pack Program! Your dedication to making a difference in the lives of children with cancer is truly commendable. This guidebook aims to provide you with valuable insights and strategies to run your Pack successfully. Let's get started!

## RUNNING EFFECTIVE MEETINGS

- **Set an Agenda:** We will be sending you agendas monthly. However, feel free to edit and add anything relevant to your Pack community. It is best practice to review the agendas as a leadership group ahead of time so you're all on the same page.
- **Icebreakers and Energizers:** Start meetings with icebreaker activities to encourage interaction and create a positive atmosphere. Energizers can include short physical activities or group games to boost energy levels. Play music when people are arriving or when they are in small groups doing an activity to keep folks engaged.
- **Hands-On Activities:** Incorporate hands-on activities in each meeting such as brainstorming sessions, Letters of Encouragement, or small group projects related to fundraising, event planning, or service projects. This provides practical experience and engages members actively.
- **Rotate Responsibilities:** Assign different members the responsibility of leading different parts of the meeting, such as leading the ice-breaker, All-Star story sharing, presenting updates, or organizing activities. This fosters a sense of ownership and develops leadership skills among members.
- **Celebrate Achievements:** Allocate a portion of the meeting to recognize individual and collective achievements. Highlight milestones, positive contributions, and exceptional efforts. Consider creating a "Member of the Month" or similar recognition program.
- **Foster Inclusive Communication:** Create an open and inclusive communication environment where members feel comfortable expressing their thoughts, ideas, and concerns. Encourage active participation during meetings and events and provide opportunities for members to voice their opinions.

Questions? Contact [jessica.hansen@pinkyswear.org](mailto:jessica.hansen@pinkyswear.org)



# RECRUITMENT

## Utilize Social Media

Create engaging content, including success stories, testimonials, and pictures/videos of The Pack activities, to attract potential members. Encourage current members to share posts on their personal social media accounts to expand reach.

- Follow & Encourage members to follow @pinkyswearfoundationpacks on Instagram
- Create your own Pack Instagram with the naming mechanism @pspack\_schoolname
- Have members follow your pack

## Collaborate with Your School Admin

Reach out to school administrators, teachers, sports teams and leaders of other organizations, to set up meetings or presentations. Explain the mission and the benefits of joining, and provide informational materials for distribution.

## Recruitment Fairs

Participate in fairs, community festivals, or school events where you can interact with individuals who are interested in volunteering. Prepare an attractive booth with visuals and engaging materials to draw attention.

## Ideas for recruitment

**Pack Launch Party:** Organize a pack launch party or kickoff event that showcases the excitement and energy of the program. Include fun activities, games, and interactive stations that allow potential recruits to learn about the pack's mission, activities, and benefits in an enjoyable and social setting.

**Creative Promotional Videos:** Create short, creative, and high-energy videos that highlight the pack's activities, accomplishments, and the sense of belonging within the group. Share these videos on social media platforms and encourage members to share them with their peers. Utilize humor, storytelling, and dynamic visuals to make the content engaging and shareable.

**Themed Recruitment Campaigns:** Develop themed recruitment campaigns that resonate with the interests of the target audience. Example: create a superhero-themed campaign highlighting the opportunity to make a difference in the community, or a "Challenge Accepted" campaign where recruits are encouraged to step out of their comfort zones and embrace new experiences.

**Pack Ambassador Program:** Establish a pack ambassador program where passionate and outgoing members act as representatives of the program. These ambassadors can visit classrooms, clubs, or social events to share their experiences, answer questions, and generate excitement about joining the pack.

**Partner:** Identify popular events or activities within the community that attract the target audience. Collaborate with the organizers to have a presence or organize a specific Pack-related activity or booth. This allows for direct engagement and interaction in a fun and engaging environment.



# RETENTION

*Retention all comes down to creating a healthy and welcoming environment. As a leader, make yourself approachable and available to members. Encourage open communication and create a safe space where members feel comfortable expressing their thoughts, ideas, and concerns.*

## Give Them a Responsibility

Simply put, a responsibility gives your members a reason to show up and participate. Assign roles and responsibilities to each member based on their skills, interests, and goals within the pack.

Ideas: Note-taker, Ice-breaker, Snack-bringer, Event planning, Recruitment.

## Give Out Rewards

- **Appreciation and Recognition:** Regularly acknowledge and appreciate members for their contributions and dedication. Celebrate their achievements during meetings, events, or through social media platforms. Recognize their efforts publicly and highlight their successes to the entire pack.
- **Personalized Rewards:** Consider offering personalized rewards based on members' preferences and interests. This can include certificates of appreciation, thank-you notes, small gifts, or opportunities for special recognition within the pack or the larger community.
- **Milestone Celebrations:** Organize special celebrations to recognize milestones achieved by individual members or the entire pack. These could include anniversaries of joining the pack, significant fundraising achievements, or personal accomplishments. Celebrate these milestones as a group and express gratitude for their dedication.

## Create Regular Check-Ins

Schedule regular check-ins (face-to-face or text) with members to gauge their satisfaction and engagement within the pack. Actively listen to their feedback and address any concerns they may have. This demonstrates that their well-being and experiences matter to the leadership team.

## Team-Building Activities

Organize team-building activities within the pack to strengthen relationships and encourage bonding. This can include icebreaker games, group challenges, or social outings. These activities help members get to know each other on a deeper level. Plan occasional fun activities or social events exclusively for pack members to unwind and have a good time. This can include game nights, movie outings, or outdoor adventures. These activities promote camaraderie and build strong friendships.



# PLANNING FUNDRAISERS

*Fundraisers are an integral part of the PSF Pack program! With your help, we are able to support so many families battling childhood cancer. Please always let us know when you are planning to do a fundraiser so we can support you!*

**Set Clear Goals:** Determine the purpose of the fundraiser, whether it's funding a specific project or supporting ongoing activities. Set a financial target that aligns with your goals to motivate members and track progress.



**Brainstorm Ideas:** Organize a dedicated brainstorming session with pack members to generate fundraising ideas. Evaluate the feasibility, cost-effectiveness, and potential impact of each idea. Select one or a combination of ideas that resonate with your Pack's interests and capabilities. [Check out our fundraising handbook at pinkyswear.org.](https://www.pinkyswear.org)

**Social Media Challenges:** Launch social media challenges related to the pack's activities or

causes. For example, challenge potential recruits to post a picture or video showcasing an act of kindness or volunteer work, using a specific hashtag or tag the pack's social media accounts. Encourage them to nominate their friends to participate as well.

**Delegate Tasks:** Create a fundraising committee and assign specific responsibilities to members. Tasks may include event coordination, marketing, reaching out to potential sponsors, managing finances, and volunteer coordination.

**Promote the Fundraiser:** Utilize social media platforms, school newsletters, bathroom stalls, and community bulletin boards to promote your fundraiser. Create eye-catching posters and flyers that clearly convey the purpose, date, time, and location of the event. Leverage personal connections to spread the word.

**Appreciate Donors:** Send personalized thank-you notes or emails to donors and sponsors, expressing gratitude for their support. Consider creating certificates of appreciation or mentioning them publicly on your website, social media platforms, or during pack meetings to recognize their contributions.



# CONTINUAL FEEDBACK AND EVALUATION

**Seek Feedback:** Regularly seek feedback from pack members on their experience within the club. Encourage them to share their thoughts, suggestions, and ideas for improvement. Actively listen and implement changes based on their feedback.

**Evaluations and Surveys:** Conduct periodic evaluations or surveys to assess the satisfaction and engagement of pack members. Use the

insights gained to make informed decisions and continuously improve the pack's operations and activities.

**Adapt to Changing Needs:** Stay attuned to the evolving needs and interests of the pack members. Be flexible in adapting your activities and initiatives to align with their preferences and aspirations.

## AGREEMENTS

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"I, [President's Name], acknowledge and agree to the strategies and tactics outlined in this guidebook for running the Pinky Swear Pack Program successfully. I understand the importance of running effective and engaging meetings, implementing recruitment strategies, planning fundraisers, and creating a sense of belonging within the club. I commit to fostering a fun, inclusive environment, giving responsibilities to members, providing rewards and recognition, and actively building relationships within the pack. I am dedicated to implementing these strategies and believe that they will contribute to the growth and success of our pack. I am excited to lead and support the Pinky Swear Pack Program with enthusiasm and commitment."

**Name** \_\_\_\_\_

**Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

