HOW TO
CREATE A CLUB
2020-2021
for new leaders, executives and clubs
APRIL

- Returning clubs:
  - Gather transition reports from the previous term; from presidents, executives, etc.
  - Set up new passwords for the email account, social media platforms, transfer over ulife primary/secondary contacts, transfer financial signing officers, etc.

- New clubs:
  - Create a plan for your club: why are you a club, what do you want to give to the community through this club, what and who is needed for this club to succeed?
  - Create social media accounts and an email address to aid in outreach

- If you haven’t done so already, start making plans to hold team elections for the executive team.

MAY

- Leaders for new or returning clubs should take this month to really lay the foundation of what they want the next year to look like.
  - How many events do you want to hold?
  - How will you be funded?
  - Are you holding by-elections in September? If so, which positions?
  - Is there something about the club you really want to put emphasis on this year? For example, really working hard to elevate your social media platforms?
  - What does your club need to run efficiently and successfully?
  - How will the team and club stay productive and organized throughout the year?

- Start having bi-weekly or monthly president meetings

JUNE

- For most clubs to become established on campus, the first step is to get recognized by UofT.
  - Apply for recognition through the Ulife website!
  - If you’re a returning club, you still have to renew your recognition by the deadline.
  - Although, you can apply for recognition at any time, to be recognized for 2020-2021, you must do so before September 30, 2020.

- After becoming recognized by Ulife, you can apply for other areas of recognition such as colleges, the UTSU, EngSoc, etc.
JULY

• Plan your event timeline!
  › This is so important - make a general timeline of what events you want, when you want them (exact dates!), and how early in advance you need to start planning for each of them (suggestion: 1-2 months [or even 3-4 months] in advance dependent on how big the event is)
  › Start having bi-weekly meetings with your event team.

• Alongside planning your events, estimate the event budget too.
  › This will be useful when applying for funding.

• Have a team meeting!
  › Host a meeting virtually over a digital platform such as Microsoft Teams or another digital platform.
  › Ask the team how they want to do recruitment and retention.

• Plan on recruitment methods.
• Watch out for summer Ulead sessions - this is important if you want to get into the 21 Sussex Clubhouse for an office space the following year. But also, they provide a lot of important tools to run a club!

AUGUST

• Have more frequent team meetings.
• Start planning your Fall events, especially September and October!
  › Are you having a back-to-school mixer?
  › Holding by-elections?

• Watch out for Ulife’s Presidents’ Retreat! Attend if you can! It’s really helpful, especially for new clubs.
• Watch out more Ulead sessions!
• Look into participating in clubs fairs during orientation week:
  › UTSU Clubs Carnival
  › UTSU Street Fest
  › EngSoc Clubs Fair

• Some fairs, you have to pay to have a spot - how can you gather funds for that?
• Create your recruitment tools:
  › Newsletter
  › Mailing list
  › Google form to sign up members
  › Back-to-school event

Like many great people have said, a great building always starts with a strong foundation. Same goes for our clubs, spend a lot of time preparing and planning, so during the year you stay strong.