

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.