CARDZ FOR KIDZ STUDENT PROGRAM
Ultimate Help Guide for College Chapters

Everything you need to know about the program and starting a chapter
# Table of Contents

- What is Cardz For Kidz? ................................................................. 2
- What is the Cardz For Kidz Student Program? ............................ 3
- A Few Words About the Program .................................................. 4
- The Board of Directors .................................................................. 6
- The Leaderboard ........................................................................... 7
- Step 1: Find Out How to Start a Chapter at Your School and Gain Approval ......................................................... 8
- Step 3: Grow Your Chapter ............................................................ 9
- Step 4: Prepare for Your First Meeting .......................................... 10
- Why Fundraise? ............................................................................ 13
- How to Donate to Cardz For Kidz ............................................... 14
- How to Properly Make Cards ......................................................... 15
- Examples of Properly Made Cards ............................................... 16
- How to Process Your Cards .......................................................... 17
- How to Ship Your Cards ............................................................... 18
Register your chapter TODAY!

Best way to contact us: studentprogram@cardzforkidz.org

Check out our website: cardzforkidz.org

Find us on Instagram: @cardzforkidz
About Cardz For Kidz and the Cardz For Kidz Student Program

Cardz For Kidz is a Chicago-based nonprofit organization that hand-delivers hope to hospitalized children, seniors, veterans, and traumatized patients worldwide through handwritten cards.

The Cardz For Kidz Student Program launched ahead of the 2021-22 school year to cultivate a volunteer network of high school and college students. We are actively seeking ambitious college students to start a chapter at their schools. We included all the information you need to launch a chapter at your college or university.
What is Cardz For Kidz?

In 2004, Cardz For Kidz founder Ike Nwankwo underwent brain surgery after a bout with epilepsy. When he was twelve years old, Ike had begun volunteering at children’s hospitals, delivering snacks and support to patients and their families. Years later, as a patient, Ike experienced first-hand the toll of being hospitalized on patients and their families. Armed with this experience and more than twenty years of volunteering in pediatric hospitals, Ike launched Cardz For Kidz in 2010. At first, the organization focused solely on delivering cards to pediatric patients; now, Cardz For Kidz also supports seniors, veterans, and other groups. Since our founding, we have delivered more than 200,000 cards to over 400 locations, uplifting spirits worldwide. We encourage you to learn more about us on our website.
What is the Cardz For Kidz Student Program?

Ahead of the 2021-22 school year, Cardz For Kidz is launching the Cardz For Kidz Student Program. The program will consist of high school and college chapters across the nation, each of which will make cards for our recipients across the globe.

The Student Program is a 'for students, by students’ organization which, in early 2022, will elect its inaugural board of directors composed of high school and college members from across the country to oversee the program. As part of this principle, chapters will eventually be responsible for processing and directly sending their cards.
A Few Words About the Program

From Ike Nwankwo and David Harrison

1. Why did Cardz For Kidz decide to launch the Student Program?

“We decided to launch the Cardz For Kidz Student Program because of the increased number of cards and inquiries about further involvement we have received from students of all ages. Also, because of their age, students can connect with a wide variety of people that our organization reaches, from children to veterans and seniors.”

2. Why is Cardz For Kidz optimistic about the program?

“Many members of our leadership team began volunteering in grade school, so we are excited to see how the next generation will make a positive impact on the world. Our student volunteers have produced quality cards and utilize their resources, such as their teachers, family members, and friends, to help them spread the mission of Cardz For Kidz.”

3. What is something unique students can offer to Cardz For Kidz as an organization?

“As we are growing, finding emerging leaders to make a difference is paramount, so having this age group volunteering with us is priceless. Students will help guide our marketing efforts to **effectively reach and relate to every group we serve.** They will also provide access to a variety of classes and clubs (e.g., French, Spanish, German) supplying cards in more languages, which enables us to **reach more people across the globe.**”

4. Why should I start a chapter at my school?

“By starting and registering your own Cardz For Kidz chapter, you contribute to our overall mission of uplifting people of all ages, through inspirational handmade cards and electronics (a new initiative of ours). Founding a chapter is a **simple and fun volunteering activity that looks...**
great on a college or internship application and allows you to display your leadership skills while also making a difference.”
The Board of Directors

As part of our student-led structure, members of the program from across the country will elect a Board of Directors each school year to oversee all aspects of the program. The first elections will be held in early 2022, after which elections will be held in September of each year. We will release more information about the early 2022 elections in December 2021.

The board, consisted of high school and college members, will work in tandem with Cardz For Kidz leadership and individual chapters to ensure that the program is running cohesively, growing consistently, meeting fundraising needs, among other goals. It will hold monthly meetings to discuss ongoing and upcoming efforts. Meeting notes will be available to the public.

The Positions:

1. Director of Operations: Oversees existing chapters
   - Communicates directly with CFK leadership about ongoing and upcoming initiatives
   - Oversees planning for board meetings
   - Assists other board members with projects
   - Oversees the program leaderboard and updates standings monthly
   - Addresses card quality complaints

2. Director of Growth Strategy: Leads growth initiatives
   - Works with the CFK board to draft an annual growth strategies plan for the program
   - Conducts nationwide recruitment of chapters
   - Oversees planning of future initiatives

3. Director of Communications: Promotes the program online
   - Manages the program’s social media accounts
   - Directs the making of creative media (videos, posters, PowerPoints, etc.)
   - Contributes updates about the program to the CFK newsletter
   - Updates information on the program’s section of the CFK website

4. Director of Outreach: Liaison between the board and chapters
   - Assists new chapters with the founding process
   - Manages and responds to inquiries on the program’s email account
   - Directs the implementation of quality control guidelines

5. Director of Fundraising: Manages fundraising
   - Oversees fundraising efforts across the program and individual chapters
   - Works directly with CFK management to set fundraising goals
The Leaderboard

Starting in January 2022, a monthly leaderboard and a yearly leaderboard will rank each chapter to foster healthy competition. The rankings are based on chapters’ number of cards donated and dollars raised for Cardz For Kidz through Give Lively.

Point System:

- One point for every card sent
- Three points for every member registered
- Five points for every dollar raised on Give Lively

Rewards:

- **The top three chapters in each monthly leaderboard** will receive a shout-out on the @cardzforkidz Instagram page
- **The chapter that raises the most money each month** will receive a shout-out on the @cardzforkidz Instagram page and recognition on Cardz For Kidz’ website
- **The top five chapters in each yearly standings** will receive a shout-out on the @cardzforkidz Instagram account and @cardzforkidz Facebook page, recognition on the Cardz For Kidz’ website, plus a special feature in the CFK monthly newsletter.
How to Start a Chapter

While starting your own Cardz For Kidz chapter may seem like a daunting task, we made a step-by-step guide to make the process easier.

Step 1: Find Out How to Start a Chapter at Your School and Gain Approval

Because the process varies by school, it is essential to know the requirements for starting an organization at your school before anything else.

Find this information and begin working on making your chapter official.
Step 2: Register Your Chapter

Once your chapter has gained approval from your school, register as an official chapter using this Google Form.

Registration allows your chapter to receive important information about the program, receive a Give Lively fundraising page, and have a spot on the leaderboard.

Step 3: Grow Your Chapter

Some fruitful ways of recruiting members are to:

1. **Promote your chapter on your social media accounts**
   Your social media accounts are an effective way to reach your classmates.
   - For optimal engagement, individually message friends and classmates: personalized messages capture their attention
   - Share a message about your chapter on your Instagram or Snapchat story

2. **Reach out to friends and classmates**
   Cast a wide net; you never know who may be interested.

3. **Post flyers around your campus**
   Capture students’ attention while they walk through the halls.

4. **Showcase your chapter at your school’s activity showcase**
   A great way to connect with prospective members.
Step 4: Prepare for Your First Meeting

What you need to do before meeting:

1. **Establish a Consistent Meeting Time**
   
   Chapters are *strongly encouraged* to hold 30-minute to 60-minute meetings once a week or once every other week.
   
   Establish a time that works for you, your sponsor and the plurality of your members. It is essential that you *maintain this time* throughout the year to ensure consistency and minimize confusion.

2. **Establish a leadership team**

   For your club to run smoothly, it must have a leadership team to manage logistics, fundraising, recruiting, quality control, and card shipment. It is up to you to decide how your team will be structured.

3. **Gather card-making materials**

   Before your club holds its first meeting, it must gather enough materials for all of its members to make quality cards throughout the year.
   
   How you can help Cardz For Kidz by purchasing your materials on Amazon:
   
   1. Visit [AmazonSmile](https://smile.amazon.com) and click “Get Started”
   2. Search for and select Cardz For Kidz as who would like to benefit
   3. Begin shopping!
   
   We **highly recommend** gathering beyond the basic materials—card stock, scissors, markers, and glue sticks. *Make sure to avoid fuzz balls, pipe cleaners band-aids.* Here is a poster with recommended supplies:
Step 5: Hold Your First Meeting
Congratulations! Now you are ready to hold your first meeting!
Fundraising

Fundraising is a critical part of each chapter. Learn about why you need to raise money and successful fundraising ideas.

Why Fundraise?

1. To cover your cost of materials and postage

   Neither card-making materials nor Postage is free. Materials may cost $40 to $60 per year—depending on your chapter’s size—and postage may cost $10 to $20 for every 100 cards sent (Learn more about postage rates here). Hence, fundraising is essential to keeping your chapter operational.

2. To help Cardz For Kidz — while moving up the leaderboard!

   Since Cardz For Kidz is a non-profit organization, we rely on the contributions of generous donors to help us expand our initiatives. Each dollar we receive lets us deliver more inspiring cards across the globe and expand our electronics program. This new initiative furnishes gaming systems and tablets to children’s hospitals.

   Thus, chapters receive five points towards their standing for each dollar they donate on their Give Lively page (see Part 1).
How to Donate to Cardz For Kidz

Later in the 2021-22 school year, each chapter will receive a Give Lively fundraising page on which they can raise money to help Cardz For Kidz and the program grow.

Chapters will be challenged to raise $150 per year through Go Lively. Chapters who meet this benchmark will receive a special shout-out on the CFK’s Instagram page. More information about this initiative will be updated later.
How to Make and Send Cards

It is paramount that your organization makes cards that adhere to Cardz For Kidz’s standards and properly sends its cards so they can subsequently be processed and distributed.

How to Properly Make Cards

Since quality is a fundamental part of Cardz For Kidz, in this poster we outlined everything you need to know about how to make cards that adhere to our standards.

Things to Remember

- All cards must be 100% handmade
  - We are unable to deliver store-bought cards
- Holiday cards are great, but we prefer you to create cards that can be enjoyed by the recipients year-round
- All artists should sign the cards with their first name and location (i.e. From, Angie in Ann Arbor, MI)
- Encourage those who know multiple languages to create cards in other languages
- Take pictures and screenshots of video conferences with artists making and holding their cards
- Uplifting Spirits is our main goal, so our Golden rule is, to be sure that the cards have an uplifting message and do NOT refer to patients’ conditions.
  - Do not say things like, “Get well soon,” “Stay Strong,” or “Hang in there”
- Please avoid religious references
- Please avoid fuzz balls and pipe cleaners as they tend to not stick to the cards well and fall off during transit
Examples of Properly Made Cards

The beauty of card-making is that anyone can make a special card—regardless of their artistic ability.

Because our recipients come in many types—from hospitalized children to seniors, veterans, and victims of domestic violence—it is important to create cards with your ideal recipient in mind.

The best cards are cheerful, lighthearted, and take the recipient’s mind off his or her condition. Popular themes include puns, jokes, and uplifting messages, such as, “You are one in a million,” and “You are special.” You have the freedom to make your cards however you want—as long as they adhere to our guidelines.
How to Process Your Cards

Later in the 2021-22 school year, following a successful testing period, Cardz For Kidz will *hopefully* entrust chapters to check, sort, and send their cards to a location of their choice, since our mission is to empower and give responsibility to students.

Because quality control is an integral part of our organization, we laid out a step-by-step process of how to verify that your cards meet our standards:

1. **Collect cards**

   Officers will collect cards at the end of each meeting.

2. **Quality control**

   At least two officers will check each card to make sure they meet the standards outlined below (and on the poster in the “Things to Remember” section):

   - Card is 100% handmade
   - Card is signed with the artist’s name and/or chapter name and location
   - Card has an uplifting message and DOES NOT refer to a patient’s condition
     - Examples of uplifting messages: ‘You’re in a million,’ ‘You are special,’ ‘You rock’
     - Examples of messages that refer to a patient’s condition: ‘Get well soon,’ ‘Hang in there,’ ‘Stay strong’
   - Card DOES NOT have religious references
   - Card DOES NOT use fuzz balls or pipe cleaners

   If any of these standards are broken, the card cannot be shipped.

   For good measure, please go over these standards before each meeting and display them during all card-making times.

3. **Sort Cards**

   Sort all cards by language, recipient type (children, seniors, veterans, etc.), occasion (separate Holiday cards), and form (separate bookmarks). Make sure that identical cards are separated so they are not received by the same person.
How to Ship Your Cards

For at least the beginning of the 2021-22 school year, chapters will ship their cards the traditional way—to a Cardz For Kidz processing location in the Chicago area, where they are subsequently sent to recipients across the globe.

During this time, Cardz For Kidz will test the self-ship system on several chapters. If the trial results are good, the self-ship system will expand to all chapters.

Here are instructions for in shipping systems:

How to Ship Cards the Traditional Way

1. **Seal cards in a plastic bag**
   To keep them safe during shipment

2. **Label outside of package**
   Include chapter name, return address, and contents of package (state recipient type and note if contains holiday cards or bookmarks)

3. **Label inside of package**
   Include a note with the information on the outside of the package and label separate bags with other languages

4. **Send Your Cards**
   Ship cards to: Cardz for Kidz, 516 N Ogden Ave #177, Chicago, IL 60642

How to Self-Ship Cards
(to be implemented later)

1. **Seal cards in a plastic bag**
   To keep them safe during shipment

2. **Label outside of package**
   Write “(Your high school) Cardz For Kidz chapter” and return address and note if contains holiday cards or bookmarks

3. **Label inside of package**
   Include a note with the information on the outside of the package (in case the package is damaged during shipment)

4. **Send Your Cards**
   Ship to the location you selected

5. **Record your shipment**
   Finally, record your donation on the Cardz For Kidz website

The Traditional Way: Chapters send their cards to Cardz For Kidz, and we’ll handle the checking, processing, and shipping (the current system for ALL chapters not included in the trial)

Self-ship: Chapters check, process, and directly send their own cards (Hopefully will be implemented later in 2021-22 school year, pending results of trials)
Make an impact and help us grow!

Register Your Chapter TODAY!