Doctors Without Borders

STUDENT CHAPTER HANDBOOK

www.doctorswithoutborders.org
TABLE OF CONTENTS

What to Know Before You Start 2
What is Doctors Without Borders / Medecins Sans Frontières (MSF)? 3
Why Student Chapters? 8
Before Getting Started 10
Working as a Team 12
Hosting a Successful Meeting 16
Tips for Student Activities Fair 18
How to Organize Speaker Events 20
How to Organize Film Nights 22
How to Fundraise for MSF 23
Available Resources 25
How to Run Advocacy Campaigns 26
Communicating With Your Followers 28
Publicizing Events 29
Handing Over to a New Committee 30
Contact Details 30
Doctors Without Borders is an independent international NGO that focuses on giving medical care to those in crisis, irrespective of racial/political factors.

As a student chapter, your role is to get your community engaged with MSF’s work and to promote its campaigns.

Designate committee members who will lead your student chapter. Make sure you determine the roles and responsibilities of the committee members, and meet with them frequently to set goals.

Promote your club at an activities fair at the beginning of the year. Have a booth, hand out flyers, and get people to sign up.

Aim on hosting 2-3 events per semester. For example, you could hold a speaker event, a campaign event, and one of your choice, such as a fundraiser. Promote your events via social media, and communicate with members via email/media.

Elect a new committee before the academic year ends so that you can train your successors in their new roles. This way, you can set up a smooth hand-off.

Contact HQ with any questions or concerns.
WHAT IS DOCTORS WITHOUT BORDERS / MEDECINS SANS FRONTIERES (MSF)?

Doctors Without Borders / Médecins Sans Frontières (MSF) is an international, independent, medical humanitarian organization that delivers emergency aid to people affected by armed conflict, epidemics, natural disasters and exclusion from healthcare. MSF offers assistance to people based on need, irrespective of race, religion, gender or political affiliation.
History

Médecins Sans Frontières (MSF) was founded in 1971 in France by a group of doctors and journalists in the wake of war and famine in Biafra (part of present-day Nigeria). Their aim was to establish an independent organization that focuses on delivering emergency medical aid quickly, effectively and impartially.

MSF was created on the belief that all people should have access to healthcare, regardless of gender, race, religion, creed or political affiliation, and that people’s medical needs outweigh respect for national boundaries. MSF’s principles of action are described in our charter, which established a framework for our activities.

Three hundred volunteers made up the organization when it was founded: doctors, nurses and other staff, including the 13 founding doctors and journalists. We now have over 36,000 staff.

A Worldwide Movement

MSF is a non-profit, self-governed organization. Today, MSF is a worldwide movement of 24 associations, bound together as MSF International, based in Switzerland. Thousands of health professionals, logistical and administrative staff – most of whom are hired locally – work on programs in more than 60 countries.

What is Doctors Without Borders / Médecins Sans Frontières?

Countries where Doctors Without Borders worked in 2016
**Humanitarian Action**

MSF’s work is based on humanitarian principles. We are committed to bringing quality medical care to people caught in crisis, regardless of race, religion or political affiliation. MSF operates independently. We conduct our own evaluations on the ground to determine people’s needs. More than 90 percent of our overall funding comes from millions of private sources, not governments. MSF is neutral. We do not take sides in armed conflicts. We provide care on the basis of need. We push for independent access to victims of conflict as required under international humanitarian law.

**Bearing Witness and Speaking Out**

MSF medical teams often witness violence and neglect in the course of their work, largely in regions that receive scant international attention. At times, MSF may speak out publicly in an effort to bring a forgotten crisis to public attention, to alert the public to abuses occurring beyond the headlines, to criticize the inadequacies of the aid system, or to challenge the diversion of humanitarian aid for political interests.

**Quality Medical Care**

MSF rejects the idea that poor people deserve third-rate medical care. We strive to provide high-quality care to patients. In 1999, when MSF was awarded the Nobel Peace Prize, the organization announced that the proceeds from the prize would go toward setting up a Neglected Diseases Fund. The goal was to raise awareness of diseases such as Chagas, sleeping sickness and malaria and set up pilot projects for the clinical development, production, procurement and distribution of treatments. This work has also helped lower the cost of HIV/AIDS treatment.
Refugees & IDPs  
*MSF provides refugees with holistic care.*  

Nearly 60 million people are currently fleeing conflict or persecution around the world. Due to their race, religion or nationality, these people’s homes are no longer safe places to live, and their governments no longer provide them with protection.

MSF works around the world to provide refugees and internally displaced people (IDPs) with everything they need, from psychological care to lifesaving nutrition. We set up hospitals in refugee camps, help women give birth safely, vaccinate children to prevent epidemics, and provide access to safe drinking water.

Natural Disasters  
*MSF works to be first responders to natural disasters.*  

Within a matter of minutes, natural disasters such as earthquakes, tsunamis and hurricanes can overwhelm an entire population. Thousands of people can be injured or traumatized by the loss of family, friends and homes. Clean water, healthcare and transport are often casualties in these disasters. Rapid medical care and coordinated emergency response are vital to protect survivors.

From large-scale catastrophes to local emergencies, MSF’s network of aid workers and supplies around the world means we can quickly respond to disasters. Indeed, we treated our first patient after the 2010 Haiti earthquake within three minutes. With more than 40 years’ experience, we are experts in rolling out emergency responses in complex settings.

Conflict & War  
*MSF provides medical care based on needs alone.*  

In war zones, MSF does not take sides. We work hard to try and reach the people who need help most. If warring parties consider aid organizations to be on one side of a conflict, we are less likely to gain access to those in need and more likely to be attacked.

One of the ways in which we are able to demonstrate our independence from warring parties is to ensure that all our funding for work in conflicts comes from private individuals. We do not accept government grants.
What is Doctors Without Borders / Médecins Sans Frontières?

Our Financial Position

Only 1% of money spent on administration

MSF strives to operate efficiently and to minimize fundraising and administrative costs. We try our utmost to make sure that donations are spent on saving lives rather than on administration and management costs.

<table>
<thead>
<tr>
<th>2016 MSF-USA Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>89%</strong> Field Work</td>
</tr>
<tr>
<td><strong>10%</strong> Fundraising</td>
</tr>
<tr>
<td><strong>1%</strong> Admin &amp; Management</td>
</tr>
</tbody>
</table>

Unlike most other aid agencies, the vast majority of MSF’s money – more than 91% – comes from private sources, including individuals and trusts, not governments. Most of this money comes from people giving us a small monthly donation. The financial independence provided by private donations allows MSF to:

- Choose freely where to intervene based on beneficiary needs alone
- Intervene quickly, particularly in emergency situations, regardless of political concerns or media coverage
- Decline institutional funding that would compromise our ability to run effective programs
- Commit resources and teams to innovative new projects to improve the lives of the individuals we assist and demonstrate their appropriateness in specific interventions. For example, MSF was able to treat patients living with HIV/AIDS with antiretroviral medicines long before governments started allocating funding for such treatment.
MSF Student Chapters’ aims are to:

1. Raise awareness and knowledge about MSF’s work in the field and about humanitarian issues.
2. Encourage students to consider working with non-governmental organizations, such as MSF, post-graduation.
3. Support MSF in advocacy campaigns.
4. Raise money for MSF, our work in the field, and specific campaigns.

Financing:

1. MSF Student Chapters will finance their work through membership fees (if applicable) and money available from their university.
2. Any surplus profits from sponsorships, events, etc. will go to MSF USA.
3. Limited funds are also available to support campus chapter activities via reimbursement or direct payment with preapproval.
To establish and maintain an approved, functioning Doctors Without Borders Student Chapter, each group must:

- Consist of at least four members, with a committee consisting of at least a president and a treasurer. The president is responsible for the coordination of the chapter or group and the overall contact with MSF USA.
- Be familiar with the rules and guidelines for Student Chapters in the USA, and agree to follow them.
- Be approved by MSF USA. Approval is granted by MSF USA upon the confirmed receipt of a Memorandum of Understanding signed by both parties.
- Make decisions by a simple majority and, if appropriate, with the approval of MSF USA.
- Be in regular and direct communication with HQ.
- Hold an annual group meeting with an agenda containing at least the following:
  - Summary of the past year’s activities from the President and report from the Treasurer.
  - Election of new President and Treasurer (and other committee posts).
  - Ideas and setting of events for the coming year.
Organizing events and fundraisers for an entire academic year takes a lot of preparation and effort. It's important that you have all the administrative work with your university completed before running your first event.

Make sure you have done the following before you start on your first event:

1. **Make sure your group is registered with your university.** Check with your Student Union to make sure that you are registered for the upcoming academic year. If applicable, send your officers’ contact details to the SU office to ensure that you get important e-mails regarding funding, chapter constitution updates, events that you can participate in, and membership regulations. As a registered student club, you may be eligible for funding, training, and various means of publicity for your group.

2. **Make sure you are registered with MSF HQ.** You need to submit details of all committee members and a signed MOU to HQ every year before you are added to the network as an official group. This includes names, positions, email addresses and phone numbers, as well as an address that we can send resources to.

3. **Get an official email address from the MSF headquarters.** This allows you to send out newsletters to your members on the mailing list and receive any queries that people might have about your chapter. Also, it will be the main address that your SU and MSF Head Office will choose to contact you. An MSF address is much better than a personal one, as it can be passed down from generation to generation and ensures continuity.

4. **Create social media accounts.** Social media platforms like Facebook, Twitter, and WhatsApp are great for communicating with your members. Upload your chapter’s logo to them and make the accounts official mouthpieces of what your chapter is doing. Again, remember to pass the details on to the new committee at the end of the year.
**Have a meeting about the year’s upcoming plans.** Discuss your aims for the year and create a vision for what you want your chapter to achieve. This will give you all something to aim for. Maybe you want to hold speaker events for the campus community, or raise awareness about MSF’s Access campaign on your campus. Be creative and make your chapter stand out.

**Understand the work that MSF does.** At campus activities fairs and throughout the rest of the academic year, people may ask you about MSF’s work. Some may just be curious, while others might be more critical of our humanitarian actions. To make sure that you provide reliable answers, it’s important that you understand MSF’s values and the nature of its work. Visit http://www.doctorswithoutborders.org/ for more detailed information on our history and projects.

**Check that all officers have MSF T-shirts.** T-shirts make you visible at events and fairs. Check that you have a T-shirt for all the officers in your committee and notify HQ if you need any more.

**Make a block booking for rooms.** If your SU allows you to book a particular room on a set day and time for an extended period of time, it’s a good idea to do so for regular committee meetings. Talk to all members of the committee and agree on a time and day that everyone is available. If your SU does not provide this, it might be worth asking them for block bookings.

**Identify how best to communicate with each other.** Facebook and WhatsApp group messages are great ways to keep in touch with one another. Check to see what all your officers prefer using. Creating a private Facebook group for your committee may also be a good way for your committee to upload meeting minutes, publish ideas, and create surveys.

**Choose the best days for events.** Some days are better than others for organizing events. Check with your SU to avoid clashing with other campus activities. Also, do a bit of research to find out when students are most available for speaker events and film screenings. Most chapters have mentioned that Tuesdays and Thursdays are good days for evening events.
When working as a team, it's important to have as much dialogue, transparency, and direction as possible. By encouraging these three themes in your committee, you will help to make your officers feel more involved in the chapter.

Forming a committee will give the group greater stability. Assigning different roles for members will help you to share responsibility and cooperate. It also means you are more likely to get things done. Plus, Student Unions often require that there are a minimum number of certain elected officers in your chapter.

The roles and size of the committee will depend on the activities and needs of your group. The important thing is to identify a set of tasks that need to be done before creating a role, rather than the other way around, which can lead to people being uncertain about what to do.
This is just a guide – each group is unique and comes in different shapes and sizes

**President**

The President's main responsibility is to oversee the chapter's development. This involves having a creative vision to improve the fundraisers, film screenings, speaker events, and cultural events, and making sure that the chapter has a presence on campus. A good President will be confident leading a committee of individuals who are passionate about humanitarian ideals, while also listening to their concerns and ideas. As the job of President can be demanding, it is important that he or she possess time-management skills and the ability to fairly delegate work.

**Vice-President**

The Vice-President's role in the committee is to support the President in decision-making matters and coordinate the efforts of the other team members. Their main responsibilities could include writing a bi-monthly newsletter with the group's upcoming plans and events, helping the President fill out funding agreements and other types of forms, or liaising with the Student Union and other groups.

**Secretary**

The Secretary is tasked with taking minutes at group meetings and could be responsible for checking the group's email account. The Secretary is also charged with organizing room bookings for events and setting up polls on Facebook. It is a role that requires organization, strong writing ability, and time-management skills.
**Working as a Team**

**Treasurer**

The Treasurer has the important role of ensuring that there are sufficient funds in the group's account throughout the academic year. To ensure you are financially stable as a group, the Treasurer will be expected to work with the President and Vice-President to apply for grants and to check the group's accounts regularly. The Treasurer will be responsible for making sure that the financial intake and expenditure of the group are balanced and is also responsible for transferring all money raised for MSF to HQ.

**Publicity and Campaigns Officer**

The Publicity and Campaigns Officer is in charge of promoting the group's events and organizing MSF's advocacy campaigns, both online and offline. They are responsible for doing lecture shout-outs, putting up posters and flyers around campuses, handing out event information to students, setting up Facebook events, and using Twitter and Facebook to advertise events.

**Social Secretary**

The role of the Social Secretary entails organizing fundraisers and socials. This involves finding locations for social events, getting hold of equipment, and being in charge of purchasing refreshments and snacks for events.

**Events Secretary**

The Events Secretary is responsible for organizing speaker events, panel debates, and film screenings and liaising with other student groups.

**Other Roles**

Other roles could be Liaison Officer, Academic Officer, Missing Maps Officer or Social Media Officer, to name a few.
More tips for a successful committee:

1. **Update each other on what's going on.**
   Be transparent.

2. **Don't be afraid to ask for help from each other.**
   Don't take on responsibility that you can't handle and burn out. Your team is there to help you. Knowing the duties of each role will help committee members function more efficiently.

3. **Spend informal time together to build stronger relationships.**
   Get to know each other outside of a formal setting.

4. **Capitalize on having a diverse group of officers.**
   Identify different student networks that you can use to publicize events. Ask each officer to organize an event that best reflects their skills.

5. **Encourage new ideas.**
   Creativity is the best way to make events more exciting. Officers can take the initiative and feel more involved in the planning of the group. It will help foster stronger attachment to the group and make you all more cohesive. If an officer wants to organize an event on his/her own initiative, encourage him/her to do so and provide support.

6. **Set goals.**
   Setting goals is a very important aspect of running a successful committee. Create milestones and future event ideas that can be used to motivate and structure the activities of the committee.
Meetings are for people to update each other on the group's current activities, future events, and plans for new events. It is a time for sharing ideas and discussing any problematic issues.

To make sure that you get the most out of a meeting, an agenda is essential. Ask your Secretary or whoever is responsible to create an agenda before the meeting. Then ask him or her to share it with the entire committee, asking if they want to add any new discussion points. Once the agenda has been finalized, it should be ready to guide discussions at the meeting.

**Other tips:**

1. **Check that a meeting room has been booked:** If you're able to arrange for block bookings, do that. Booking rooms each week can be rather time-consuming.

2. **Bring snacks:** Liven up the discussion with some snacks and sweets. Meetings shouldn't be boring -- they should engage everyone present -- and snacks can definitely help.

3. **Keep the meeting to one hour:** People will lose focus if you go beyond one hour. Sticking to the time limit will help you keep the discussions on topic and give everyone a chance to speak.

4. **Plan a post-meeting social:** It's very important for committee members to get to know each other outside of the work environment. Go for dinner afterward or find something fun to do together. Talk about non-MSF-related things to build personal relationships and trust.

5. **Make sure to have board meetings:** Meeting with the officials of the group is extremely important in order to set and achieve goals and assess what each member may need.
Hosting a Successful Meeting

It is recommended that an agenda have:

1. **A Financial Update:** The current balance in the group’s bank account. Were any donations made to MSF? Was anyone reimbursed? How much money is there for future events? It will help you decide whether you need more funding, etc.

2. **An Update of MSF’s Activities:** If time permits, why not watch a few videos from the MSF website on MSF’s latest activities? MSF’s Month in Focus video series gives you a quick recap of the most pressing humanitarian crises/issues that can help you understand MSF better.

3. **A Recap of the Latest Event(s):** The President or the officer who was in charge of organizing the event should give the update, talking about what the event achieved, the turnout, improvements for next time, and the opinions of the attendees.

4. **Housekeeping:** The President or Vice President should lead this. Any administrative issues related to expenses, attendance, events organization, and notices from HQ should be addressed. This needs to be an honest discussion but one that doesn’t come across as a disciplinary session. Engage in dialogue and talk about improvement.

5. **HQ Updates:** If the main office has asked you to promote a particular campaign or story, discuss it with the committee. Talk about how you can publicize it at your university and provide HQ with feedback.

6. **Updates from Each Officer:** Go around the discussion table and ask each officer to give an update on what they’re working on at the moment. You can discuss future events or ideas that are worth developing. For example, the Publicity Officer can give you updates on how much engagement your Facebook page has had with particular posts or campaigns.

The Secretary should be in charge of taking the minutes. At the end of the meeting, ask him or her to compile a quick list of action items to summarize each committee member’s tasks that need completing and their deadlines. The minutes should be e-mailed to all officers or uploaded to the Facebook group/chat. Try to add a brief outline of the most important discussion points in the e-mail or Facebook upload in case people don’t have time to read the entire thing.
The annual Student Activities Fair is a key event in the student chapter calendar. It is essential for attracting new members and inspiring them to get involved with MSF’s work, so it is important you make the most of it. You will be given a big box of resources from HQ to promote your group and spread the word as much as possible among the student body, including a variety of posters, a plastic banner, leaflets and merchandise.

Here are our key tips to get the most out of this event:

1. **Book your stall:** Your SU may contact you about booking a space for your stall. Discuss with them where you will be, how much space you’ll be given, access to electrical sockets, and any rules and regulations they might have.

2. **Get your stall/group on the fair brochure/events list, if there is one:** This will either be given out at the fair itself or included in students’ orientation materials. Make sure that all the details on it are correct, especially the date and time for any event(s) you may have organized.

3. **Plan who will staff your booth:** Some SUs will have rules on how many people can be at a stall at any time. Make a plan so that there are enough people at your stall in accordance with the rules. Ask people to arrive 10 minutes before their scheduled time. Some officers should wander around the fair giving out leaflets and directing people to the stall. Make sure that everyone is knowledgeable, friendly, and welcoming.

4. **Make your stall stand out:** There will always be lots of other clubs, so you need to make your stall and group noticeable and inviting. Use your MSF banner. Have snacks to give out. Place MSF posters around the venue of the fair with the location of your stall written on it. Advertise committee vacancies. Display photos from events last year. Wear your MSF T-Shirts. Give out stickers.
5. **Be sensible and strategic with resources:** Decide from the supplies from HQ what you will give out at the fair and what you will hold back for future events, goodie bags or prizes. If you don’t do this, you will find that everything will disappear within the first morning of the fair and you will have nothing left for the rest of term.

6. **Prepare a sign-up sheet:** Make it as easy as possible for people to sign up for your mailing list. (Note: This may not always be the same as signing up for the group, so check with your SU first). People may ask if signing up to the mailing list will be the same as signing up to the group, which may incur a fee. Use laptops or an iPad to make sure you don’t lose the e-mails or have trouble deciphering bad handwriting. Have five categories: name, e-mail, phone, year of study, major.

7. **Make social media/contact details obvious on the stall.**

8. **Advertise MSF public events:** Check the MSF website to see if there are any upcoming events, talks, exhibitions in your region that you can advertise at your stall. This shows how connected you are with MSF's real-world work.

9. **Network:** Find other student groups whose interests align with yours. Speak to their leaders and see if you can collaborate with them on future events.

10. **Advertise your first event on your stall:** This helps you look proactive, and it’s a great way to get new members involved. It gives them a date to look forward to. Some ideas include a welcome film screening, a talk by an MSF expat, or a free ice cream social. This should happen in the first few weeks of the semester while everyone is still keen to get involved in societies.

11. **Plan a welcome social:** Clubs that hold events regularly show that they engage with their members. At a welcome social, you can have introductory presentations about MSF, info on your group’s past events, and team-building tasks so that new members can get to know each other better. Having snacks and refreshments can act as a good icebreaker.
To request a speaker from MSF, you need to fill out the Speaker Request form on our website and talk directly with HQ. Please give as much notice as possible – three weeks at the least, ideally longer.

Please note that we will try our best to find you someone, but it is not always possible. We only have a small pool to draw from, and by the very nature of their work, our speakers are often in and out of the field and therefore not always available.

If MSF HQ is unable to provide speakers, or if there is a wait for someone, look at faculty members, students, and lecturers who may have volunteered with MSF before or understand MSF’s work well. You may also find it interesting to ask individuals who are not linked with MSF but who have experience with other humanitarian or medical organizations.

1. **Check with HQ for availability of speakers in your area.** Occasionally, speakers are willing to travel from where they live to your university. Keep in mind that MSF is not just about doctors. There are other essential MSF staff such as logisticians, project coordinators, HR officers, water and sanitary health technicians, nurses, biomedical scientists, surgeons, and anesthesiologists who could come give talks. Everyone has a story to tell.

2. **Book a room well in advance.** It can sometimes be difficult to book a room for 50-100 people close to the date of the event.

3. **Prepare the speaker well.** Agree on a topic that the speaker would be comfortable talking about. Discuss with them well in advance all essential logistics, including venue address, contact numbers, the best way to get there, how long you want them to speak, facilities available to them (e.g. PowerPoint), format of the event, etc. Don't forget to notify them of any changes and give them a courtesy call the day before to confirm that you're still on. Make them feel valued.
How to Organize Speaker Events

4. **Schedule the talk for a time that is convenient for most people.** Because the speaker has to travel to your university, it would be a shame if there were a low turnout for your event. Find a time that doesn’t clash with other events.

5. **Set up a Facebook event.** You can use it to invite people. Use MSF pictures from the gallery to upload as the cover photo. Update the event page regularly with news stories and MSF updates of the country where the expat worked to maintain interest and give some background. Make sure that the speaker’s bio is correct.

6. **Put up posters on room doors before the event** in case people are lost. Arrows leading up to your venue can also be helpful.

7. **Set up the room at least 30 minutes before the event starts.** Organize and test AV equipment beforehand. Arrange for the speaker to arrive at least 20 minutes before the event so that you can run through anything technical. Assign an officer to welcome the speaker and make sure they are taken care of.

8. **Set up a welcome screen.** This screen should have your committee logo, social media handles, the title of the speaker event, the date, and the speaker’s name. You can create a one-slide PowerPoint presentation for this.

9. **Have a committee member give an intro.** Introduce the speaker, where they have worked, and their involvement with MSF.

10. **Remind the speaker of the time of the event.** Hold up a subtle placards displaying how much time the speaker has left to make sure that the event doesn’t run over and that there is enough time at the end for questions. Check with the speaker beforehand to ensure that they happy with that system.

11. **Q&A session.** Consider live-tweeting the event, holding a Facebook Live video, or calling for questions via Twitter/Facebook. It’s a good way to engage your online community.

12. **Don’t forget to thank the speaker** and present them with a small gift (e.g. chocolates).

13. **Host a drinks and snacks reception.** This could be before or after the event.

14. **Offer to reimburse speaker’s travel costs if the trip was not arranged through MSF USA.**
**HOW TO ORGANIZE FILM NIGHTS**

1. **Check the MSF website (“Support Us” section) or speak to HQ** about the selection of films/documentaries available for screenings and order your copy.

2. **Book a room.** Make sure that the room is booked for the entire duration of the film!

3. **Provide snacks and refreshments.** Popcorn, pizza and/or chips and dip always work.

4. **Give an intro.** Ask an officer to introduce the film, or, if possible, find a lecturer or an MSF expat to do it and lead a discussion about it afterwards.

5. **Set up a Facebook event and publicize it well.** Add a short description of the film to the event/posters/e-newsletter.

6. **Network with other clubs for new, bigger audiences.**

7. **Tie the film to MSF’s current operations.** Discuss the present situation in that particular project or country with your audience. Hold a Q&A session.

8. **Set up a table to share MSF info/freebies.** Have informational materials and promo materials to give away to your audience.

9. **At the end.** Give updates on upcoming events and add any new people to the mailing list.
There are all kinds of innovative and exciting ways to raise money for MSF. All you need is a bit of energy, creativity and enthusiasm.

Remember, you don't always have to go for weird and wacky. Some of the oldest and simplest ideas are the most effective. Here are some tried-and-tested ideas that always work:

**Bake Sale:** A classic, popular fundraiser.

**Talent Show:** Team up with a music or performance group to put on a show. Ticket proceeds will go toward donations to MSF.

**World Food Sale:** Grab the attention of hungry students with Malaysian pandan cake, Lebanese baklava, Nigerian chin chin and the like. Check the SU’s rules on selling food before you plan the event.

**Valentine’s Day Stall:** Set up an anonymous text messaging service for people to send messages to secret lovers and friends for a small fee. Selling Krispy Kreme donuts also goes well with this.

**Bicycle Repair:** Set up a bicycle repair workshop on campus and ask for donations.

**Quiz night:** Always popular, and you can add in some MSF or medical-themed rounds, depending on the audience.

**Other tried and tested ideas:** Gig nights/battles of the bands; fashion shows; movie marathons; sporting events (sponsored marathons, hikes and treks, fun runs, etc.).
How to Fundraise for MSF

Key points to consider before you begin

- Consult with SU before organizing a fundraiser. Some SUs may ask you to fill out a form or apply for ID cards to make sure that you are legitimately raising money for a cause.

- Set a reasonable fundraising target. This will give you something to aim for.

- The Treasurer should be in charge of collection boxes and money that is collected and to remind officers to stick to MSF’s fundraising guidelines.

- With all chapter activities use the chapter logo, not the general MSF logo.

- If you want to approach companies for freebies or sponsorship, please first check that the company’s ethics are in line with ours. There are some companies whom we do not want to be associated with. Check our corporate gift policy (available on our website) and HQ before approaching anyone.

After the event

Photos!

Remember to let head office and other chapters know about your achievements and share photos with us on social media.
Please note: You will have received a lot of these in your initial shipment from MSF at the beginning of the year. Shipments of any additional materials will depend on stock levels.

- General MSF leaflets
- Selection of MSF posters
- Banner with the MSF chapter logo (good for branding stalls and rooms)
- Alert, our quarterly magazine
- Topic-specific info leaflets, e.g. on nutrition, logistics, etc.
- Collection of films
- T-shirts for all the committee members
- Stickers
- Gallery of downloadable MSF imagery for exhibitions
There are always lots of issues to raise awareness of, particularly in regard to access to medicines and neglected diseases. To find out more about MSF Access Campaign’s current projects, visit their website: http://www.msfaccess.org/

Step-by-step guide:

1. **Select an issue that you care about.** Be sure to run your selected issue past HQ before proceeding. They can advise you as to whether it is a good choice and may be able to provide additional information or materials to help you. Remember that you are ambassadors for MSF, so HQ must be aware of and in agreement with your plans. Any negative media about what you do could have repercussions on the wider organization.

2. **Set an objective.** What do you want to achieve? Maybe you want to get people to sign a petition or help them better understand a polarizing issue (i.e. migration in Europe). Maybe you want to debunk myths in the media or highlight a particular injustice faced by a certain population.

3. **Decide on your target audience.** Whose opinions do you want to change? Be creative and find a medium of expression that will work with that demographic. You can make posters, set up a guerilla campaign, organize a month of events to raise awareness about a particular issue (e.g. film screenings, a speaker event or debate, fundraisers and games, all in one month), or hold a photo exhibition (we can provide images for this).
**How to Run Advocacy Campaigns**

4. **Think unconventionally.** Sometimes it’s best to spread awareness using word of mouth or by inviting a renowned speaker in to give a talk on that issue. Handing out flyers can also be effective.

5. **Identify which networks to use.** If it’s a refugee issue, for example, see if there’s a human rights group on campus. Liaise with them and amplify your message. Ask them to spread the word in their networks and expand your audience.

6. **Decide how to measure success.** Sometimes it’s best to keep your goals simple and achievable. Make sure that your committee and all your members know these goals so that they can unite behind them, and keep them updated on your progress.

7. **Publicize what you are doing.** Use your social media channels to promote the campaign and keep people updated. Take lots of photos and share them with supporters and us here at HQ.
Communicating with your followers

Your work will have more impact if you let people know about it. Here are some key ways to stay in touch with your supporters and the wider student body:

**Social Media**

- Facebook: Create a group and/or a page
- Instagram
- Snapchat
- Twitter

**E-newsletters**

It is important to build up a list of supporters' email addresses. Make sure you collect people's emails at every event you host (with their permission!). A short monthly summary of your campaigns with links to the MSF site works well, plus occasional ad-hoc emails that advertise events. You can also direct them to signing up for the MSF monthly e-newsletter on our website. Make sure one member of your committee keeps a regular eye on your general email address and responds to emails promptly.

**In person**

Go around campus and speak to different people about MSF's work and the chapter's contribution.
**Tips for pulling in crowds:**

- Make use of campus bulletin boards
- Ask your SU if you can advertise on one of their TVs
- Put up posters in toilet stalls (with permission!)
- Post regular reminders on social media
- Collaborate with other groups
- Get coverage from your student newspaper
- Word of mouth
- Ask your SU to publicize events for you
Handing over leadership duties smoothly at the end of the year is just as important as organizing your events and campaigning. Making a smooth transition to a new committee ensures that all your hard work does not go to waste. There is a procedure that you need to follow detailed in our “Handover Guide.” If you do not have a copy, you can request one from HQ.

Thank you for supporting MSF, and good luck!

Doctors Without Borders
40 Rector St, 16th Floor
New York, NY 10006
studentchapters@newyork.msf.org
212-679-6800