



# ULEAD TOOLKIT

## OPERATION SMILE STUDENT PROGRAMS



### From our Founders

As we look at how far we've come in the last 34 years, we think of how students have helped bring our organization to the next level. Without your dedication and support, we would not be who we are today.

We hope to ignite a spark that creates action, the spirit that drives volunteerism, and the compassion that inspires you to be an impactful leader in the global community. When you use these abilities and talents to help others, the outcome is immeasurable. We need your help in reaching those who cannot be reached by spreading awareness of what our organization does, and we welcome you into a family that believes students can make a difference.

Operation Smile Student Program's mission is to facilitate youth in education, leadership, service, and advocacy. We strongly believe students can make a difference in the world, and we want to present them with tools to help guide them toward success.

Thank you for being a part of Operation Smile. Thank you for changing the world.

Sincerely,

Handwritten signature of Bill and Kathy Magee.

Bill and Kathy Magee  
Co-Founders, Operation Smile

## WELCOME TO OPERATION SMILE

Operation Smile is an international children's medical charity that heals children's smiles, forever changing their lives. As an international charity for children, we measure ourselves by the joy we see on all of the faces we help. At Operation Smile, we're more than a charity, more than an NGO. We're a mobilized force of both non medical and medical professionals with caring hearts who provide safe, effective reconstructive surgery and related medical care for children born with facial deformities such as cleft lip and cleft palate.

## THE ISSUE

Every three minutes a child is born with a cleft. Children with facial deformity such as cleft lips and cleft palates are often unable to eat, speak, socialize or smile. In some places, they are shunned and rejected. And in too many cases, their parents can't afford to give them the surgeries they need to live a productive life. Every child deserves access to safe, quality surgical care. Every child deserves a future filled with hope.

## OUR HISTORY

In 1982, Dr. Bill Magee and his wife, Kathy, traveled to the Philippines with a group of medical volunteers to repair children's cleft lips and cleft palates. They discovered hundreds of children ravaged by deformities, and although they helped many children, the volunteers were forced to turn away the majority of those who sought aid.

That's where we come in as the largest volunteer-based medical charity providing free cleft surgeries. Since 1982, Operation Smile — through the help of dedicated medical volunteers — has provided more than 4 million comprehensive patient evaluations and over 280,000 free surgeries for children and young adults born with facial deformities.

Our work creates a lasting global impact. We train local doctors in developing countries and strengthen healthcare systems so more children in some of the poorest areas in the world can be treated. Thanks to the generosity and spirit of volunteerism shown by our supporters, we continue to heal thousands of children each year to give girls and boys a new chance at life.

## STUDENTS CREATING MIRACLES FOR CHILDREN

On one of the first Operation Smile medical missions, Kathy Magee discovered the unique strength, endurance, and sensitivity her teenage daughter displayed while comforting a small child after surgery.

Upon returning to the United States, Brigitte Magee (Clifford) and her friend, Danny Rosen, were asked to raise funds for a school in the Philippines near the first mission site. Together, they gathered a group of students willing to give their time and effort to children in need, collecting funds and books for the school. Exceeding their original goal, they enabled the Filipino community to build an entire wing for the school and named it appropriately The Happy Club School.

Since Brigitte's first mission, the Magees have depended upon students around the world who contribute, even for just a brief moment, their youthful energy, enthusiasm, and imagination to make a child smile. Realizing that you have the ability to change someone's life for the better is the first step in joining the Operation Smile Student Program. Within each of us is a given strength and compassion that will never reach its fullest capacity until we commit to making that step.

Elementary school, middle school, high school and college students have formed Operation Smile Student Clubs across the United States, Asia, Africa, and Latin America. These Student Clubs annually contribute much-needed funds to the surgical costs of the children, as well as donate hundreds of toys and school supplies for the patients and their families.

Through their combined efforts, strengths, and compassion, students have proven that together they can achieve amazing results. As Operation Smile has grown, so has the student support for programs. Operation Smile believes that our students are our future and that you are capable of changing the world. In the past year, student clubs and associations have raised over \$1 million for Operation Smile and 140 students have traveled on international medical missions. Thousands of students raised awareness for Operation Smile by participating in over 900 student clubs worldwide. Our vision with the growth of Student Programs is to help more children. Patient needs are great and the number of people who need help can be overwhelming. Usually half of the children screened are turned away from the chance of receiving life-changing surgery. However, you have the ability within you to give a part of yourself, and to share your compassion with another human being. This is your opportunity to use your talents to the greatest of your ability.

## ULEAD CONFERENCES

Operation Smile offers education-driven conferences and workshops while fostering ongoing opportunities for students to connect to global networks of likeminded peers. One of these such conferences is the ULead, which empowers youth to be an active voice that advocates for children around the world and guides individuals to be champions and leaders both locally and globally. The goal of the ULead Conference is to educate students on the value of service within their communities and help them establish a lifetime of giving to others. At the ULead, students will learn more about the organization, opportunities where they can get involved, and participate in team building activities.

## STUDENT TESTIMONIALS



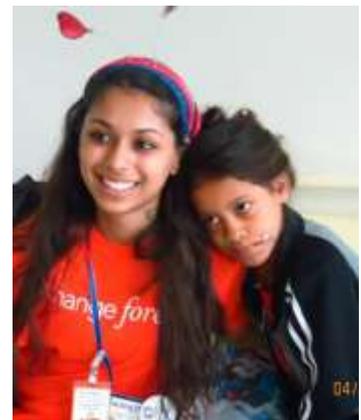
*"It was great to see people from different schools bond and simply enjoy the Operation Smile Summit together. The quality of the meeting exceeded my expectation, and it was a relief that the overall event went smoothly."* – Irene Pam

*"The many months of planning the Leadership Summit turned out to be a huge success! Over 50 members from schools within the Southern California Region came out and supported our cause. The summit was a great way to raise both money and awareness for kids with cleft palates."*  
– Jodi Yip



*"I'm always impressed, that after nearly 8 years of volunteering with Operation Smile, no matter how many volunteers I work with and patients I try to help, every new individual I encounter within the organization actually improves my life and overall wellbeing in return."* – Michael Kelly

*"Through my involvement with Operation Smile, I have bonded with people over a shared goal and made friendships all over the world I would have never met otherwise. Student programs has also taught me valuable leadership skills from when I joined as a shy, quiet 8th grader!"*– Alisha Gupta



## PHILANTHROPIC PILLARS OF STUDENT PROGRAMS

- **EDUCATION**

Operation Smile Student Programs instills the value and power of learning and provides youth with real-life opportunities to use that knowledge to make a positive difference in themselves and the lives of others. Operation Smile offers education driven conferences and workshop and fosters ongoing opportunities for students to connect to global networks of likeminded peers. Through education, students are exposed to authentic experiences, diverse cultures and practical facts about facial deformities and global healthcare. University students can share this knowledge to elementary and middle school students through the U-Pave program.

- **LEADERSHIP**

Operation Smile Student Programs empowers youth to be an active voice that advocates for children around the world and guides individuals to be champions and leaders within their own community. We encourage and cultivate leadership through innovative and inspiring programs and provide the tools and experiences that can help youth realize and share with others their impact in helping transform children's lives.

- **SERVICE**

Operation Smile Student Programs helps youth understand the value of service, both locally and globally, and the importance of being an active participant in supporting and alleviating suffering for those living in vulnerable and impoverished conditions around the world. We provide platforms for students to take personal ownership of a cause and encourage and promote opportunities to volunteer, raise funds, and educate others about the power of uniting as advocates.

- **ADVOCACY**

Operation Smile Student Programs helps provide youth with greater insight and a more rounded global perspective especially as it relates to the economic, social, and healthcare implications of children and families living with facial deformities. We empower students to engage their leadership skills and use their voice to educate others so they too can recognize the importance of advocating for those in need. On medical missions, university students are given the task of serving as a journalist and a photographer. They document the day-to day occurrences on the mission, as well as submit patient and volunteer stories to the Operation Smile website. These stories are accessible to all of our supporters and help advocate operation smile for its cause.

## ULEAD STEP-BY-STEP PLANNING AND IMPLEMENTATION

### STEP 1 - GAUGE INTEREST

- Reach out to friends, classmates, people in your community, etc. to see if they would be interested in attending a ULead event
- Put up signs at school and around community
- Ask them what they know about Op Smile and how interested they would be in getting involved
- Get a rough estimate on how many people would be attending
- Supplement Material: Sample information letter, invite letter*

### STEP 2 – FIND A VENUE

- Find a venue that's a little bigger than the rough estimate just to be sure
- Make sure it is a realistic and affordable venue
- Try to make it in a place not too far from everyone or else they will be discouraged from driving a long way
- Contact the manager of the venue and find an available date
- Give yourself enough time to find a venue and have backup plans if your first option falls through
- Use the sample letter to explain your event to the venue in a formal way
- Supplement Material: Sample venue letter*

### STEP 3 – PROMOTE AND PLAN THE EVENT

- Put up signs and posters so it is easy to find for everyone
- Have a game plan on what you're going to talk about (ie use template schedules)
- Have games and ice breakers ready to make everyone feel comfortable
- Set plans and goals
- Have speakers ready to make sure everything goes smoothly
- Have a timetable for all activities
- Make sure everyone feels included!
- Supplement Material: Sample schedule #1 & #2, speaker information, icebreakers and activities, call to action items, flyers*
- Additional Supplement Material: Operation Smile Student Programs and International Student Leadership Conference power points as downloads from the website (contact [student.programs@operationsmile.org](mailto:student.programs@operationsmile.org) to request these materials).*

### STEP 4 – FOLLOW UP

- Towards the end of the event have everyone leave their information so you can send updates about regional meeting, etc.
- A couple of days after the event send an email to everyone asking if they have questions or need anything
- Start trying to accomplish goals as soon as possible!

## STEP 1 - GAUGE INTEREST AND PROMOTE THE ULEAD EVENT

### Ways of getting information out

- Facebook
- Instagram
- School newspaper
- School Weekly Newsletter sent to all of the parents (if your school does not do this on a regular basis, you could contact admissions at your school and ask them to send out an email blast to the parents about an upcoming event, fundraiser, etc)
- Phone calls
- Emails

### Successful ways to use Social Media

- Logos
- Hashtags
- “Tag 10 friends to repost, if they don’t....”
- Before and After pictures
- Video links
- Personal stories

### Key Tips

- Know your audience
  - What age demographic is your event directed towards?
  - Are you trying to fundraise, raise awareness, or both?
- Attention grabbers
  - Whether it be your choice of colors, heart-warming pictures, or an attention grabbing opening or closing statement, you must figure out a way to draw your audience in and convince them to come to your event, donate, etc.
- Make sure the details of your event are clear and that people understand the purpose of the event and what it will entail.
- Make sure people understand what it is that they will be doing, learning, etc. at your event
- Convey to them who the speakers will be, if lunch will be provided, how long they should expect to stay, if they need to bring any supplies, etc.
- Reach out!
  - There are many other students who have participated in U-Lead conferences and can help give suggestions.
  - Visit <http://studentprograms.operationssmile.org/connect/contact-us/> to find useful staff contacts who can put you in touch with regional student leaders!

## SAMPLE INFORMATION SHEET

Operation Smile continues to help change lives of children with facial deformities like cleft lips and cleft palates. Since its founding in 1982, volunteers have provided free corrective surgery to over 280,000 patients in over 60 countries around the world. Students from around the globe make critical contributions toward changing lives of these children in need.

One of Operation Smile's missions is to facilitate youth in education, leadership, service, and advocacy. We strongly believe students can make a difference in the world, and we want to present them with tools to help guide them toward success.

The goal of this ULead is to educate students on the value of service within their communities and help them establish a lifetime of giving to others. Students will learn more about the organization, opportunities where they can get involved, and participate in team building activities.

*Venue Name:*

*Address:*

*Date:*

*Time:*

Thousands of students in more than 900 schools around the world are involved in the Student Programs, raising an estimated \$1 million annually for Operation Smile. Through service and leadership, Operation Smile students make a difference in the lives of children worldwide and learn the importance of volunteerism. Since Student Programs began, hundreds of high school students have participated on medical missions to countries such as the Philippines, Kenya, Cambodia, Brazil, India, Jordan, China and many other countries in the developing world.

For more information, please contact us at [<email contact>](#)

**Follow us on Instagram at @OSStudPro to see students like you in action from around the world!**



## SAMPLE INVITE LETTER

Dear <Name>,

Welcome to Operation Smile's ULead! The conference will take place at <Venue, Address, Date, Time>. The conference will host students from various schools and these participants will learn valuable leadership skills, hear from inspirational speakers, participate in activities, gain information on Operation Smile Student Programs, connect with club members and much, much more!

Operation Smile continues to help change lives of children with facial deformities like cleft lips and cleft palates. Since its founding in 1982, volunteers have provided free corrective surgery to over 280,000 patients in over 60 countries around the world. Students from around the globe make critical contributions toward changing lives of these children in need.

Operation Smile Student Programs empowers youth, creating a global movement for positive change through our Four pillars of philanthropy: Leadership, Education, Service, and Advocacy. Philanthropy is the foundation of Student Programs. It is critical that all youth involved in Operation Smile become philanthropic people, youth who improve humanity by giving support, time or money toward a charitable cause.

If you know students at your school who would benefit from the experience of learning to be future leaders through values like commitment and volunteerism, we encourage your students to reach out to us.

Sincerely,  
Student Name  
School  
Email  
Phone Number

## STEP 2 – FINDING A VENUE

### VENUE/FOOD SPONSORSHIP LETTER

Dear Prospective Sponsor,

On **Date** under the leadership of the Operation Smile Student Programs, **Location** Operation Smile High School Clubs will be holding **event. Insert Event Description.**

Operation Smile, headquartered in Virginia Beach, Virginia, is an international children's medical charity with a presence in more than 60 countries, whose network of more than 5,400 medical volunteers from over 80 countries is dedicated to helping improve the health and lives of children. Since its founding in 1982, Operation Smile has provided more than 280,000 free surgeries for children and young adults born with cleft lip, cleft palate and other facial deformities. To build long term self-sufficiency in resource poor environments, Operation Smile trains doctors and local medical professionals in its partner countries so they are empowered to treat their local communities. Operation Smile also donates medical equipment, supplies and provides year round medical treatment through its worldwide centers.

Operation Smile Student Programs is one of the largest nonprofit student organizations in the world with students representing the program from over 24 different countries. Over 900 student clubs exist worldwide. We realize we are the future doctors, nurses, speech pathologists, dentists and business leaders that will carry the mission of Operation Smile to eliminate this problem. We know that without our help, some children may never get this chance at a new life.

So, how can you help? These are the levels of sponsorship.

We are currently in need of **food/venue** for our upcoming event. Would it be a possibility to use **location of venue/food** for this event? This event would have about **Number of people attending.**

Your sponsorship in this event will not only help Operation Smile, but assist local high school students achieve success in strengthening leadership skills, volunteerism, and character. As with all of our sponsors, your companies' name will appear on a continuous feed on overhead projections as well as our print material. We will also be sure to use social media to get the word out!

If you are interested in participating as a sponsor for this event, or need further information, please contact me at (email). Thank you in advance for your anticipated support in this worthwhile event. Operation Smile 501C3/ IRS Determination #541460147.

Thank you!  
Student Name  
Student Email  
Student Phone Number  
Student School

## STEP 3 – PLANNING AND IMPLEMENTATION

### Sample Schedule Template #1 *Operation Smile Program Overview Emphasis*

<b>9:30 – 10:00am</b>	Check In
<b>10:15am – 10:30am</b>	Welcome Remarks Introduction Small group Icebreaker
<b>10:30am – 11:00am</b>	Operation Smile Student Programs Overview <i>Powerpoint and Videos below</i> <i>Video 1 (Overview of OS):</i> <a href="http://www.youtube.com/watch?v=01aTvJSsA68">http://www.youtube.com/watch?v=01aTvJSsA68</a> <i>Powerpoint 1</i> <i>Video 2 (Overview of Students):</i> <a href="https://www.youtube.com/watch?v=EvuxdKRmdxI">https://www.youtube.com/watch?v=EvuxdKRmdxI</a>
<b>11:00am – 11:15 am</b>	International Student Leadership Conference Overview <i>Powerpoint</i>
<b>11:15am – 11:30am</b>	Mission Experience as a High School Student
<b>11:30am – 11:40am</b>	Break
<b>11:40am – 12:00pm</b>	Activity
<b>12:15pm – 12:45pm</b>	Speaker
<b>12:45pm – 1:00pm</b>	Q&A/Snack Time/Closing Remarks

## Sample Schedule Template #2 *Speaker Emphasis*

<b>9:00 – 9:30</b>	Check in
<b>9:30-9:40</b>	Welcome
<b>9:40- 10:00</b>	Operation Smile Student Programs Overview
<b>10:00-10:20</b>	Activity
<b>10:20- 10:40</b>	<b>First Speaker</b>
<b>10:40 – 10:50</b>	International Student Leadership Overview (powerpoint)
<b>10:50 – 10:55</b>	Switch seats!
<b>10:55 – 11:15</b>	<b>Second Speaker</b>
<b>11:15 – 11:30</b>	Activity
<b>11:30 – 12:00</b>	Breakout Sessions <ul style="list-style-type: none"><li>- Speaker #3</li><li>- Speaker #4</li></ul>
<b>12:00-12:25</b>	Lunch
<b>12:25–12:50</b>	Activity
<b>12:50</b>	Closing remarks & thank you for coming!

## SPEAKERS

### Types of Speakers to Reach Out To

- Although Operation Smile will be the main focus of this event, try to look for speakers outside of the organization as well.
- You can reach out to inspirational and motivational speakers that have experience or may be qualified to talk about being a leader or getting involved.
- It is often more beneficial if the speaker has experience speaking to high school age students.

### How to Reach Out to Speakers

- A good start when trying to find speakers is to brainstorm a list of speakers that you know from your local community. This could be anyone from a friend or relative that has experience in public speaking to someone who has spoken at a local high school before.
- It is important to look for speakers who live within your area because it will minimize any cost you may spend for travel fees or a hotel stay for the speaker.
- Another way to look for speakers is through Internet searches. Websites such as [speakermatch.com](http://speakermatch.com) can be useful in looking for speakers within a specific area because they provide background and contact information for each speaker.
- While contacting a speaker, ensure that you explain the motive of a ULead event.
  - Motive: to gain students' participation and to inspire them to get more involved with Operation Smile through motivational speakers, team building activities, and the sharing of student testimonials and stories
- Ask if the speaker can talk on the subjects of "be a leader" and "get involved."
- Remember to ask the speaker if they would be willing to talk for free because of the fact that Operation Smile is a non-profit organization. Depending on the budget of your ULead, you may be able to apportion a small amount of money for a speaker, but ideally you will be able to find the necessary amount of speakers without spending any extra money that would otherwise go towards Operation Smile.
- Once a speaker has agreed to present at the ULead, it can be useful to send them, if applicable, a link to the online registration of the event and a formal invitation to speak from Operation Smile.
- After securing speakers, be sure to follow up with them a few weeks before the ULead to ensure that all of the planning for the presentation is running smoothly.

## ICEBREAKERS AND ACTIVITIES

### 1. Mummy

Required: Rolls of toilet paper  
Players: Small to large groups

Set up teams with 2-4 players on each team. One person on each team will be the mummy and each team will be given 2 rolls of toilet paper. They will have 5 minutes to complete the game. The team players are to circle around the mummy and pass the toilet paper to each other while wrapping the mummy in it. The leader of the group will be the judge and decide which team has created the best mummy design.

### 2. Gum Art

Required: Bubble gum, toothpick and index card  
Players: Small to large groups

Give each participant a piece of bubble gum to chew, toothpick and index card. Allow them 10 minutes to chew the gum, place gum on index card and then design something on index card using only the toothpick as a tool (No Hands). The person with the best and most creative design is the winner. If you have quite a few players you can have several categories of winners, like “most ingenious”, “most creative” and of course the “What is that?” award. Please send in your ideas of award names and even pictures of your groups playing these games.

### 3. Ha Ha

Players: Small to large groups

Teams competing lay down side by side on floor or ground. The first person lays back of hand on next persons stomach and that person lays back of hand on the stomach of the next to him and so on. The first person in line is to laugh one HA. The next person in line is to laugh HA HA (two times). The third person is HA HA HA. And so on. Any person that breaks out into a giggle is out of the game and must get up and the hole is filled in. The last one to giggle, wins.

### 4. Memory Game

Required: Subjects for memory, tray, paper and pencil  
Players: Small groups

Pick a subject like foods you would eat or crave. Lay them all in a tray for viewers to see and have participants pass tray around. Remove tray from sight and have participant's list what was on tray. The person that lists the most objects is the winner. You can give extra points or break ties by asking specific questions like what flavor sucker and so on.

### 5. Moo Game

Required: Just people  
Players: Small to medium groups

Pick three people to stand outside while the rest of the group gets ready. Form a circle large enough for someone to stand inside. Tell the group that They are going to pick someone from outside to come in and stand inside the circle and when you count to three everyone has to “MOO” as loud as they can. Then tell them on the last time, when the third person comes in to fake a “MOO”. Everyone should look like they are going to “MOO” but don't. Pick someone from outside and tell them that they are to listen for the

person who “MOOed” the loudest. Count to three and everyone “MOOs”. The person in the middle will then pick who “MOOed” the loudest and whomever they pick will be correct. Then tell that person that they have to “MOO” as loud as they can on the next round but to not “MOO” at all on the third round. Now the 2nd person comes in and you “MOO” and they pick who was the loudest and they are of course correct. But don’t tell the 2nd person to not “MOO” on the last round. Now the third person comes in and you tell them to pick the loudest “MOO”. You count to three and everyone pretends like they are going to “MOO” except the 2nd person that came in who “MOOs” really loud all by him or herself. It’s really funny. You may have to explain the joke to the third person though.

#### 6. Puzzle Piece Search

Required: Precut puzzle pieces and open table

Players: Small to medium groups

You can do this with a pre-made puzzle or use a large unwanted poster and cut into several pieces depending on the number of players. Hide pieces throughout play area while players are out of the room. Have a card table or work area where the puzzle can be reassembled. When a player finds a piece they are to bring it to the table to fit it together with the other pieces. Once they have found where that piece goes they are off searching for another piece of the puzzle. At the end, have the players think about all those pieces, each one a different shape, size and color but they all come together to become one big picture.

#### 7. Rumor

Required: Pen and paper

Players: Small to large groups

The first person from each team is to go out and make up a message together. This message will be used by all teams. Once signaled to start, the first person on each team is to whisper the Rumor to the next person on their team. They will whisper the Rumor to the next - and so on. The last person to receive the Rumor will run to the black board and write the message. The team that is the closest to the correct Rumor wins.

#### 8. Scavenger Hunt

Required: Pen and paper

Players: Small to large groups

Make a list of things for teams to look for through their wallets, purses, and possibly What’s on their bodies. Divide into teams by tables, pairs, individuals or what seems best. Here is a list of ideas of what they can look for but modify the list to your liking. Do not list where they might find these items.

Penny, dollar bill, red, hologram (usually found on a credit card, don’t tell them this!!!), a bird (usually found on a credit card), pick a few states from the new quarters (Delaware, Michigan, Florida), jewelry, sock, roman numeral (found on a watch), picture of a something, gum, paper clip, food, etc.

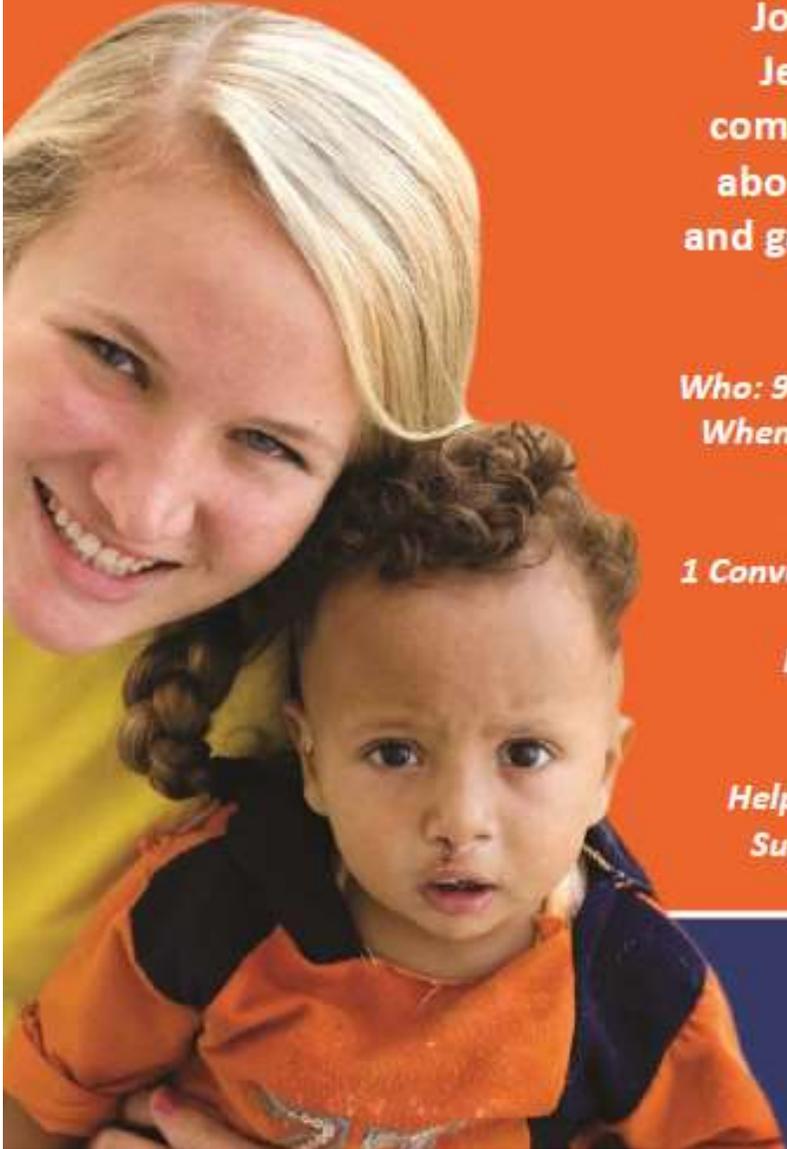
Make a list and copy off the list for each team. Have them check off which items they have, the team with the most checked off, wins!!!! At the end, tell them where they could have found some of the items.

## CALL TO ACTION

Below are a few ideas of how to get your ULead to work towards the same goal at the end of the event.

- Get students from different schools to start clubs and then connect them through regional meetings.
- Create an ISLC event with all the students from the region. An ISLC event is a great way for students to meet each other, listen to speakers and swap ideas.
- Create a large event such as a color run, music event or bowlathon. Use the ULead to make sure everyone is on the same page and assign everyone's role so it will be efficient and practical.
- Host a smile week at every club within the region. Each day do something different to spread awareness and fundraise for Op Smile such as free dress, bake sales, video game tournaments and sports tournaments

Sample Flyer #1



Operation  Smile

# North Jersey Leadership Summit

Join local North New Jersey schools as we come together to learn about Operation Smile and gain new leadership skills!

*Who: 9<sup>th</sup> -12<sup>th</sup> Grade Students*  
*When: Sunday, Sept 27 from 10:00am-2pm*  
*Where: Madison Hotel  
1 Convent Rd, Morristown, NJ 07960*  
*Lunch will be provided.*

*Help raise us raise a smile!*  
*Suggested Donation: \$10*

For application or more info, email [student.programs@operationsmile.org](mailto:student.programs@operationsmile.org)

Sample Flyer #2



SOUTHERN CALIFORNIA OPERATION SMILE PRESENTS...

# LEADERSHIP SUMMIT 2014

MOTIVATIONAL SPEAKERS	FOOD	
SPIRIT	NETWORKING	BONDING
OCTOBER 4, 2014	12:00 - 5:00 PM	
UC IRVINE	MISSION Q&A	\$5

*Join us for a day of leadership training  
and bonding with Operation Smile  
volunteers from across Southern California*

| NETWORK | LEAD | LEARN | OPERATION SMILE 