

The Campus Club Starter Kit

Everything you need to launch a HELP2SERVE chapter at your school — from your first interest meeting to your first cohort of volunteers.

Why start a chapter

One inspired student can bring dozens of peers into a lifetime of service. A campus chapter turns individual interest into a movement — hosting service projects, advocacy, and info sessions year-round. This kit gives you the steps, the templates, and the shareable tools to begin.

Sustained behavior change through global service since 2006. HELP2SERVE.CARE is a U.S.-based 501(c)(3) nonprofit dedicated to meaningful, ethical global service-learning.

Request an Info / Q&A Session

Want help launching your chapter? Request a live Info / Q&A session with HELP2SERVE.CARE leadership — we will answer your questions and help you and your peers get started. **Request a session at help2serve.care/engage.html (Pathway 8 — Virtual Info Sessions & Events).**

Part One

How to Start Your Chapter

Starting a chapter is more straightforward than most students expect. You are not building from scratch — HELP2SERVE.CARE provides the playbook, branding, and mentorship. Your job is to bring the people. Follow these steps in order:

You do not need to be a registered school club

Your HELP2SERVE.CARE chapter can operate as your own private group or club — you do **not** have to be an officially registered student organization at your school to establish a chapter with HELP2SERVE.CARE. Registering with your school is optional, and some chapters choose to; but it is never required to get started, plan service, or join the wider movement.

- 1 Express your interest.** Submit the campus chapter interest form at help2serve.care/engage.html (Pathway 2). A chapter mentor responds within one business day.
- 2 Receive your Campus Chapter Playbook.** Our team sends leadership onboarding materials, branding assets, and meeting templates.
- 3 Recruit a founding team.** Identify two to four committed peers to share roles — president, outreach, events, and fundraising.
- 4 Attend a formal information session.** HELP2SERVE.CARE leadership hosts a live Info / Q&A session for you and your prospective members (see Part Five).
- 5 Be welcomed and established.** After your information session, HELP2SERVE.CARE formally welcomes and establishes your chapter as part of the movement.
- 6 Receive your private club landing page.** Once established, your chapter is given its own private page on the HELP2SERVE.CARE website (see Part Three).
- 7 (Optional) Register with your school.** If you wish, you may also register as an official student organization — this is optional and not required.
- 8 Plan your first activity.** A service project, an info session, or a fundraiser — choose one and build momentum.

Sharing Your Chapter

The QR code below is an **example only**. It links to the public campus chapters page, so you can share this kit and let peers learn more right away.



EXAMPLE QR CODE — links to the public
help2serve.care/campus-clubs.html page

Your chapter gets its own QR code

Once your chapter is established with HELP2SERVE.CARE, you receive a **unique QR code that links directly to your own private club landing page** — not this example. That is the code you will share with peers to recruit members and promote your chapter's specific events and trips (see Part Three).

Part Two

Outreach Templates — Copy & Use

Use these as written, or adapt them in your own voice. The goal is warmth and clarity — invite, don't pressure.

Instagram Intro DM

Send to peers you think would care about service. Keep it personal — mention why you thought of them.

Hey [Name]! I'm starting a HELP2SERVE chapter on campus — it's a student club focused on global and local service, leadership, and real community impact.

I thought of you because I know you care about [cause/interest]. We're having a first interest meeting soon — no commitment, just come see what it's about.

Can I send you the details? You can also check out help2serve.care/campus-clubs.html in the meantime!

Peer Email Sample

Better for reaching a wider list, a class group, or other student organizations.

Subject: Starting a service chapter on campus — want in?

Hi everyone,

I'm launching a HELP2SERVE.CARE chapter at our school. It's a student club built around meaningful service — global immersion programs, local service projects, leadership development, and advocacy that creates lasting change.

HELP2SERVE.CARE is a U.S.-based 501(c)(3) nonprofit that runs structured global and local service-learning programs. We'd be part of that wider movement.

If you're curious, come to our first interest meeting — [date / time / place]. No commitment required. Learn more at help2serve.care/campus-clubs.html.

Hope to see you there,

[Your name]

Part Three

Your Private Club Landing Page

Once your chapter is established with HELP2SERVE.CARE — after your formal information session and welcome — your club receives its **own private landing page on the HELP2SERVE.CARE website**. This page is unique to your chapter and is not public to other clubs. It becomes the home base for everything your chapter does.

What your private club page includes

- **Your chapter's specific trip details** — the immersion or program your group is planning, with the information that applies to your club.
- **Planned and custom immersion dates** — specific dates for your chapter's upcoming or custom-designed immersions.
- **A club-specific application page** — where your members apply for your chapter's upcoming events, planned trips, and custom immersions.
- **Your chapter's unique activities and events** — service projects, info sessions, fundraisers, and gatherings specific to your group.
- **A unique QR code** linking directly to your private page, for recruiting members and promoting your events.

How your chapter page is created

Your private club landing page is set up by HELP2SERVE.CARE once your chapter has completed its information session and been formally welcomed. There is nothing to build yourself — our team creates the page, populates your trip and event details, and sends you the link and your unique QR code. From then on, it is the live front door for your chapter.

Chapter leaders access their page and resources through the Campus Club portal at help2serve.care/campus-club-login.html. Share your unique QR code everywhere peers gather — tabling events, class group chats, and dorm boards.

Part Four

Discussion Prompts: Planning a Trip

When your chapter is ready to plan a service experience, you will choose between an **existing published program** and a **custom immersion** designed around your group. Use these prompts to guide the conversation.

If considering an existing program

- Which published destination and dates fit our academic calendar — Dominican Republic, Costa Rica, or Australia?
- Which service focus draws our members — health, conservation, or community development and education?
- How many members can realistically commit, and by when?
- Do we want the integrated multi-track immersion or a single specialized track?

If considering a custom immersion

- What dates and trip length work best for our group?
- Is there a specific focus area, country, or community partner we want to prioritize?
- What group size are we planning for, and is it open beyond our chapter?
- Do we want to combine the trip with academic credit or a faculty leader (see the College Credit Guide)?
- What are our fundraising goals and timeline (see the Fundraising Guide)?

“The strongest chapters decide together. Use these prompts in a meeting, not over text — the discussion itself builds the commitment.”

Hosting an Info Session with HELP2SERVE Leadership

One of the most effective ways to grow your chapter is to host a live Q&A session with HELP2SERVE.CARE leadership for your prospective members and volunteers. We join virtually, answer questions, and help students picture what participation really looks like.

How to set one up

- 1 Ask your HELP2SERVE chapter mentor to schedule a leadership Q&A — give two or three possible dates.
- 2 Pick a format: a virtual session, or a hybrid session your chapter hosts in a classroom with HELP2SERVE joining by video.
- 3 Promote it for one to two weeks using the QR code and outreach templates in this kit.
- 4 Send HELP2SERVE a rough headcount and any questions your members have submitted in advance.
- 5 Follow up afterward — share the campus chapter interest link with everyone who attended.

Suggested group size

- **Small (5–15):** informal, conversational — great for a founding-team kickoff or a focused interest huddle.
- **Medium (15–40):** the sweet spot for a recruitment info session — big enough for energy, small enough for real Q&A.
- **Large (40+):** works as a presentation-style event; collect questions in advance and consider a follow-up small-group session.

Example Q&A topics to prepare

- What does a typical 21-day immersion actually look like, day to day?
- How much does a program cost, and how do students fundraise for it?
- Can participation count for academic credit?
- What support is in place for safety, health, and first-time travelers?
- How do I get involved if I'm not ready to travel yet?
- What does the chapter do on campus between trips?



Scan for all nine ways to engage
help2serve.care/engage.html

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