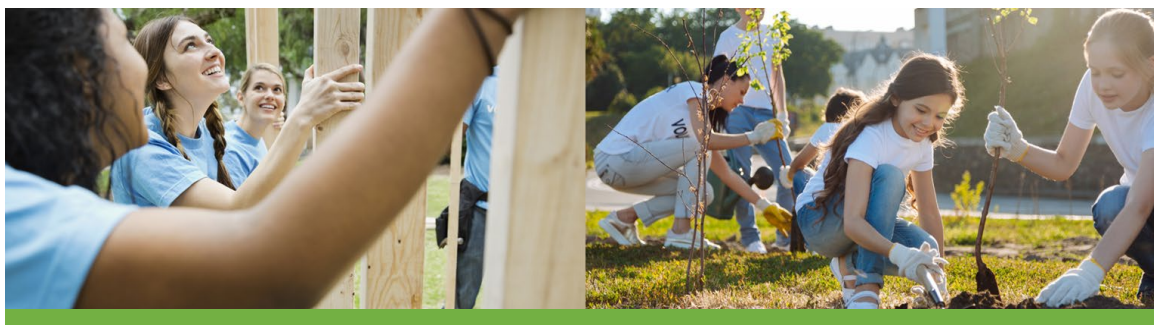


# JUSTSERVE STUDENT CLUB

## SUCCESSFUL PRACTICES FOR STARTING A JUSTSERVE STUDENT CLUB

Students can be an influence for good through meaningful service with a JustServe Student Club. The purpose of JustServe, simply stated, is “building unity through community service.” JustServe Clubs are youth-led and community-driven service clubs hosted at any high school, middle school, elementary school, college, or University campus, or as part of an independent home school study group. These clubs are service-oriented in nature and have no religious affiliation:

1. **REVIEW CLUB DOCUMENTS:** Review the Club Charter Bylaws and the Club Rules to prepare to present to your school administrators. Additional documents are available to help you in this process (FAQ, Hurdles, etc.)
2. **DETERMINE WHAT IS REQUIRED TO START A JUSTSERVE CLUB:** Go to the school and find out what the requirements are. Requirements may vary from school to school. Work with the school administration on the approval process.
3. **FILL OUT A CLUB CHARTER BYLAWS AND SCHOOL PAPERWORK:** Fill out the charter information, editing it to focus on your school. Complete all of the other paperwork and/or requirements at your school.
4. **FIND A FACULTY ADVISOR:** Most schools will require a faculty member to act as an advisor or sponsor.
5. **RECRUIT MEMBERS:** Advertise and encourage students to join.
6. **REGISTER AT JUSTSERVE.ORG:** Once your school has approved your application, register to be an official JustServe student club at [JustServe.org/clubregistration](https://JustServe.org/clubregistration). By registering, you'll receive a Club Kit and an invitation to a National Club Leadership group where information and ideas are shared amongst clubs.
7. **ORGANIZATION:** Organize your club officers and make assignments.
8. **SCHEDULE:** Schedule how often and where you will meet.
9. **WHAT KIND OF SERVICE:** Discuss with your club what types of service projects your members are interested in. Use a suggested service plan idea or create your own club service projects based on your members' interests.
10. **CONNECT AND SHARE:** Turn in your club's report to showcase all the amazing things your club has done in your school and community to [clubs@justserve.org](mailto:clubs@justserve.org). We encourage you to showcase your club through social media.
11. **NATIONAL YOUTH JUSTSERVE CLUB COUNCIL:** Have designated club officers participate in the National Youth JustServe Club Council. They can receive resources, share challenges and best practices, and collaborate with other clubs.



# JUSTSERVE: STUDENT CLUB

## CHARTER BYLAWS

Students may use this optional template to develop bylaws for a JustServe Student Club, which may be modified as necessary to accommodate the needs of an individual club. All JustServe Student Clubs must abide by the *JustServe Student Club Rules* (attached). Additionally, JustServe clubs affiliated with or sponsored by a school, and clubs utilizing school facilities or resources are responsible to obey applicable school rules.

## CHARTER OF THE [NAME OF SCHOOL] JUSTSERVE STUDENT CLUB

### ARTICLE I

#### NAME

The name of this organization is the [Name of School] JustServe Student Club.

### ARTICLE II

#### PURPOSE

Our purpose is to be an influence for good in the community through meaningful service. We lift, help, and serve others while building bridges with community service organizations. JustServe.org and mobile app are available resources for finding service opportunities. While serving others, we encourage members to connect and support each other.

### ARTICLE III

#### MEMBERSHIP

**Section 1** Membership is open to all students enrolled at [Name of School].

**Section 2** We will not deny membership to anyone on the basis of race, religion, national origin, ethnicity, color, age, gender, marital status, citizenship, sexual orientation, veteran status, or disability.

**Section 3** No member of the JustServe Student Club will engage in hazing, participate in hazing, or commit any act that causes or is likely to cause bodily danger, physical harm, or personal degradation or disgrace, resulting in physical or mental harm to any fellow student or person.

### ARTICLE IV

#### OFFICERS

**Section 1** The JustServe Student Club must have a president and may have other such officers the club believes necessary, i.e., vice president, secretary, treasurer, representatives, etc. All officers must be students at [Name of School].

**Section 2** Officers are appointed or elected by a majority of the members of the JustServe Student Club.

**Section 3** Each officer's term shall be for one school year, starting at the end of each spring term/semester through the end of the next spring term/semester. Officers shall be appointed or voted upon annually unless an office becomes vacant before the term otherwise would expire. (If that happens, then members may elect a replacement officer as needed.)

**Section 4** The president will direct meetings and activities of the JustServe Student Club, unless he or she delegates that duty to another officer. If applicable, the president or their designee will also represent the Club at inter-student organization meetings.

**Section 5** All other JustServe Student Club officers will act under the direction of the president. The duties of these other officers may include planning and publicizing meetings and events and recruiting members.

**Section 6** Special committees may be created at any time as necessary.

## ARTICLE V

### MEETINGS

**Section 1** An officer transition meeting will be held approximately two weeks following the appointment of new officers.

**Section 2** Regular meetings will be scheduled as needed during the academic year, but at least twice per term/semester.

**Section 3** The president and other student officers may call special or more frequent meetings as necessary.

## ARTICLE VI

### ADVISORS

**Section 1** One or more faculty advisors may be selected by the student officers of the JustServe Student Club from among the faculty or staff members of [Name], with the acceptance of the individual selected.

**Section 2** The advisor's term will be one school year (starting at the end of each spring term/semester through the end of the next spring term/semester), but may be renewed at the request of the student officers.

**Section 3** The removal of an advisor would need to follow the procedure of the school.

## ARTICLE VII

### FINANCES/DUES/FEES

The JustServe Student Club is a not-for-profit organization, and there are no mandatory dues or fees to participate in JustServe activities. The JustServe Student Club may accept voluntary contributions, grants, or sponsorships to help cover the cost of meals, club activities, or service projects consistent with *JustServe Student Club Rules* and the applicable rules of [Name of School].

## ARTICLE VIII

### AMENDMENTS

**Section 1** Amendments and revisions to the constitution must be reviewed and approved by the student officers and faculty advisor(s), if applicable.

**Section 2** Amendments must be written and explained to members of the JustServe Student Club and presented to the voting members for ratification.

## ARTICLE IX

### STATEMENT OF COMPLIANCE

**Section 1** The JustServe Student Club agrees to abide by the *JustServe Student Club Rules*, incorporated here by reference.

**Section 2** The JustServe Student Club agrees to adhere to applicable rules governing student clubs of [Name of School].

**Section 3** The JustServe Student Club agrees to adhere to applicable rules governing the use of school facilities or other school resources.

## ARTICLE X

### ENABLING ACT

Upon approval of this charter by the majority of voting members of the JustServe Student Club, it shall become effective immediately.

---

JustServe Student Club President

---

JustServe Club President Name

---

Date

---

Faculty Advisor (if applicable)

---

Faculty Advisor (if applicable)

---

Date

# JUSTSERVE STUDENT CLUB

## RULES

**We are so glad you want to make a difference in your area. Be a JustServe Champion by starting your own club or by adopting JustServe as the outreach platform for an existing Service Club on campus.**

Here are some guidelines that will help you succeed as you decide to use the JustServe Brand. At JustServe, we are all about service, and a club that helps students find good ways to serve the community is a great idea. You are welcome to use the JustServe® name and logo for your club, as long as you follow a few simple guidelines:

1. Strictly follow the *JustServe Style Guide* whenever you use our trademark in any way.
2. Don't discriminate based on race, religion, gender, ethnicity, disability, sexual orientation, or any other protected status in your club or in the activities you coordinate. Make your club a welcoming place that honors differences and encourages respect for everyone.
3. No hazing.
4. Get out and serve! Have fun. The JustServe website is a great place to find projects in your area, or you may find your own projects. Either way, select projects in keeping with our JustServe Community Guidelines and that are appropriate for the ages, abilities, and experience of your club members. (See the Guidelines on JustServe.org, then About Us page.) Avoid projects that could put anyone at risk or create uncomfortable situations, such as working one-on-one with someone they do not trust or handling tools or equipment they are not trained to handle. The goal is to help those in need and enhance the quality of life in your community.

If you fail to follow these guidelines, you forfeit your permission to use the JustServe® trademark. Adhering to these guidelines helps us keep the trademark meaningful—a symbol of positive community service.

In addition to these guidelines, you should follow the rules of your school with regard to student clubs. Every school has policies. Research the policies that apply to you or ask your dean of students for help. You can download a sample charter bylaws for your club, although you may have to customize it to meet your school's requirements.

By using our trademark and website, you agree that you are subject to the Terms of Use and Privacy Policy posted on the JustServe website. Our allowing you to use the trademark does imply that we (or our sponsoring organization) endorse you or your club. We do not provide insurance coverage or otherwise assume responsibility for you, your club members, or your volunteers, even if you use our trademark or engage in activities posted on our website. You are solely responsible for your own decisions, communications, meetings, and activities. You release us from any liability whatsoever.

# JUSTSERVE STUDENT CLUB

## OFFICER DUTIES

### President:

- Directs all meetings and activities for the club.
- Represents the club with the school, governing body, and faculty advisor/mentor.
- Delegates duties to other officers, ensuring meetings run smoothly.
- Represents the club at community events, inter-student meetings, and at Regional and National JustServe Youth Councils.
- Oversees and follows through with club service projects.
- Oversees the recruiting of new members.

### Vice-President:

- Assists the President in running the club and assumes the President's duties when the President is unavailable.
- Recruits new members and helps them feel welcome and involved.
- Helps organize and plan service events.

### Secretary:

- Maintains a roster of the club's members, including their names and contact information.
- Sends out notices through the school communication system about upcoming projects.
- Takes the lead in communication with the club members through approved communication methods (such as GroupMe, Band, Remind...).
- Maintains detailed records of club meetings and activities, including minutes, attendance, number of members and participants, service history, project impact, and hours spent.
- Turns in reports to JustServe as requested.

### Treasurer:

- Manages club funds and materials, maintains an inventory, and collaborates with club sponsors.
- If fundraising occurs, ensure that all money collection and distribution comply with school rules. Deposit and account for funds according to the school's club procedures, follow the budget, and complete a final inventory at year-end.
- Responsible for creating or managing any club awards given out at meetings or at the end of the year.

## Optional Roles to Consider for Your Club Officers (not required)

### Communications Officer:

- Manages the club's social media presence to promote upcoming events, highlight completed projects, and recognize member contributions.
- Engages with school and community social media pages to increase visibility and outreach.
- Takes photos or collects photos from events for use on social media and club reports.
- Assists the Secretary with member communication when needed.
- Ensures that all social media content follows school guidelines, JustServe style guides, and maintains a positive image for the club.

### Service Officer:

- Finds information on nationwide or community service projects.
- Connects and builds partnerships with charitable organizations in the community.

- Helps with the execution of all club service projects, ensuring that final projects get delivered.
- Writes thank-you notes to organizations the club has partnered with.

**Recruitment Officer:**

- Assists the President and Vice President at school or community events for recruitment.
- Assists with Club Rush and any other school initiatives to enhance club membership.
- Utilizes school resources to advertise and promote the club.

**Outreach Officer:**

- Connects with other service clubs at the school or in the community to co-sponsor events.
- Consider putting together at least one co-sponsored service project with another club or community organization.
- Builds partnerships with other service clubs and shares project opportunities.



# JUSTSERVE STUDENT CLUB

## FREQUENTLY ASKED QUESTIONS (FAQ)

### 1. **How frequently does the club meet?**

JustServe does not have any requirements. This decision would be up to the local club to determine as described in its charter bylaws. Suggested monthly service lesson plans are provided to registered clubs to help inspire ideas for service projects in your local community.

### 2. **What types of projects (variety) are available?**

JustServe has a wide variety of local, ongoing, and event-based projects. Registered clubs also receive additional resources and ideas that work well for lunch or shorter service projects.

### 3. **Are students limited to projects directly associated with JustServe, or can they create/complete a project of their choosing and report it to JustServe?**

The club projects do not need to be found on JustServe.org. However, JustServe is an excellent platform for nonprofit, community, faith-based, and governmental organizations to post their volunteer needs and is a great place for volunteers to find meaningful service opportunities.

### 4. **Does JustServe restrict access and participation or discriminate against any group or individuals?**

JustServe does not restrict access and participation or discriminate based on race, religion, gender, ethnicity, disability, sexual orientation, or any other protected status.

### 5. **Are there registration or membership fees associated with JustServe?**

There are no membership fees required for JustServe Student Club members.

### 6. **What is the purpose of JustServe, and how does the organization differ from other volunteer organizations?**

The purpose of JustServe, simply stated, is “building unity through community service.” JustServe.org hopes to easily connect individuals wanting to give community service with faith-based, nonprofit, community, or governmental organizations that rely on volunteers to help fulfill their mission.

The major differences between JustServe.org and other websites are:

- JustServe is free for both the individual user and the organization. There are no fees or higher-level pricing.
- JustServe.org is both a website and a mobile app in multiple languages.
- It is user friendly and has exceptional features to help users in their volunteer pursuits such as: Weekly update emails and a unique dashboard that allows users to sort projects by those upcoming. It also has a heart/bookmark feature for projects of interest, a search by interest, and form to keep track of service hours.



# JUSTSERVE STUDENT CLUB

## RESPONSES TO HURDLE QUESTIONS FOR STARTING A CLUB

Sometimes we hear the following questions from students attempting to start a club at their school. Here are some responses you can be prepared for or give:

### 1. **“We have too many service clubs already at our school; we don’t need another one.”**

Most service clubs focus on college applications. JustServe is different. Any student can join—there are no fees or GPA requirements. The goal is to help students serve their community, build empathy, and develop real leadership skills. No strings attached.

JustServe Club has service ideas that can be done during a club lunch meeting or whenever the club gathers. They help support a large variety of organizations in the community.

### 2. **“What makes JustServe Club different from the other service clubs at our school?”**

There are no requirements or qualifications to be a member of this club. Some clubs have academic requirements or grade level requirements, but the JustServe club is open to all.

There is no fee to register the club! Key Club costs about \$200-\$400 to register a charter, and students are expected to pay dues. National Honor Society (NHS) costs around \$385 a year to maintain a chapter at the high school (according to their website). JustServe also comes with resources that can help guide student presidents and support school club advisors.

The purpose of the JustServe Club is to be an influence for good in the community through meaningful service. We lift, help, and serve others while building bridges with other community service organizations. While serving others, we have fun, and we encourage members to support each other and connect.

Why we think JustServe is a worthy club to join this year—

1. You get to serve others and have fun doing it (we have service ideas that can be done on campus in about 40 minutes, as well as many other fun and inspiring ways to serve.)
2. Get involved in the community in local organizations.
3. Connect and make friends.
4. Get service hours for graduation, applications, and/or resumes.

### 3. **“That would take kids away from the current service clubs by splitting them into a new one; we don’t like the idea of taking them out of other service clubs.”**

JustServe is a service opportunity platform that can unify clubs by helping them find and collaborate on a number of local service opportunities. Another option is to invite, sponsor, or partner with another club. This is done sometimes with NHS, Key Club, or other service organizations that appreciate the support from JustServe. This gives additional resources to an existing club to help them succeed. A JustServe Club could support them with finding appropriate service projects.

**In addition to the hurdles above, have you considered...**

- Would the school be open to starting a JustServe Club if we demonstrated strong student interest? What would that require? Would collecting student signatures or commitment forms help show our interest?
- If starting a club right now isn't possible, what steps could we take in the meantime to prepare? Are there specific actions or recommendations you would suggest to help us build support for launching a JustServe Club on campus in the future?

**Would it be helpful to...**

- Ask the correct student government, organization, or person responsible for the clubs at the school about starting a JustServe Club.
- Talk to a faculty advisor to sponsor the club. Could the advisor help ask the student government or whoever approves the club about the approval process?
- Are there any friends of JustServe who know administrators at the school who can help get things approved or help support/provide guidance?

**If all efforts are exhausted, and it seems like a JustServe Club will not work at the school...**

- Join another service club and use JustServe to assist them in their efforts as a JustServe Ambassador. Show them how to utilize JustServe.org for finding and participating in local community or remote service projects. This is a great way to create positive exposure for JustServe.



# GENERAL STYLE GUIDE

A guideline for applying the JustServe brand to promotional materials

Updated November 2020

# JustServe Logo

## Logo Versions

The JustServe logo can be used in two different color versions. For most materials, a white background is used, with the full color logo. If a colored background is needed, an all-white logo can be used instead, to provide enough contrast. The colored background should be JustServe Blue whenever possible and should always be a solid color.

## Placement in an Enclosed Area

When the logo is placed within an enclosed area, as a general guideline to help the logo appear balanced, use approximately 43% of the space above the logo and 57% of the space below the logo.

## Clear Space

The logo should be placed with enough clear space around it. Use the circle heart mark as a guide. Give spacing on all sides of the logo of at least one-half of the logo height.



## Logo Don'ts

To keep the JustServe brand consistent across multiple materials, please follow these guidelines:

### Don't Recreate the Logo

Do not attempt to recreate the logo. JustServe users with administrator privileges may download the official logo files at <https://www.justserve.org/admin/resources>.

### Don't Add Effects to the Logo

Graphic effects, such as drop shadows, outlines, gradients, etc, should not be added to the logo. Use the JustServe logo in either of the two provided versions, without alterations.

### Don't Change Logo Colors

Use the JustServe logo in either of the two provided versions. Do not change the color. Materials have been designed in a specific color palette and straying from that palette will create inconsistency.

### Don't Stretch the Logo

Take care when resizing the logo, to make sure that it maintains the correct horizontal and vertical proportions.



## Typography

The JustServe brand features three typefaces that are used in various applications.

Trade Gothic Condensed is used for text headlines on printed materials, offering a friendly, but slightly heavy-duty look. On the web, Google Fonts's Oswald is used instead.

Light and Regular versions of Helvetica are used when there are large blocks of body copy, allowing for more comfortable legibility. When Helvetica isn't available, web applications can default to the more universally-accepted Arial instead.

Fonts should not be used on materials without official licensing or permissions from the creator. JustServe is not responsible for the illegal use of fonts on unofficial materials.

Print

**TRADE GOTHIC BOLD CONDENSED /**  
**Trade Gothic Bold Condensed No.20**  
**Trade Gothic Bold Condensed No.18**

Trade Gothic: For use as a headline font in print materials. It is commonly used in all-caps for titles and mixed-case for subtitles.

Web

**OSWALD BOLD / Oswald Bold**  
**Oswald Regular**

Oswald: For use as a headline font in web materials. It is commonly used in all-caps for titles. Note that any given pixel size for this font appears approximately two pixel sizes larger than it's Trade Gothic Bold Condensed print counterpart.

Print  
& Web

**Helvetica Regular**  
**Helvetica Light**

Helvetica: For use as a body font for both web and print materials. Use the Light version whenever possible and use Regular when Light is either unavailable or illegible. It is used in mixed-case.

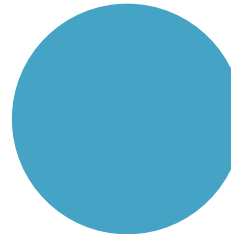
# Color

The JustServe color palette is inspired from colors found in nature and geared towards having a cheerful and vibrant look, signifying the joy of service as a force that warms the heart and uplifts the soul.

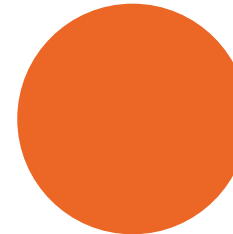
Blue is used as a main color for backgrounds and text headers. Orange is used as an accent color and an alternate color for headers. Green is used sparingly to add further color dimension when blue and orange are too stark. The other colors fill in for further needs in the design and should be used only on rare occasions when additional colors are necessary to achieve a design objective.

A range of grays provide shades to support the main content. The darker grays are used to soften text instead of using a harsh black. The lightest gray is used as a soft background color that text copy can be displayed upon and serves to separate information without upstaging the main content.

Primary



**HEX** 009EB9  
**CMYK** 84 | 14 | 20 | 0  
**RGB** 69 | 163 | 197  
**PMS** 7703 C

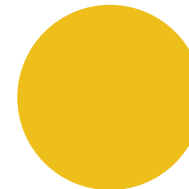


**HEX** EF5E39  
**CMYK** 3 | 74 | 99 | 0  
**RGB** 202 | 95 | 35  
**PMS** 151 C

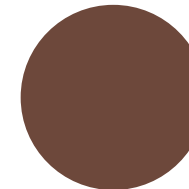
Secondary



**HEX** 71AA32  
**CMYK** 61 | 10 | 100 | 0  
**RGB** 132 | 170 | 63  
**PMS** 368 C



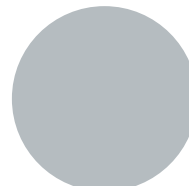
**HEX** E1BC21  
**CMYK** 7 | 24 | 100 | 0  
**RGB** 225 | 188 | 33  
**PMS** 116 C



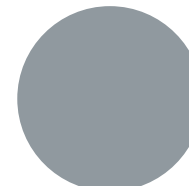
**HEX** 674B3E  
**CMYK** 43 | 66 | 71 | 37  
**RGB** 103 | 75 | 62  
**PMS** 7603 C



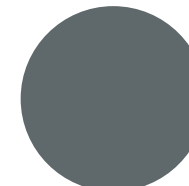
**HEX** E5E3E3  
**CMYK** 10 | 8 | 8 | 0  
**RGB** 229 | 227 | 227



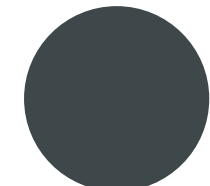
**HEX** BBBDC0  
**CMYK** 29 | 20 | 19 | 0  
**RGB** 187 | 189 | 192



**HEX** 989B9F  
**CMYK** 43 | 31 | 29 | 5  
**RGB** 152 | 155 | 159



**HEX** 64686C  
**CMYK** 60 | 47 | 44 | 24  
**RGB** 100 | 104 | 108



**HEX** 444444  
**CMYK** 63 | 47 | 46 | 51  
**RGB** 68 | 68 | 68



# Photography

JustServe photography should adhere to the Guiding Principles of being warm, bright, and cheerful. Outdoor photography is preferred, as it typically provides richer, brighter colors. When using indoor photography, make sure that there is abundant natural light in the space.

JustServe is about people helping people. As such, most of the photography should show this service in action, with volunteer facial expressions enjoying the service they are engaged in.

JustServe is for everybody, not just religious organizations. Although JustServe is provided as a service by The Church of Jesus Christ of Latter-day Saints, photography should communicate diverse groups of people working together to benefit the community, regardless of religion, age, race, gender, or social class.

For some social media memes, it is suitable to have images toned down with a bright JustServe color overlay and with bold all-caps text on top.



# Photography Don'ts

Photography should adhere to the following guidelines:

## Don't Use Religious-Specific Imagery

Minimize the use of photography that feels too focused on promoting a specific religion or organization through use of uniforms, logos, and other brand-promoting imagery.



Don't use black and white photography.

## Don't Use Black & White Photography

Black & White or monochromatic photography should not be used. Photos should be full-color and be bright and vibrant.



Photo is too dark.

## Don't Show Low-Lit Indoor Environments

Avoid photography with little light, where the subject's face is in the shadows. Subjects should be well-lit and easy to see.

## Don't Overlay the Photo with Graphics or Text

Except in the case of social media memes, where a text message is the prominent focus, do not add graphic elements, digital filters, or text elements on top of the photo, or alter the photo in any other way.



Don't place graphics or text over photos or use graphic filters.

