

unicef 
united states fund

UNICEF HIGH SCHOOL CLUB

FUNDRAISING TOOLKIT

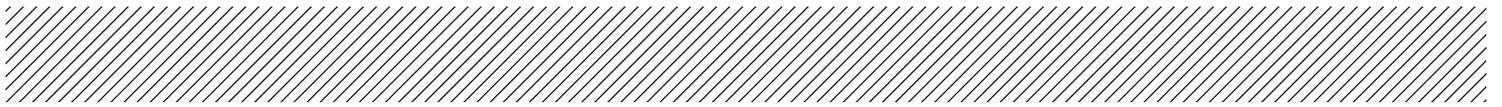


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About Fundraising

All of UNICEF's income comes from voluntary contributions — from governments, corporations, nongovernmental organizations and individuals. The most effective way to support UNICEF's work is through monetary donations. These contributions allow your UNICEF High School Club to support UNICEF's programs in health, immunization, clean water, education, emergency relief and more.

Fundraising Strategies

There are many ways to approach fundraising, and each approach has advantages and disadvantages. Select the fundraising strategy most appropriate for your school and community.

Consider:

Available human resources. How many members do you need to implement the plan? Is your club large enough to plan the fundraising activity and commit to its success?

Time. Many fundraising activities take months of planning. How much lead time is needed to plan and implement your fundraising idea? Is there enough time to follow through on the activity?



Expenses: controlling costs. Covering and controlling the cost of any UNICEF-related activity is a critical job. Events that benefit UNICEF must be cost effective and viewed as appropriate to the community.

Expenses should not exceed 25 percent of all collected revenue. This goal should be outlined in your budget during the very beginning stages of planning.

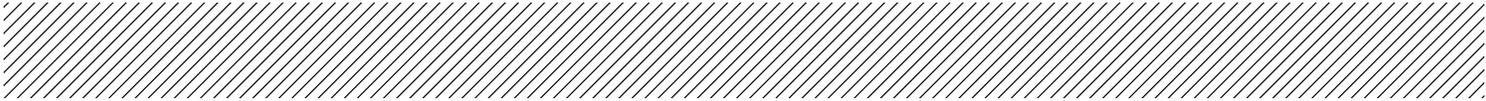
Expenses: upfront costs. What upfront expenses are involved? UNICEF High School Clubs must pay for these expenses with their own money. Are there available funds to cover them? Can you obtain sponsors to help cover these costs?

Reimbursement. Please note that the U.S. Fund for UNICEF cannot pay or reimburse expenses relating to volunteer fundraising activities. After a fundraiser, UNICEF High School Clubs may keep up to 25 percent of the revenue raised (in cash received only) to offset related expenses.

Donations. How will you solicit donations from donors? What method of payment will you choose: cash, check or online donations? Are you fundraising for a specific UNICEF program/country? How will you acknowledge the donors?

Acknowledgments. Please note that the U.S. Fund for UNICEF is only able to acknowledge donations in the form of checks made payable to the U.S. Fund for UNICEF or made online at our website at unicefusa.org/highschoolclubs or through our online fundraising tool. Donations made through a third party will not be acknowledged.

Receipts. The U.S. Fund for UNICEF is not able to give receipts to individuals, businesses or organizations that donate gifts either "in kind" or as auction items for your UNICEF High School Club activity. Because the donations are being made to your event and not directly to the U.S. Fund for UNICEF, the items are not being donated to a nonprofit organization and therefore are not eligible for a tax deduction. Feel free to write a note of thanks to donors that they can share with their tax preparer. All businesses, individuals and organizations that make monetary donations to UNICEF via check or credit card will receive an acknowledgment letter or online acknowledgment from the U.S. Fund for UNICEF that may be used to receive a tax deduction.



How to Fundraise

Set your goals. Establish clear goals for the fundraising activity. Create an activity plan using the guidelines below. Refer to it throughout the planning process to keep everyone on track.

We recommend that High School Clubs aim to raise *at least* \$250 during the school year.

Establish a revenue goal. Set a realistic (and optimistic) amount that you'd like to collect. Using a formula may help you calculate a realistic goal based on a dollar amount per person and the total amount you'd like to raise. Examples:

- Host a party for UNICEF and charge \$15 per ticket. 20 people attend. Set a goal of \$300, minus expenses.
- Have a bake sale. Average \$1 per baked good. Sell 200 items. Set a goal of \$200, minus expenses.

Keep expenses low. Remember: Expenses should not exceed 25% of revenue. For example, if your revenue projection is \$4,000, then expenses should not total more than \$1,000.

Alternative types of donations — such as party supplies, food, equipment, practice space or meals — can help you reduce expenses and increase revenue. Offer these as options in lieu of cash donations. See page 9 for a sample in-kind ask letter.

Set a time, date and place. Choose a date and time that will allow plenty of people to attend and that makes sense for the activity you're planning (such as evening for a party or afternoon for a rummage sale). Estimate how many people you think will attend, and reserve an appropriate space. Popular locations fill up quickly, so reserve yours well in advance. Examples of popular, low-cost locations include community centers, local cafes, public libraries, parks and homes of fellow volunteers. As you consider your options, ask vendors if they'll donate the space or give you a discount in exchange for recognition at your event.

Create a schedule and stick to it. Make a calendar including all the key milestones for planning your event, and be sure all members of your UNICEF High School Club have a copy. Send out gentle reminders if dates are missed.

Create a budget for your event. Use the sample budget form on page 10.

Generate sponsorships. Local businesses are often happy to provide money or goods to your cause in exchange for public recognition. Offer to include a sponsor's name or logo on program guides, event advertising, and signs or to recognize the sponsor at your event.

Publicize. Brainstorm ways to advertise your event and conduct outreach. For example, write a press release. This brief document should include all the key details: time, date, place and reason for your event, as well as who's organizing it and who will benefit from it. Include contact information for the public. Go to our websites unicef.org and unicefusa.org for information about UNICEF's mission and work.

Send the press release to your local newspapers. You can also call the community calendar editors of local papers and regional magazines to get your event listed for free and gain more exposure.

Define clear roles. Make sure each UNICEF High School Club member is clear about who is responsible for what and when things need to be done. Let members choose roles that match their interests and skills.

Give credit. After the event, send thank-you cards to your volunteers. Consider throwing a small celebration to recognize their accomplishments. This is a great time to share pictures of the event.

Managing Funds

Once your club has raised all the funds needed to meet and exceed your goals, use the following guidelines to ensure the safe and proper transfer of the funds.

Keep records. For your records, make copies of checks, money orders, credit card forms and the Donation Form (see page 11) before sending them to the national office. All donations from any events or activities should be processed by the U.S. Fund for UNICEF no later than 30 days after the event.

If the funds are to be earmarked for a particular area or issue, please include a memo with the Donation Form.

Online donations. You may remit your club donations online at unicefusa.org/highschoolclubs by selecting “donate”. You will need a credit or debit card to remit donations online.

Checks and money orders. Please ensure that all checks and money orders (do not send cash) are payable to the U.S. Fund for UNICEF. Send all checks, money orders, and credit card forms with a Donation Form including this code VC_XXXHSC14YXXXX:

U.S. Fund for UNICEF
Volunteer & Community Partnerships
125 Maiden Lane
New York, NY 10038

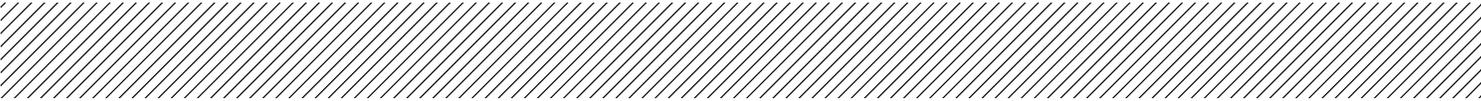
Write your UNICEF High School Club name code number (VC_XXXHSC14YXXXX) on all Donation Forms sent to the U.S. Fund for UNICEF.

Cash and coins. Do not send cash through the mail. To exchange your coins, please visit your nearest Coinstar® center or www.coinstar.com. To designate UNICEF as the recipient of your or your school/group’s change, enter 5555. The Coinstar center counts the change and prints a receipt for the full amount of the tax-deductible contribution. Send the receipt with your name and/or the name of your group to the address above, and the U.S. Fund for UNICEF will mail an

official acknowledgment of the gift. There are more than 13,000 Coinstar centers across the United States.

Send thanks. Send thank-you cards, notes or emails to all of your donors and supporters, regardless of the size or nature of their contribution. Remind them about how their gift will be used, and create and save a mailing list of all your supporters for future fundraising events.





Fundraising Activity Ideas

Use a toolkit: download one of the many step-by-step guides to help you create a fundraising event. Tell your friends: use our online tool to create your own webpage, introduce friends and family to UNICEF, and ask them to make a donation to help UNICEF save kids' lives. Visit unicefusa.org/volunteer and go to the Fundraise section to learn more.

Collections:

- **Simple collections.** A collection for the U.S. Fund for UNICEF is the fastest, easiest, most direct way to raise funds. Obtain permission to organize a collection at your school. Choose well-attended areas, such as in the cafeteria, at sports events, in dorms or in other high-traffic areas.
- **Special collection.** Plan a collection around a U.N. observance (check the online Activity Calendar for upcoming observance days) or a holiday theme: Thanksgiving, Valentine's Day, birthdays, Trick-or-Treat for UNICEF and the UNICEF Tap Project.
- **Tape walk.** Tape the word "UNICEF" in giant letters on a main walkway at school and ask people to place coins on the tape to spell it out.

Sales:

- **Pancake breakfasts.** Pancake breakfasts are typically a high-profit fundraiser and can be a great community outreach event.
- **Baked goods.** Sell them at school or at local events.
- **Candygrams.** Items such as caramels, hard candy, nuts and chocolate are excellent at any time but especially during the holiday season. A variation: sell low-priced candygrams. A candygram is a bag of candy with a short note written by the buyer. You deliver it to a specified person's mailbox.
- **Tribute cards.** These are an easy way to raise funds for the U.S. Fund for UNICEF. For a minimum \$25 contribution, a tribute card can be sent in honor of someone's birthday, a holiday, or Mother's Day; as a memorial; or to mark another special occasion. Visit unicefusa.org to learn more.
- **Raffle.** If raffles are permitted in your location, ask local businesses and restaurants to donate prizes such as gift certificates that can be raffled off. Students must buy raffle tickets to enter the drawing.

Concerts/Special Events/Parties:

- **Auction.** Contact local businesses for prize donations. Gather novelty items that can't be bought (autographs, a professional athlete's sneakers, etc.) or services. Auction these off to the highest bidder.
- **Carnival night.** This is a fun night for everyone. Publicize within the school as well as in the local community. Decorate the venue to suit the theme of the carnival and bring along plenty of UNICEF literature. Offer a diversified range of activities such as ring toss, weight-guessing, etc. Sell refreshments and provide entertainment.
- **Children's concert.** Invite a local church or school choir to perform a concert at school and sell tickets.
- **International benefit concert.** Have students from different cultures demonstrate their traditional music, dance and song.
- **Benefit plays or recitals.** Ask the theater, dance or music teachers if they would be willing to charge an optional admission fee for performances to raise funds for the U.S. Fund for UNICEF. You can ask other student performers to participate.

- **Talent show.** Get students performers to sign up, then publicize and charge admission.
- **Dance benefit.** Make it a school-wide event with proceeds from admission, refreshments and T-shirt sales going to the U.S. Fund for UNICEF.
- **Theme party.** Pick a theme and make it unique (e.g., St. Patrick's, '70s, '80s, '90s clothing).
- **Coffeehouse.** Have an art exhibit, poetry and prose readings, and performances by student bands or individual musicians, and of course serve great coffee and snacks.

Contests/Sports Events:

- **Sports tournament.** Host a round-robin softball, kickball or basketball tourney. Some clubs have had successful flag football tournaments that served as fundraisers.
- **Student-faculty benefit match.** Students can challenge faculty and staff to a basketball or volleyball tournament. Charge admission to the game.

Food-Related Activities:

- **Live Below the Line** – in late April/early May challenge students to spend 5 days eating/drinking for \$1.50 per day in a show of solidarity around the world with the 1.2 billion people who live in extreme poverty. Check out livebelowtheline.org (and join the UNICEF team) in the spring to learn more.
- **Dinner party.** Invite friends and possibly faculty members and staff to a UNICEF dinner party. Your guests can contribute to the U.S. Fund for UNICEF the amount of money they would normally spend on dinner in a restaurant. Your contribution is the dinner.
- **Dessert party.** A variation on the dinner party. Many students would not hesitate to pay a small fee to get into a party where they are served brownies and cake.
- **Concession stand.** Operate concession stands for parades, fairs, festivals, athletic events, plays or other school functions, and donate the proceeds to the U.S. Fund for UNICEF.
- **International food dinner.** Have families prepare foods that represent their countries of origin and charge admission to the dinner. This is also a great way to include international students who are enthusiastic about the work of UNICEF. Contact international student associations.



unicef High School Club

\$0 MONEY RAISED

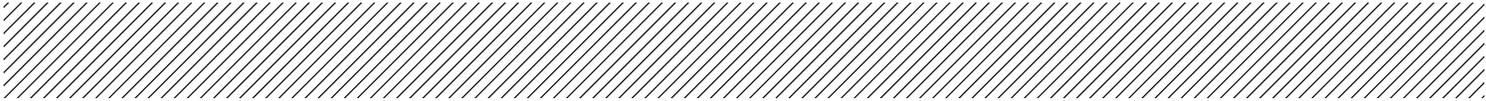
DONATE TO A FUNDRAISER

SET UP YOUR FUNDRAISER

THE STORY

UNICEF High School Clubs are driven by students who know they have a vital role to play in helping the world's children survive. Clubs partner with the U.S. Fund for UNICEF to educate, advocate, and fundraise—work that is vital to UNICEF's ability to save children in 192 countries around the globe.

Your club has its own UNICEF fundraising page, visit www.crowdfunder.com/unicefhighschool to find your page and to get started.



TRICK-OR-TREAT FOR UNICEF

Trick-or-Treat for UNICEF (Fall)

On Halloween night over 60 years ago, America's children changed the world. Costumed and committed, they took to the streets in neighborhoods all across the nation, and they spread word of their mission. They were kids helping kids by Trick-or-Treating for UNICEF. Through the small change they raised by going door to door, they were going to make a big difference for children everywhere, providing medicines, clean water, education and the things kids need to thrive. Today, times have changed, but kids have not — they are as committed as ever to improving the lives of their peers around the world. Just as they have for generations, America's kids will Trick-or-Treat for UNICEF.

Participate in the Halloween fundraising program. Put those famous orange boxes at cash registers and cafeteria entrances. For details, visit trickortreatforunicef.org. There are also many other ways to raise funds at Halloween:

- **Costume contest.** Have entrants be “sponsored” by local businesses; award prizes to winners in different categories.
- **Host a Halloween party to benefit UNICEF.** Have fun, but make sure the event fits UNICEF's standards. Check out the Halloween Party Guide in the Online Volunteer Center during the fall.
- **Pumpkin-carving contest.** Ask a produce shop, supermarket or farm stand to donate pumpkins. Get permission to hold the contest in a public place. Students, faculty and staff can enter as individuals or teams, but everyone must either pay a small entry fee or be sponsored by local business. Award prizes for the most original, scariest, funniest, etc.
- **Pumpkins.** Sponsor a pumpkin sale to support UNICEF.

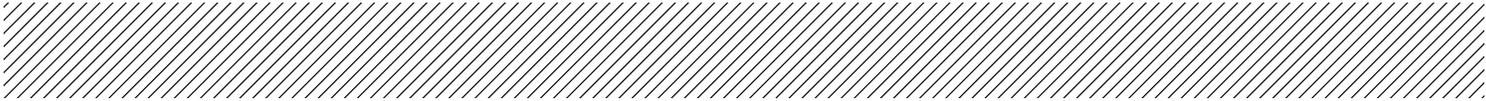


unicef
TAP PROJECT
WHEN YOU TAKE WATER. GIVE WATER.

THE UNICEF Tap Project (Spring)

With \$5, UNICEF can provide one child access to safe, clean water for 200 days. Visit UNICEFTapProject.org during the month of March to support the UNICEF Tap Project Facebook fundraising app.

- Join the UNICEF Tap Project community on the Action Center to access volunteer resources for the campaign: tapproject.org/volunteer
- Set up a table in the cafeteria or other busy area to collect dollar donations for the UNICEF Tap Project.
- Partner with other student groups at school like Model U.N. and Key Club and implement a fundraising competition.
- Learn about global water issues by accessing educational tools on the UNICEF Tap Project Action Center.



Sample Donation Ask Letter

<Date>

<Name of Potential Donor>

<Company/Organization/Group>

<Address, Email or Fax>

Dear <Name of Potential Donor>:

There are few issues in the world that are as important and solvable as saving the world's children. Every year, 6.9 million children worldwide — nearly 19,000 children per day — die before their fifth birthday from preventable causes. For almost 70 years, UNICEF has been the world's leader for children, overcoming obstacles like politics, ideology and poverty to ensure that children can survive. UNICEF has saved more children's lives than any other humanitarian organization in the world because it is able to tackle the real issues that affect why children are dying in the first place. Today, UNICEF is active in more than 190 countries and territories.

Because of my commitment to helping the world's most vulnerable children, I decided to get involved with UNICEF and support its work as a member of a UNICEF High School Club. The most effective way to support UNICEF's work is through monetary donations. All of UNICEF's income comes from voluntary contributions, and UNICEF receives no dues assessed to U.N. member states. In all of its work, UNICEF relies on contributions worldwide from governments, corporations, nongovernmental organizations and individuals.

I invite you to join UNICEF in its mission of saving children's lives by donating to the U.S. Fund for UNICEF. Your support will allow UNICEF to reach thousands of children with the assistance they need to survive and thrive.

Each dollar you contribute provides a number of lifesaving services to women and children around the world. Cash contributions allow UNICEF to provide health care, immunizations, clean water, education, emergency relief and much more.

And every little bit helps! Below are examples of how UNICEF makes a little go a long way.

4¢ can buy one high-energy protein biscuit for malnourished children in emergencies.

59¢ can immunize one child against polio for life.

\$6.06 can provide one insecticide-treated mosquito net to protect against malaria.

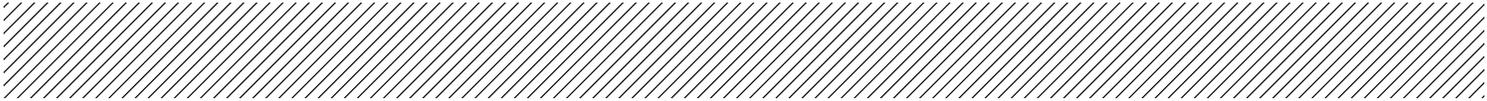
I hope I can count on you to help. Please send the most generous gift you can, as soon as possible. You may donate by check or online at unicefusa.org. If you are writing a check, please make it payable to the U.S. Fund for UNICEF and send the check to me or to the U.S. Fund for UNICEF, attention Volunteer & Community Partnerships, 125 Maiden Lane, New York, NY 10038.

Thank you in advance for your support of UNICEF!

With grateful appreciation,

<Signature>

<Name>



Sample In-Kind Ask Letter

<Date>

<Name of Potential Donor>

<Company/Organization/Group>

<Address, Email, or Fax>

Dear <Name of Potential Donor>:

Because of my commitment to helping the world's most vulnerable children, I decided to get involved with UNICEF and support its work as a member of a UNICEF High School Club. I am hosting an event to raise money to support its work around the world. I am writing in the hope that you will participate in this wonderful event with a donation toward our silent auction.

This year's <name of event> will take place at <location> on <date>. It will be an awareness-building dinner that has attracted a remarkable group of friends to help us craft an unforgettable night. <List presenters, speakers, special guests, and prominent members of the community who will be in attendance here.>

The highlight of the evening will be our presentation of global children's issues surrounding world hunger and UNICEF's work. We will highlight UNICEF's role as the world's authority on child survival and its mission of saving children's lives in more than 190 countries and territories. For almost 70 years, UNICEF has been the world's leader for children, overcoming obstacles like politics, ideology and poverty to ensure that children can survive.

I hope you will consider making an auction donation for this year's hunger banquet. Your contribution will go far beyond one evening; it will change the lives of countless children around the world.

Best wishes,

<Your Name>

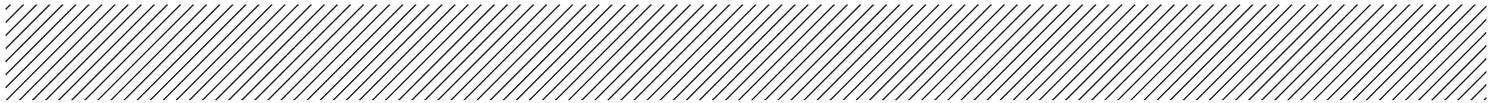
U.S. Fund for UNICEF Volunteer

<Your Contact>

Please note that the U.S. Fund for UNICEF is not able to give receipts for donations to individuals, businesses or organizations that donate gifts either as "in-kind" or as auction items for our UNICEF fundraiser. Because the donation of the item is being made to a volunteer-led fundraiser and is not being made directly to the U.S. Fund for UNICEF, items are not being donated to a nonprofit organization and therefore are not eligible for a tax deduction.

Sample Budget

Description	Budgeted	Actual
Income Items		
Ticket sales (number of attendees multiplied by ticket price)		
Donations		
Other		
Income Total		
Expense Items		
Logistics:		
Food/catering		
Decorations		
Furniture rental		
Site rental		
AV equipment		
Advertising/press releases:		
Copies and general reproduction (flyers, invites)		
Postage and delivery		
Other:		
Office supplies		
Gifts		
Professional fees (tech support, movers, etc.)		
Licenses and permits		
Entertainment		
Expense Total		
Income Less Expenses (Subtract 'Income Total' from 'Expense Total')		



Donation Form

Please note: You may also transmit donations online at unicefusa.org/highschoolclubs by selecting "Donate."

1. Fill out this form **completely**. It should be the cover sheet for all of your collected donations.
2. Use **one** form per donor. If using multiple forms, contact details on each form must be identical, and pages must be numbered.
3. Attach checks and money orders made payable to the **U.S. Fund for UNICEF** and send to:
 U.S. Fund for UNICEF
 Volunteer & Community Partnerships
 125 Maiden Lane
 New York, NY 10038

Contact Details

Contact First Name: Contact Last Name:

UNICEF High School Club Official Name:

Address:

City: State: Zip:

Phone:..... Email Address:

Donation Details (Please circle method of payment)

Check/Money Order Number: Amount: \$

Check/Money Order Subtotal: \$.....

Credit Card Details

Credit Card Number: Expiration Date:

Type of Credit Card (please circle): VISA MASTERCARD AMEX Amount: \$

Name as It Appears on Card:

Billing Address:

City: State: Zip:

Phone:

CM_XXXHSC14YXXXX

Please email highschoolclubs@unicefusa.org or call **1.800.FOR.KIDS**.