



for every child

UNICEF UNITE: FUNDRAISING & EVENTS

How to Host a Successful Event in Support of UNICEF USA

Follow the steps below to plan and execute a successful fundraiser or event for UNICEF. To spark your creativity, see our virtual and in-person [Event Ideas](#) list.

1 Brainstorm an event idea and outline your goals, timeline and action plan. Decide what you want the event to accomplish. Is it fundraising, advocacy, volunteering, speaking out or something else? If it's a fundraiser, establish a revenue goal and budget accordingly. Will you sell tickets beforehand, gather donations in person or create an online fundraiser?

2 Register your event with our [UNICEF Fundraiser and Event Application](#). UNICEF USA staff will review your application and, once approved, will send a confirmation email with a link to helpful Fundraiser and Event Resources. Unlock access to our platforms, resources, tools, and more, including UNICEF's approved logos.

3 Establish your event needs and resources. Consider what you need for your event to be successful and who might want to help. Think outside the dollar. Recruit volunteers or partner with other groups/clubs and establish committees to divide up the tasks. Solicit alternate types of donations like food, equipment or event space.

4 Decide on an event platform. Did you know that UNICEF USA has a variety of platforms you can customize to fit your event needs?

- Ticketing/RSVP platform: check the box on the Fundraiser + Event Application to get set up with your own customizable event page where you can sell tickets or gather RSVPs for your event. All funds raised through your page will be donated directly to UNICEF. Keep track of event attendees in real time, download a guest list, e-mail your event attendees through the platform, and more. See our [Ticketing Page Guide](#)
- Auction platform: interested in organizing an in-person or virtual auction for UNICEF? We'll get you set up with your own auction page!
- Online fundraiser page: visit unicefusa.org/p2p or unicefusa.org/p2pclubs (if you're a member of a UNICEF UNITE Club) to start an online fundraising campaign with your own UNICEF donation form. Keep track of donations and your fundraising goal in real time!

5 Keep expenses low. Expenses should not exceed 25% of revenue for your event. For example, if your revenue projection is \$4,000, expenses should not total more than \$1,000. It's critical that events benefitting UNICEF be cost-effective and appropriate to the economy of your community. You can set a realistic revenue goal by either calculating an average dollar amount you hope to raise per attendee or by setting a total amount you would like to contribute to UNICEF USA.

6 Utilize our UNICEF USA resources like the logos and templates you'll receive when your event is approved through the [Fundraiser + Event Application](#). Reach out to hello@unicefusa.org to coordinate additional support for your event, like possible guest speakers, UNICEF UNITE Clubs National Youth Council members or UNICEF USA Community Engagement Associates. Visit our [UNITE resources page](#) for more.

7 Submit your funds. Once your event passes, make sure you submit your funds promptly digitally or by mailing in a check.

- Remit digitally: unicefusa.org/remit or unicefusa.org/clubsremit (if it's a UNICEF UNITE Club event).
- Remit via check: mail in your check with our [general donation form](#) or if it's a club event use our [Club donation form](#).
- **8 Stay involved with UNICEF USA.** Congrats on wrapping up your UNICEF event. Give thanks to your volunteers and donors, then encourage them to take action and stay involved with UNICEF. Are you a part of a [UNICEF UNITE Club](#) or involved in your community as a [UNICEF UNITER](#)? Encourage your event attendees to join you! If you

Don't Forget! All events and fundraisers must be approved through our [Fundraiser & Event Application](#).





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UNICEF UNITE: EVENT IDEAS

Fundraise for UNICEF virtually or in person.

- 1 Spark your creativity** with this list of virtual and in-person event ideas.
- 2 Visit unicefusa.org/fundraiser** and fill out the Fundraiser + Event Application to get started.
- 3 Explore our [guides](#)** and unlock access to UNICEF USA's platforms, resources, tools, and more.
- 4 Don't forget** to remit your donations afterwards! Clubs visit unicefusa.org/clubsremit and general volunteers visit unicefusa.org/remit.

EVENT IDEAS

Start an Online Fundraising Page

Customize your own UNICEF donation form and share it far and wide. Come up with a fundraising goal and dedicate a special moment like your birthday, or fundraise for a cause dear to you. Peer-to-peer fundraising is an impactful way to activate your network. Get started: [clubs](#), [general volunteers](#).

Rent a Food or Ice Cream Truck In Your Community

Reach out to a local small business truck owner and see if you can use their services for an afternoon. Post flyers around the neighborhood (re-use paper scraps!) or in the neighborhood chat so people can plan ahead. Bonus: ask a friend with a truck to DJ behind the food/ice cream truck.

Grab n' Go Stand: Sell Hot Cocoa, Coffee or Lemonade

Don't forget the hand sanitizer! Set up in your neighborhood, a central area (ask for permission!), at a library or on a school campus. Bonus: attach info on how to get involved with UNICEF or facts on children's rights to the items you're selling.

Virtual Game Night

Get competitive and host a virtual game night for UNICEF. Use general knowledge or UNICEF-themed trivia, bingo or any game that can be played virtually. Did you know UNICEF USA has a ticketing platform that allows you to easily customize your event page, sell tickets and collect RSVPs? Fill out the [Fundraiser + Event Application](#) to get yours set up. Sell tickets to join the game and customize the e-mail confirmation with the call-in instructions.

Outdoor Movie Night

Know someone who can lend you an outdoor movie projector? Host a screening of a documentary or movie that will educate your audience and inspire them to get involved with UNICEF. Bonus: ask local businesses to donate food and drinks. You can use the ticketing page to sell tickets and scan people in “at the door!”

Teach a Class

Do you have a special skill you could teach your friends, family, professional network or your local community? Teach an in-person or virtual class by setting up your UNICEF ticketing page to sell tickets and collect donations. A few ideas: exercise, yoga, cooking, painting, language, or photo editing.

Panel Discussion/Webinar

Raise awareness about UNICEF’s work by organizing an in-person or virtual panel discussion, speaker series, or town hall. Fill out the [Fundraiser + Event Application](#) to get started with your request for a guest speaker and provide your community with a chance to hear from experts and learn how to take action.

Host a Show

Put on a benefit concert, talent, poetry, dance or comedy show; organize a gala; or celebrate a special occasion. Sell tickets through your own event page or ask for donations through a customized [donation form](#).

Water Walk

In celebration of World Water Month, plan a water walk. Pick a visible spot in your community or on campus and march with buckets of water in solidarity with the millions of women and children who have to walk miles to bring home clean, safe drinking water.

Scavenger Hunt

Plan a fun, interactive scavenger hunt around your community. Sell tickets or ask for donations to join a group. Bonus: Count your steps and host a discussion afterwards about how far women and children have to walk to fetch safe drinking water every day.

Endurance Challenge

Team up with a group of friends, family, or coworkers and host an endurance competition - like a biking, walking, or running challenge. Participants can create their own [fundraising page](#) and ask people to ‘sponsor’ them. Give out winning prizes to the individuals who log the most miles or raise the most funds.

Organize an Auction

Gather donations, such as experiences, items, gift cards, etc. and auction them off! UNICEF USA will help you get set up with your own auction platform to facilitate an in-person or virtual auction.

Learn More: Events should focus on building community, advocating, fundraising or speaking out! To get started, fill out the [Fundraiser + Event Application](#).





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UNICEF UNITE CLUBS: DONATION FORM

Your UNICEF gift will be immediately put to work helping children across the globe gain access to better nutrition, health services, safe water, immunizations, education, protection and emergency relief.

Please use this form for any contributions you make so we can properly and correctly acknowledge all gifts!

- 1 Fill out this form completely. Please type or clearly print the information below, print and send it in with your donation. **Please note, secure debit and credit card donations can be made at: unicefusa.org/clubdonate**
- 2 Use one form per donor. If using multiple forms, contact details on each form must be identical and pages numbered.
- 3 Attach checks and money orders made payable to the 'U.S. Fund for UNICEF' and send to:
UNICEF USA, Attn: UNICEF Clubs, 125 Maiden Lane, New York, NY 10038

Contact First/Last Name _____

School's Name (no abbreviations) _____

Group Official Name _____

Address _____

City/State/Zip _____

Phone _____ Email Address _____

Donation Details

Check/Money Order Number _____ Amount _____

Check/Money Order Number _____ Amount _____

Check/Money Order Number _____ Amount _____

Check/Money Order Total _____

Notes and/or Donation Designation

CM_VCP CLUB

For further assistance, please email volunteer@unicefusa.org or call 1-800-FOR-KIDS.