![UNICEF USA logo] unicef USA

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**.