



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 logs 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: HOST A PANEL



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How to Host a Panel Discussion on UNICEF's Work

Consider teaming up with friends, co-workers, or fellow UNITERs and hosting a panel discussion in your community. Panel discussions are the perfect way to advocate, inform, and engage your audience around an area of UNICEF's work.

1 Identify a compelling discussion topic.

The goal of a panel is to advocate and inform the audience about a particular topic of interest. To host a panel, it is important to know the premise of what you want your audience to remember/take away from the discussion.

Things to keep in mind when choosing a topic:

- What do you want your audience to take away, and what is your call to action? For example: Is it to raise awareness about an emergency, to learn about a specific area of UNICEF's work, or to take an advocacy action?
- Make sure your topic is engaging and abides by UNICEF's work and mission. You could base your discussions on the programmatic areas within UNICEF. Visit <https://www.unicefusa.org/mission> for ideas.

2 Solidify your event planning committee and the event details.

Who will help you plan this event? Assign roles to each member of the planning committee for before and during the event. Come up with a run-of-show/agenda and assign roles broken down by time.

- Leading up to your event, you'll want to ensure roles are clear, such as: someone in charge of marketing and social media, designing materials, working with panelists, liaising with the venue, etc.
- During the event, it's important to make sure you have backend facilitators and coordinators, such as: a host/moderator, timekeeper, Q&A facilitator, technology expert, etc.

Tip: Practice your run-of-show/agenda prior to the panel, so you can split enough time for introductions, main discussion, audience questions, and more.

Where and when will your event take place? Consider if you want to host an in-person discussion or a virtual one, the date, time, etc. Both virtual and in-person events have pros and cons that you will want to weigh. Also, remember that less is more. Stick to a short time frame, such as 45 minutes, or 1 hour max.

VIRTUAL PANEL

- Will allow you to invite participants from around the country and potentially have a larger turnout.
- Make sure you pick the right platform, one that your planning committee is familiar with and can run well on the backend.

IN-PERSON PANEL

- Will allow a greater sense of community and unity with your audience and panelists.
- Make sure that you have a free space to host the panel discussion – connect with partners in the community for ideas on free spaces. Work with the venue to solidify the time, capacity, proper technology, and seating arrangements.

Tip: Bring decorations, UNICEF materials for an informational booth, water for your panelists, and complimentary snacks for your guests.

3 Brainstorm and confirm your panelists.

Who will be speaking at the event? You will want to identify the participants for the discussion – whether that's a handful of experts or one keynote speaker.

- If you would like to request a UNICEF speaker, please note that when you fill out [The Fundraiser + Event Application](#) with the details of your event.
- Reach out to experts on the topic, community members, students, etc., so that you bring different perspectives to the topic. It's important to have a set of panelists who really know the topic and come from diverse backgrounds. Remember: Highlighting the credentials of your panelists will bring attention to your event.
- Make sure you request panelists' participation with ample time – typically at least 6 weeks prior to the event date – to give everyone enough time to prepare, and so you can market the event with your final speakers.

Tip: For a panel of experts, you should invite maximum 4 – 5 speakers, to give everyone enough time to speak and answer questions.

4 Fill out the [Fundraiser + Event Application](#).

Submit and register your proposed event idea through UNICEF's Fundraiser and Event Application at unicefusa.org/fundraiser. Once your event is approved, you will be able to unlock a variety of resources like our ticketing/registration platform, downloadable templates, and more. Also, you will be able to utilize UNICEF USA's approved "in support of UNICEF" logo (we ask that all materials are submitted to hello@unicefusa.org prior for final logo approval).

- 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 a sample page [here](#).
- Start an online fundraiser page at unicefusa.org/p2p or unicefusa.org/p2pclubs if you're a member of a UNICEF UNITE Club.



5 Advertise and Promote your Panel.

Get creative with your marketing! Design flyers and pass them out with the event details and panelist information. Remember: Prior to posting and distributing, please send your marketing materials to hello@unicefusa.org for final approval of UNICEF's name and logo use. Utilize social media for advertising, and ask your friends and family to use their platforms to help spread the word.

Tip: Invite other student organizations or community-based organizations to host a booth at your panel.



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6 Final Preparations and Walkthrough

To ensure readiness, set up a final call or meeting with your event planning facilitators and guest speakers to make sure everything is good to go.

BEST PRACTICES FOR THE DAY OF YOUR PANEL

- Ask your panelists and event hosts to arrive early/log-on early to go through a final tech check and run-through.
- Make a checklist to ensure that you are best prepared on the day of the event.
- Have a backup plan! Things like technology issues, weather, and many other barriers can be a surprise on the day of your panel discussion. Try your best to be prepared for any unexpected challenges.
- Make sure that your call to action is clear. Don't forget the purpose of your discussion and what you want your audience to take away.
- Post on social media and tag [@unicefusa](https://twitter.com/unicefusa) or [@unicefclubs](https://twitter.com/unicefclubs) if you're a member of a UNICEF UNITE Club!
- Don't forget, use your passions to anchor your possibilities!

BEST PRACTICES FOR AFTER YOUR PANEL

- Send a personalized thank you to each of your panelists. This can be an email or even handwritten cards.
- Send a thank you email to attendees within at least 48 hours of your event, including any follow-up materials, materials from panelists or partners, the call to action, and possibly the recording to the webinar, and any other upcoming events.
- Consider sharing your story with others by submitting your story to UNICEF USA at [Share Your Story | UNICEF USA](#)
- Reflect on your event with partners and other organizers: What went well? What could be improved for next time?

Have additional questions regarding hosting your panel?
Email hello@unicefusa.org to get started with planning your event!



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UNICEF UNITE: HELP DURING EMERGENCIES

Take Action to Protect Children During an Emergency

From devastating natural disasters to public health emergencies and protracted conflicts, children are facing an unprecedented number of humanitarian emergencies worldwide. Today, 670 million children under the age of 14 live in fragile settings and 415 million children live in conflict zones. More people have been internally displaced by conflict and violence than ever before. At the start of 2021, an estimated 51 million people were internally displaced, and the number of refugees had doubled to 20 million. Children are increasingly the targets of war – violently attacked at home, at school and in the street

UNICEF is on the ground before, during and after emergencies strike, working to respond quickly and reach individuals who are most in need.

Here is how you can help children impacted by emergencies:

- **Host a fundraiser** to raise vital funds so UNICEF and partners can respond and provide life-saving services in the areas of health, nutrition, water, sanitation and hygiene (WASH), education and protection.

Organize an in-person fundraiser such as a benefit concert, bake sale, or endurance challenge. Visit unicefusa.org/fundraiser and browse through our guides and resources, like an [Event Ideas](#) two-pager, [Fundraiser + Event Guide](#), and more.

Start an online fundraising page on our website – customize your fundraising goal and story and share it far and wide with your friends and family.

To get started, just fill out our [Fundraiser + Event Application](#).

- **Organize an awareness-driven event** in your community to learn more about a particular emergency, how UNICEF is responding, and how to take action locally in order to make a global impact.

Interested in a UNICEF USA **guest speaker** for your event? We'd be glad to help.

Fill out the [Fundraiser + Event Application](#) and unlock access to our event organizing resources, approved logos, and guest speakers.

- **Stay informed.** [Register as a UNITER](#) to receive the latest information when a disaster strikes and how you can help.
- **Use your voice.** Follow UNICEF USA on social media and help spread the word on how to take action and bookmark UNICEF USA's [social media press kit](#) for the latest assets to easily re-share with your audience.

To learn more about UNICEF's response to emergencies, visit our [Emergency & Disaster Relief webpage](#).