SET UP AN ONLINE FUNDRAISER FOR UNICEF

Follow these easy steps to create a personalized online fundraising page in support of Trick-or-Treat for UNICEF:

- **Step 1:** Head to **trickortreatforunicef.org/fundraise**.

- **Step 2:** Add a title for your fundraiser in the "display name" box.

- **Step 3:** Add a photo and set a public-facing fundraising goal.

- **Step 4:** Enter a personalized and compelling message in the "your message" box.
  Example: *This Halloween, we are raising money in support of UNICEF's programs for children. Please help us support children worldwide by donating.*

- **Step 5:** Fill in a goal date and hit continue. Please note you can always adjust the goal date on the backend of the campaign.

- **Step 6:** Enter the email address that will be used to set up, edit, and manage your fundraiser.

- **Step 7:** Enter the verification code received via email and fill in a first name and last name. Note: This name will not be public facing. Hit continue to create your fundraiser.

- **Step 8:** A pop-up will appear with a link to your newly created fundraiser. You will also receive an email with:

  - Your public-facing fundraiser link: share this link with your family, friends & network to donate directly to your fundraiser.

  - "Manage my fundraiser" button: click here to access the backend of your fundraiser and make any necessary edits.

  - New Member Link: If you would like to invite your friends to join alongside you in fundraising towards your goal, you can send them this link to join your team. They will have their own login and unique fundraiser links, but all of the funds raised will go to the same fundraiser.

- **Step 9:** Download a QR code that will easily link to your fundraiser by clicking on the "manage my fundraiser" button in your welcome email. Once in the donor portal, click on your fundraiser, scroll down to "share your fundraiser" and click "get your QR code." Add this QR code to flyers and make your online fundraiser even more accessible.

- **Step 10:** Share your fundraiser with your network through email, social media, text message, etc. Remember: You can click on the "manage my fudraiser" button in the set-up email you received to track who has donated.

Visit **trickortreatforunicef.org/fundraise** to view a live feed of the fundraising campaigns that have raised the most funds during the month of October.