



for every child

UNICEF CLUBS: FUNDRAISING AND 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 Share your event with your [Community Engagement Associate](#) who will review your event and materials. They will provide assistance and share helpful resources with you!

3 Establish your event needs and resources. Consider what you will need for the 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. Think about what you'll need to host a successful event! Did you know you can host an online fundraiser with UNICEF USA?

- Online fundraiser page: Visit unicefusa.org/p2pclubs if you're a member of a UNICEF 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. Event expenses should not exceed 25% of revenue. For example, if revenue projection is \$4,000, expenses should not exceed \$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.



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To learn more about UNICEF USA Events & Fundraisers, visit unicefusa.org/fundraiser.



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6 Utilize our UNICEF USA resources like our logos and one pagers you can access in our [Club Resource Center](#). Reach out to your [Community Engagement Associate](#) to coordinate additional support for your event, like possible guest speakers.

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

- Remit digitally: Visit unicefusa.org/clubremit
- Remit via check: Mail in your check with 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 Club? Encourage your event attendees to join you!