

UNICEF Clubs Events Guide

Planning Your Event

Things to Consider

■ **Approval:** Is your event approved? Complete the event/fundraiser application online at unicefusa.org/usfmaps

■ **Event type:** What type of event are you hosting? Fundraising, Educational or Advocacy? Once you establish the objective, you will more easily have measurable outcomes. If you're hosting a fundraiser, check out our Fundraising one-pager under [Leader Resources](#).

■ **Staffing:** How many volunteers do you need for your campaign? Should you have committees? Should you connect with your National Council member for support? Do you have a leader willing to plan, coordinate and commit to the event's success? Are you in a region where a Global Citizenship fellow is, and could he or she potentially provide support?

■ **Time:** How much lead time do you need to plan and implement your fundraising idea? What are the time constraints behind the fundraising drive? Many fundraising activities take months of planning.

■ **Expenses:** Have a realistic projection of revenue and expenses. Create a plan by working backward from the event date. It is critical that events that benefit UNICEF are cost-effective.

Expenses should not exceed 25 percent of all collected revenue. This goal should be outlined in your budget during the very beginning stages of planning. In calculating your expenses, consider options for sponsors to underwrite costs.

■ **Donations:** What method of payment will you choose: cash, check or [online donations](#). Will you accept non-monetary contributions such as food for your event? Are you fundraising to support a specific UNICEF program/country? How will you acknowledge the donors? Do you have the right Donation Form for mail-in donations specific for your College or High School Club?

■ **Partnerships:** Are there organizations on your campus that can support you in reaching your goals? Will they be able to support you monetarily, through publicity and/or with human resources?

■ **Give credit:** After the event, send thank-you cards to your volunteers. Consider throwing a small celebration to recognize their accomplishments. This is a great time to share pictures and stories! Also send thank-yous to your donors, regardless of the size or nature of their contribution. Save a mailing list of all your donors and supporters for future events.

Sample Events

■ **Penny Wars:** Feed into the competitive spirit that exists on your college campus—start a “penny wars” competition among your sports teams, dorms, classes or schools. “Penny wars” is a fundraising competition where each competing group has a bucket for collecting coins. The value of pennies collected by a group counts negatively toward a group’s total, while the value of other coins counts positively.



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■ **Mile of Change:** Set up a roll of tape in the student center or cafeteria and put up signs for students to stick their coins to it. Watch as the tape accumulates money, growing in size until you reaches a mile. Let students know that one mile of pennies = \$900. One mile of quarters = \$16,000!

■ **Campus Festival:** Coordinate with your student council and other groups on campus to put on a festival. Every group can set up a tent or put on an outdoor performance. It’s a great way to raise money selling T-shirts, food and other wares and is the perfect opportunity to bring your campus together and spread the word about UNICEF.

■ **Water Walk:** In celebration of World Water Week, plan a water walk. Pick a visible spot on campus or in your school’s neighborhood and march with buckets of water in solidarity with the millions of mothers who have to walk miles to bring back water for their children. Register walkers and have them collect sponsors for the U.S. Fund for UNICEF’s Tap Project.

■ **Hunger Banquet:** At a hunger banquet, guests receive a card with a new “identity” that assigns them to a high-, middle-, or low-income class. They will then receive a space and seat. For example, a low income guest will sit on the floor and share a bowl of plain rice with his fellow low-income guests, while a high-income guest will be seated at a fancy table and get a three-course meal.

■ **International Evening:** Set up on-campus tables or booths with other student cultural organizations and display food and/or fun activities relatable to their respective cultures. Educate attendees by providing information on the major issues facing children in those regions/ countries and UNICEF’s presence there. Also, adding dances and musical performances would surely enhance this fun-filled night!

■ **Sell hot cocoa and/or coffee:** Exam time is a perfect time to sell hot cocoa and/or coffee outside the library, especially when students need a little boost to keep them studying! As a

Sample Events

bonus, attach info on how to get involved with UNICEF or facts on children's rights to the cups.

■ **Trivia Night:** Organize a general knowledge or UNICEF- themed quiz at your local hangout and charge teams to participate, with proceeds going to help the world's children. Have cash collection buckets to get extra cash from the audience.

■ **Sky Lantern:** Every February, thousands of people in Taiwan send their wishes to the skies by releasing paper lanterns. As an alternative to lanterns, release balloons carrying UNICEF facts, information on how to donate or wishes for the world's children.

■ **Pumpkin-carving contest:** Ask a local produce shop or farm stand to donate pumpkins. Ask participants to pay a small entry fee. Award prizes for the most original, scariest, funniest, etc.

■ **Partner:** Partner with local schools in the community to bring Trick-or-Treat for UNICEF into classrooms.

■ **Host:** Host a film screening of "Not My Life" or another film focused on the topic of child trafficking. Facilitate a discussion afterwards on this issue and how your community can get involved.

■ **Post:** Post the National Human Trafficking Hotline number in your community: 1-888-373-7888.

■ **Spread:** Spread awareness of the human value of Fair Trade products and/or host a Fair Trade event.

■ **Collect:** Set up a collection of dollar donations for the UNICEF Tap Project, or create an online fundraising page for this specific campaign.

■ **Petition:** Hold a petition signing and encourage your peers to support petitions on our [advocacy alert center](#).

■ **Walk:** Plan a Water Walk to educate your community about the World Water Crisis.



Students attend a back to school social event at Pennsylvania State