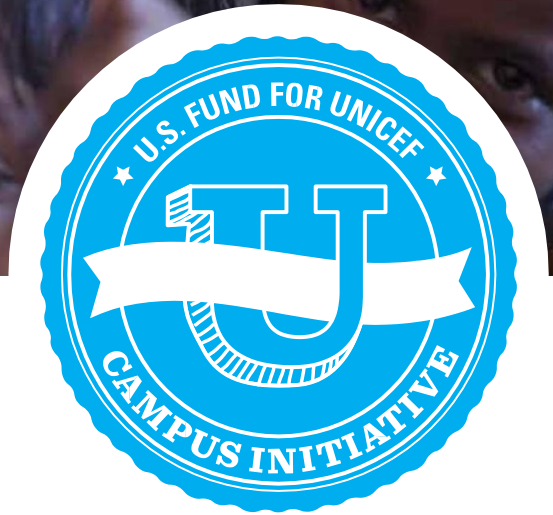




unicef 
united states fund



 **CAMPUS INITIATIVE**
FUNDRAISING TOOLKIT

Table of Contents

Campus Initiative Fundraising Toolkit

About Fundraising	2
How to Fundraise	3
Managing Funds	5
Online Donations	5
Fundraising Activity Ideas	6
Trick-or-Treat (Fall)	8
THE UNICEF Tap Project (Spring).....	8
Sample Donation Ask Letters.....	9
Sample In-Kind Ask Letter.....	10
Sample Budget.....	11
Donation Form	12
Fundraising Action Ideas.....	13
10 Ways to Get Involved Today	16
UNICEF Campus Initiative Partnerships	18
Tips and Tricks for Effective Partnerships on Campus.....	20

About Fundraising

UNICEF's work is made possible by voluntary contributions from governments, corporations, nongovernmental organizations, and individuals.

UNICEF receives no dues from UN member states.

The most effective way to support UNICEF's work is through monetary donations. Cash contributions allow UNICEF to procure exactly what is needed at the best rates and get the supplies to their destination quickly and efficiently.

The U.S. Fund for UNICEF relies on its hardworking volunteers to keep UNICEF's worldwide operations financed.

» FUNDRAISING STRATEGIES

There is no single best fundraising strategy for volunteers. Each approach has advantages and disadvantages. Select the plan most appropriate for your campus and community.

Here are some important factors to consider when planning your event:

- 1. Staffing.** How many volunteers do you need for your campaign? Do you have a leader willing to plan, coordinate and commit to the event's success?
- 2. 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.
- 3. Expenses.** Have a realistic projection of revenue and expenses for your drive. 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.*
- 4. Donations.** What method of payment will you choose: cash, check, or online donations? Will you accept non-monetary contributions? *Are you fundraising for a specific UNICEF program/country? How will you acknowledge the donors? **
- 5. 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?

*Please note the U.S. Fund for UNICEF cannot pay or reimburse for expenses relating to volunteer fundraising activities. Volunteers must pay for expenses with their own monies in preparation for the event. After the event, volunteers may keep up to 25 percent of the revenue raised to offset related expenses.

**Please note the U.S. Fund for UNICEF is only able to acknowledge those donors who write checks made payable to the U.S. Fund for UNICEF or donate online at our website at unicefusa.org or through our online fundraising tool. Donations made through a third party will not be acknowledged.

The U.S. Fund for UNICEF is not able to give receipts for donations to individuals, businesses, or organizations that donate gifts either "in kind" or as auction items for your UNICEF activity. Because the donation of the item is being made to your event, and is not being made directly to the U.S. Fund for UNICEF, the items are not being donated to a nonprofit organization and therefore are not eligible for a tax deduction. You may feel free to handwrite a note to the donor, thanking them for the gift, which they can share with their tax preparer. All businesses, individuals, and organizations that make monetary donations to UNICEF will receive an acknowledgment letter from the U.S. Fund for UNICEF that may be used to receive a tax deduction.



How to Fundraise

- **Set your goals.** First and foremost, clearly establish your goals: what do you want the event to accomplish? Follow the steps below, not just as a group, but also on paper. Let this initial planning document keep everyone on track. Establish a revenue goal and budget accordingly. You can set a realistic revenue goal by calculating, an average dollar amount per attendee or a total amount you'd like to contribute to UNICEF. For example, if you host a party for UNICEF and charge \$15 per attendee, and expect 20 people to attend, then you should set your goal for \$300 minus expenses. If you have a bake sale, you might average \$1 per baked good and set a goal to sell 200 items, for a total of \$200 minus expenses.
- **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 is critical that UNICEF benefit events be cost effective and appropriate to the economy of your community.
- **Think outside the dollar.** Consider alternate types of donations—such as party supplies, food, equipment, practice space, or meals—that could help you reduce expenses for your fundraiser and increase your revenue. Offer these as options in lieu of cash donations. See page 9 for a sample in-kind query letter.
- **Set a time, date, and place.** Choose a date and time that makes sense for the activity and your target audience. Estimate how many people you think will attend, and reserve an appropriate venue. Popular locations fill up quickly, especially in spring and summer, so reserve yours well in advance. Consider community centers, cafes, public libraries, parks, and homes of fellow volunteers. As you consider your options, ask vendors if they'll donate the space or give you a discount in exchange for recognition at your event.
- **Create a budget for your event.** Use the sample budget form on page 10.
- **Create a schedule and stick to it.** Make a calendar including all the key milestones for planning your event, and be sure all volunteers have a copy. Send out gentle reminders if dates are missed.
- **Register your event.** Make it official, get on our map, and receive extra resources by registering your fundraising event with the US Fund for UNICEF at actioncenter.unicefusa.org/fundraisers.
- **Generate sponsorships.** Local businesses are often happy to provide money or goods to your cause in exchange for public recognition. Offer to include a sponsor's name or logo on program guides, event advertising, or signage at your event.
- **Create a page.** Electronic funds can be submitted using your school's Crowdrise fundraising page: www.crowdrise.com/campusinitiative.
- **Promote your event.** Brainstorm ways to advertise your event. Write a press release with your event's details and information about who's organizing it and who will benefit from it.
- Use our websites www.unicef.org and www.unicefusa.org for information about UNICEF's mission and work. Include contact information for the public, and send it to your local newspapers.
- Call the community calendar editors of local papers and regional magazines to get your event listed for free.
- Use social media to your advantage and publicize on Facebook, Twitter, etc.

- **Assign responsibilities.** Make sure each volunteer is clear about who is responsible for what and what deadlines must be met. Let volunteers choose their roles to match their interests and skills.
- **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 and save for future events.



Managing Funds

The George Harrison Fund for UNICEF and ACUI Campus Challenge is live! To raise funds toward its mission of saving children's lives worldwide, the U.S. Fund for UNICEF, for the sixth year, has partnered with ACUI and the George Harrison Fund for UNICEF for a fundraising challenge on college campuses across America. To date, more than \$1.5 million has been raised through this Challenge.

Every dollar raised on college campuses, between August 1 and May 31, will be matched dollar-for-dollar up to \$150,000. Last year, college students and staff from over 250 universities and colleges raised over \$160,000 for UNICEF. Fundraising efforts were matched by the George Harrison Fund for UNICEF, leading to a total of \$310,000 raised last year for UNICEF programs worldwide.

Once your Campus Club has met its fundraising goals, use the following guidelines to ensure the safe and proper transfer of the funds.

- For your records, make copies of checks, money orders, credit card forms, and donor forms
- (pg. 12) before sending them to the U.S. Fund for UNICEF national office.
- All donations from any events or activities should be processed by the U.S. Fund for UNICEF no later than 30 days after the event.
- If the funds are to be designated to a particular area or issue, please note that in the donation transmittal form or accompanying memo with the donation.
- You'll find the donation transmittal form on page 12 of this handbook.
- Please ensure that all checks and money orders (do not send cash) are

Taruna Sadhoo
U.S. Fund for UNICEF
Volunteer and Community Partnerships
125 Maiden Lane, 10th Floor
New York, NY 10038

Do not send cash through the mail. To exchange your coins, please visit your nearest Coinstar® center or coinstar.com. To designate UNICEF as the recipient of your or your school/group's change, enter 5555. The Coinstar center counts the change and prints a receipt for the full amount of the tax-deductible contribution. Send the receipt with your name and/or the name of your group to the address above, and the U.S. Fund for UNICEF will mail an official acknowledgment of the gift. There are more than 12,000 Coinstar centers across the U.S.

On-line Donations

Online donations can be made on crowdrise.com/campusinitiative.





Fundraising Activity Ideas

Use a toolkit: Download one of the many step-by-step guides available on our website to help you create a fundraising event.

Personal fundraising: use our online tool to create your own webpage, introduce friends and family to UNICEF, and ask them to make a donation to help UNICEF save kids' lives.

Visit unicefusa.org/campusinitiative and go to the files section to learn more.

» COLLECTIONS:

- **Simple collections.** Organize a collection at well-attended areas, such as in the dining hall, at sports events, in dorms, or in other high-traffic areas on campus. Make sure that the proper authorities have given permission for the collection.
- **Special collection.** Plan a collection around a UN observance (check the online calendar for upcoming observance days) or holiday theme: Thanksgiving, Hanukkah, Christmas, Valentine's Day, and Trick-or-Treat for UNICEF.
- **Tape walk.** Tape the word "UNICEF" in giant letters on a main walkway on campus and ask people to place coins on the tape to spell it out.

» SALES:

- **Pancake breakfasts.** Traditionally a high-profit fundraiser and a great outreach event to the community.
- **Baked goods.** Sell them on campus or at local events.
- **Candy and nuts.** Popular year round and especially during the holiday season. Or try a more personalized candygram sale.
- **Tribute cards.** For a minimum \$25 contribution, a tribute card can be sent in honor of someone's birthday, a holiday, or special occasion. Visit unicefusa.org/shop/honorary--memorial/.
- **Used books/music sale.** Start collecting books, record and CDs well in advance. Limit the hours of sale, and try to sell out during the allotted time.
- **Raffle.** Ask local businesses and restaurants to donate gift certificates or items to be raffled off. Students must buy raffle tickets to enter the drawing. Get approval from campus authorities in advance.

» CONCERTS/SPECIAL EVENTS/PARTIES:

- **Auction.** Gather novelty items or services to auction off to the highest bidder.
- **Carnival night.** Publicize on and off campus and open up to the local community. Decorate the venue to suit the theme of the carnival and bring along plenty of UNICEF literature. Offer a range of activities such as ring toss, weight-guessing, etc. Sell refreshments and provide entertainment.
- **Children's concert.** Invite a local church or school choir, or a cappella groups to perform on campus for a great cause.
- **International benefit concert.** Partner with students from different cultures to organize a ticketed demonstration of traditional music, dance, and song.
- **International food dinner.** This is a great way to include international students who are enthusiastic about the work of UNICEF. Contact international student associations on campus.

- **Benefit plays or recitals.** Ask the theater, dance, or music departments to charge optional admission for performances to raise funds for UNICEF.
- **Talent show/comedy night.** These can be planned in advance or open mic. Just make sure that you have enough people who are committed to performing.
- **Dance benefit.** Do you ever miss those old high school dances? Make it a campus wide event with proceeds from admission, refreshments, and t-shirt sales going to the U.S. Fund for UNICEF.
- **Theme party.** Pick a theme and make it unique (e.g., luau, St. Patrick's, '70s clothing).
- **Coffeehouse.** Have an art exhibit, poetry and prose readings, and performances by student bands or individual musicians, and of course serve great coffee and snacks.

» CONTESTS/SPORTS EVENTS:

- **Novelty races..** Adding a twist to a race is easy – how about decorated tricycles in a “Mini Indy 500” race with prizes for speed and style!
- **5K Run.** Refer to our 5K Run for Zero toolkit.
- **Sports tournament.** Host a round-robin softball, tennis, Ping-Pong, or gin-rummy tourney. Share your creative ideas on the Volunteer Bulletin Board.
- **Student-faculty benefit match.** Students can challenge faculty and staff to a basketball or volleyball tournament to help the U.S. Fund for UNICEF. Charge admission to the game.

» FOOD-RELATED ACTIVITIES:

- **Skip-a-meal/snack.** Raise money while generating awareness of world hunger. Challenge your peers to skip one meal or snack every day for a week and donate the amount they would have spent to the U.S. Fund for UNICEF. For students on a meal plan, consult with dining services to determine the amount that should be donated per meal.
- **Dinner or dessert party.** Invite friends, faculty members and staff to a UNICEF dinner party. Your guests may contribute the amount of money they would normally spend on dinner in a restaurant to the U.S. Fund for UNICEF. Your contribution is the dinner.
- **Concession stand.** Operate concession stands for parades, fairs, festivals, athletic events, plays, or other school functions, and donate the proceeds to UNICEF.





Trick-or-Treat for UNICEF (Fall)

On Halloween night 60 years ago, America's children began a tradition that has changed the world. Costumed and committed, they took to the streets to Trick-or-Treat for UNICEF. Times have changed, but kids have not. Today we rely more than ever on our campus volunteers to keep the Trick-or-Treat for UNICEF tradition alive. Participate in the Halloween fundraising program. Put those famous orange boxes at cash registers and cafeteria entrances. For details, visit unicefusa.org/trickortreat.

- **Costume contest.** Ask campus organizations and local businesses to sponsor entrants.
- **Host a Halloween party to benefit UNICEF.** Have fun with it, but ensure the event fits UNICEF's standards. Check out the Halloween Party Guide in the Action Center during the fall.
- **Pumpkin-carving contest.** Ask a local produce shop or farm stand to donate pumpkins. Participants should pay a small entry fee or be sponsored by local businesses or offices within the college. Award prizes for the most original, scariest, funniest, etc.
- **Partner with local schools** in the community to bring Trick-or-Treat for UNICEF into classrooms.
- **Pumpkins.** Sponsor a pumpkin sale to support UNICEF.



THE UNICEF Tap Project (Spring)

The UNICEF Tap Project is a simple, tangible and easy-to implement concept towards assisting in UNICEF's efforts to bring clean and accessible water to millions of children around the world.

Today, there are many fun ways to participate in the UNICEF Tap Project. Visit actioncenter.unicefusa.org for more info.

- Set up a collection of dollar donations for the UNICEF Tap Project.
- Solicit dining services to donate a dollar for every meal plan student to the UNICEF Tap Project.
- Get fraternities and sororities involved in a fundraising competition to encourage different groups to participate in this effort to help children around the world.
- Recruit other clubs to form a UNICEF Tap Project campus-wide coalition
- Plan a Water Walk to educate your campus about the world water crisis and UNICEF's work. Held on a running track, park or field, water walkers carry buckets of water in solidarity with children who walk great distances to access safe, clean water.

Sample Donation Ask Letter

<Date>

<Name of Potential Donor>

<Company/Organization/Group>

<Address, Email or Fax>

Dear <Name of Potential Donor>:

There are few issues in the world that are as important and solvable as saving the world's children. Every year, more than 7 million children worldwide —18,000 children per day— die before their fifth birthday from preventable causes. For 60 years, in more than 190 countries, UNICEF has been the world's leader for children, overcoming obstacles like politics, ideology, and poverty to ensure that children can survive. UNICEF has saved more children's lives than any other organization in the world.

Because of my desire and commitment to helping the world's most vulnerable children, I decided to get involved with UNICEF and support its work as a U.S. Fund for UNICEF volunteer. The most effective way to support UNICEF's work is through monetary donations. All of UNICEF's income is voluntary, and UNICEF receives no dues assessed to UN member states. In all of its work, UNICEF relies on contributions from governments, corporations, nongovernmental organizations, and individuals.

I invite you to join UNICEF in its mission to save children's lives by donating to UNICEF. Your support will allow UNICEF to reach thousands of children with lifesaving services.

Each dollar you send provides a number of lifesaving services to women and children around the world. Cash contributions allow UNICEF to procure exactly what is needed at the best rates and get the supplies to their destination quickly and efficiently without additional transportation costs and customs requirements.

And every little bit helps! Below are examples of how UNICEF makes a little go a long way.

\$1.20 can protect a woman and her newborn against tetanus.

\$5 can provide a box of 100 disposable syringes for use during immunization campaigns.

\$15 will immunize 10 children against measles, mumps, and rubella.

I hope I can count on you to help. Please send the most generous gift you can, as soon as possible. You may donate by check or online at unicefusa.org. If you are writing a check, please make it payable to the U.S. Fund for UNICEF and send the check to me or the U.S. Fund for UNICEF, attention Volunteer and Community Partnerships, 125 Maiden Lane, New York, New.

Thank you in advance for your support of UNICEF!

With grateful appreciation,

<Signature>

<Name>



Sample In-Kind Ask Letter

<Date>

<Name of Potential Donor>

<Company/Organization/Group>

<Address, Email, or Fax>

Dear <Name of Potential Donor>,

I am actively involved with UNICEF and support its work as a U.S. Fund for UNICEF volunteer. I am writing because I believe you share my desire and commitment to helping the world's most vulnerable children, I am hosting an event to raise monies to support UNICEF's work around the world and would like to invite your support in donating to our silent auction.

This year's <name of event> will take place at <location> on <date>. It will be an awareness-building dinner that has attracted a remarkable group of friends to help us craft an unforgettable night. <List presenters, speakers, special guests, and prominent members of the community who will be in attendance here.>

The highlight of the evening will be our presentation of global children's issues surrounding world hunger and UNICEF's work. We will highlight UNICEF's role as the world's authority on child survival and its mission to save children's lives. For 60 years, in more than 190 countries, UNICEF has been the world's leader for children, overcoming obstacles like politics, ideology, and poverty on all fronts to ensure that children can survive.

I hope you will consider making an auction donation at this year's event. Your contribution will go far beyond one evening; it will change the lives of countless children around the world.

Best wishes,

<Your Name>

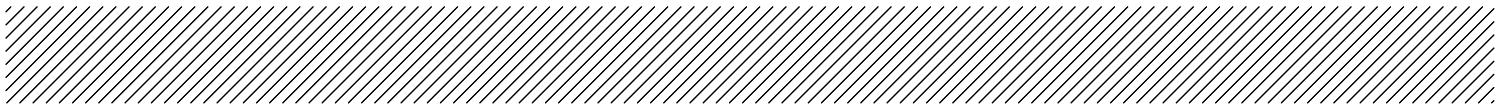
U.S. Fund for UNICEF Volunteer

<Your Contact>

Please note the U.S. Fund for UNICEF is not able to give receipts for donations to individuals, businesses, or organizations that donate gifts either as "in kind" or as auction items for our UNICEF fundraiser. Because the donation of the item is being made to a volunteer-led fundraiser, and is not being made directly to the U.S. Fund for UNICEF, items are not being donated to a nonprofit organization and therefore are not eligible for a tax deduction.

Sample Budget

Description	Budgeted	Actual
Income Items		
Ticket sales (number of attendees multiplied by ticket price)		
Donations		
Other		
Income Total		
Expense Items		
Logistics:		
Food/catering		
Decorations		
Furniture rental		
Site rental		
AV equipment		
Advertising/press releases:		
Copies and general reproduction (flyers, invites)		
Postage and delivery		
Other:		
Office supplies		
Gifts		
Professional fees (tech support, movers, etc.)		
Licenses and permits		
Entertainment		
Expense Total		
Income Less Expenses (Subtract 'Income Total' from 'Expense Total')		



Donation Form

Your UNICEF gift will be put to work right away to help children across the globe gain access to better nutrition, clean water, medicine and immunizations, education, and emergency relief. Please use this form for any contributions you make so we can acknowledge all gifts!

Here's how:

1. Fill out this form **completely**. It should be the cover sheet for all of your collected donations.
2. Use **one** form per donor. If using multiple forms, contact details on each form must be identical, and pages must be numbered.

3. Attach checks and money orders made payable to the **U.S. Fund for UNICEF** and send to:
 U.S. Fund for UNICEF
 Volunteer & Community Partnerships
 125 Maiden Lane
 New York, NY 10038

Contact Details

Contact First Name: Contact Last Name:

UNICEF Campus Club Official Name:

Address:

City: State: Zip:

Phone: Email Address:

Donation Details (Please circle method of payment)

Check/Money Order Number: Amount: \$

Check/Money Order Number: Amount: \$

Check/Money Order Number: Amount: \$

Check/Money Order Number: Amount: \$

Check/Money Order Subtotal: \$

Credit Card Details

Credit Card Number: Expiration Date:

Type of Credit Card (please circle): VISA MASTERCARD AMEX Amount: \$

Name as It Appears on Card:

Billing Address:

City: State: Zip:

Phone:

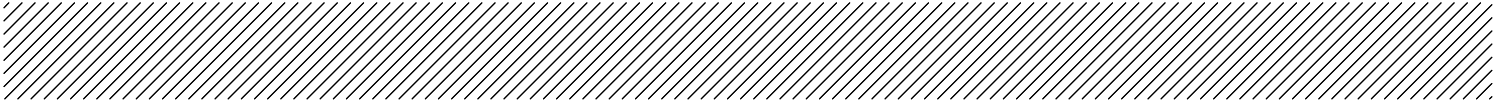
CM_VCPCUM14YCGPX

Please email volunteer@unicefusa.org or call **1.800.FOR.KIDS**.



Fundraising Action Ideas

- 1. Trick-or-Treat Party.** Why not host a Trick-or-Treat for UNICEF Party for a Purpose? Register your party at www.trickortreatforunicef.org and access a number of great resources. To get involved with others on campus, why not contact a sorority or fraternity on campus that's throwing a Halloween party and ask them to collect donations for UNICEF at the door?
- 2. Penny Wars.** Feed into the competitive spirit that exists on your college campus – start a “penny wars” competition amongst your sports teams, dorms, classes, or schools. In case you didn't know, “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 towards a group's total, while the value of others' coins counts positively. Thus, in a competition between group A and group B, a contributor who wants group A to win will place nickels, dimes, quarters or coin dollars into Group A's bucket and pennies into Group B's bucket. It's a great way to make a lot of money in a short amount of time!
- 3. Pie Your Professor.** It's fairly simple – pick three (or four, or five) of the most well-known professors on campus and start a collection in the cafeteria for each one (with their permission, of course). The professor with the greatest value of funds donated to his/her collection will be pied in the face in front of the campus.
- 4. Top Chef on Campus.** In honor of UNICEF Ambassador (and Top Chef Masters champion), Marcus Samuelsson, turn this popular competition into a great way to raise funds on your campus!
- 5. Fashion UNICEF.** Put on a fashion show and charge a donation at the door. Giving students a chance to model will provide an opportunity to involve the wider campus community, and attract their friends to come see them on the catwalk! To go along with the global theme of UNICEF, you could have the models wear fashions from different countries.
- 6. 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 it accumulates, growing and growing in size until you reach a mile. Let students know that one mile of pennies = \$900. One mile of quarters = \$16,000!
- 7. Tap at Night.** In addition to recruiting restaurants for the UNICEF Tap Project, host a concert or coffeehouse night. Sell tickets at the door and donate the money to help UNICEF provide clean and accessible water to millions of children.
- 8. Campus Yard Sale.** Wait for a nice spring (or fall) day and then invite everyone on your campus (and the local community, too) to empty out their dorm rooms of unwanted items and donate them to a yard sale on the lawn! You'll never know what treasures people will throw away, and it's a fun and unique way to raise money for UNICEF.
- 9. 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 also the perfect opportunity to bring your campus together and spread the word about UNICEF.
- 10. Challenge your Professor.** Challenge your professors to supplement every \$1000 (or \$500) donated by the student body to UNICEF with a donation of their own. This is a fundraiser that has proved to be very successful, most recently by the University of Pennsylvania.

- 
- 11. Dance Dance Revolution.** Host a Dance Dance Revolution tournament to attract donations from the gamer crowd on your campus.
 - 12. Throw a Party.** You're college students – throw a party! Go the traditional route or get creative with a big slumber party on campus or a Hawaiian luau. Just make sure not to forget to send everyone home with a message about UNICEF's work.
 - 13. 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.
 - 14. Dance Marathon.** This time-honored American tradition is a fun and effective way to raise money for a good cause - and what better cause is there than UNICEF's?
 - 15. Hunger Banquet.** A hunger banquet is a meal where upon arrival guests receive a card with their new "identity," assigning 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.
 - 16. Bake Sale.** An oldie but a goodie, and a great way to make money without spending lots.
 - 17. Battle of the Bands.** Host a battle of the bands competition in your auditorium, involving different musical groups from campus. You can raise money by charging an admission or, if you prefer, the winner can be determined by whichever band receives the most donations in its collection jar. Check out the new Battle of the Bands toolkit for more ideas.
 - 18. Holiday Gifts.** Around the holidays, encourage your campus - professors AND students - to buy gifts and cards from the UNICEF gift store or purchase an inspired gift. Go to the U.S. Fund for UNICEF website for more information: unicefusa.org/shop.
 - 19. Clean your Car/Dorm Day.** At the end of the semester, have everyone on your campus go through their dorm rooms and put all the loose change they find in collection jars found on each floor. It adds up!
 - 20. Give your lunch to a child!** Partner with your campus meal provider to get students to donate the price of a single meal from their meal plan and donate the money to UNICEF Nutrition programs.
 - 21. Trick-or-Treat For UNICEF.** Go back to the basics and trick-or-treat in your dorm. Ask your Residence Life department for permission before you go door-to-door in your dorm asking for donations.
 - 22. Raffles.** Get local businesses to donate gift cards or gift baskets to your club and raffle them off. Sell tickets in your dorms and everywhere else. Ask your school's bookstore too; books are expensive and it's a great incentive.
 - 23. Capture the Flag.** Organize a capture the flag competition where students have to pay to register a team. Get donations from local stores for prizes to the winner. Motivate existing groups to join for a good day of fun and a good cause.
 - 24. Just ask!** Sometimes all you have to do is ask and explain how far a small donation can go in saving a child's life. Everyone penny matters!
 - 25. International Evening.** Set up tables or booths with other cultural student organizations on campus with food and/or fun activities relatable to their culture. Educate attendees by providing information on the major issues facing children in that region/country and UNICEF's presence there. Also, adding dances and musical performances would surely enhance this fun-filled night!

- 26. Pumpkin Painting and Carving.** Paint or carve UNICEF-themed pumpkins to kickoff the Trick-or-Treat campaign. Have everyone cast votes for the best-decorated pumpkin by donating spare change.
- 27. UNICEF High Tea.** This is an effective UNICEF fundraiser because it provides a comfortable and inviting atmosphere to share UNICEF's work with others. Invite guest speakers to discuss relevant topics. Some volunteers host performances that showcase a particular culture; and others provide a variety of international music to complement the event. E-mail campus@unicefusa.org for an International Tea Handbook to plan a successful event.
- 28. 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 bonus, attach ways to get involved with UNICEF's causes or facts on children's rights on the cups.
- 29. Art Sale.** Sell your crafted jewelry, artwork, knitted designs and other homemade goods and donate the proceeds.
- 30. The Krispy Kreme Challenge.** An annual charity event in which participants run two miles, eat a dozen doughnuts and run back to the finish line. It is held in a few different college-towns, most notably at North Carolina State University in Raleigh, N.C. All profits are donated to the races chosen charity *The Krispy Kreme Challenge is not affiliated with the Krispy Kreme company.
- 31. Trivia Night.** Organize a general knowledge or UNICEF-themed quiz at your local hangout and charge teams to participate with proceeds for the world's children. Have cash collection buckets to gain extra cash from the audience.
- 32. Sky Lantern.** Every February, thousands of people in Taiwan send their wishes to their skies by releasing their paper lanterns. As an alternative to lanterns, release balloons carrying UNICEF facts, information on how to donate, or wishes for the world's children.
- 33. Organize a tournament.** Get competitive, and organize a friendly competition with your club and all members. If you are playing a tournament anyway, why not charge spectators at the final and raise funds for UNICEF.
- 34. Carolling.** If you are part of your School Choir or just fancy having a go, organize a group to raise funds and get into the holiday spirit!
- 35. Concerts.** Turn ticket sales into donations! Many bands are willing to perform just for the exposure, while others are supporters of causes and may agree to perform for a minimal fee.





10 Ways to Get Involved Today

UNICEF has helped save more children's lives than any other humanitarian organization.

1. VOLUNTEER:

Share your time with UNICEF and join in our mission to save children's lives. Register online at actioncenter.unicefusa.org and you'll have access to lots of special volunteer resources, communicate with other volunteers who are working to make a difference and receive the latest information about UNICEF's programs and volunteer opportunities!

2. LEARN:

Read UNICEF's Field notes blog fieldnotes.unicefusa.org and the flagship publication State of the World's Children unicefusa.org/news/publications to learn about the challenges facing the world's children and the simple solutions UNICEF is using to save them.

3. ADVOCATE:

Allow your voice to be heard in support of UNICEF's extraordinary work. Send a letter to your elected Senator and Representative in support of UNICEF's annual Congressional contribution and other current UNICEF supported legislation. Contact your elected official now by visiting unicefusa.org/campaigns and forwarding to your friends.

4. SHOP UNICEF:

Purchase UNICEF greeting cards and gifts, and make a real difference in the lives of children around the world. Explore our exciting line of premium cards and gifts at zazzle.com/unicefusa.

5. TEACH UNICEF:

Teachers and youth advisors can download FREE curriculum and lesson plans based on the annual flagship publication State of the World's Children Report. Plans include videos, stories, and worksheets about the survival of children around the world. Visit teachunicef.org.

6. SHARE YOUR WEALTH:

Make a donation on behalf of the world's most vulnerable children and consider an ongoing pledge. Use our Friends Asking Friends™ tool to create your own web page and introduce friends and family to UNICEF. Visit unicefusa.org and click on "donate" to learn more.

7. TRICK-OR-TREAT FOR UNICEF — NOT JUST FOR KIDS!

By hosting UNICEF Halloween parties and entering our volunteer UNICEF - Inspired Costume Contest, you increase awareness about global children's issues while raising funds in support of UNICEF's lifesaving programs.

Visit trickortreatforunicef.org & actioncenter.unicefusa.org to learn more.

8. VOLUNTEER FOR THE TAP PROJECT:

In celebration of World Water Day in March, volunteers can help in promoting the UNICEF Tap Project from January to March. Visit myactioncenter.unicefusa.org/tap-project for more information.

9. START, JOIN, OR SUPPORT A CAMPUS CLUB:

The UNICEF Campus Initiative is a growing grassroots movement that affirms the power of college students to make a difference in the life of a child. UNICEF Campus Clubs promote campus-wide education, advocacy and fundraising for UNICEF. Find more information at unicefusa.org/campusinitiative.

10. PLAY UNICEF WORLD HEROES GAME:

Try our award-winning interactive game for kids of all ages. Participants become World Heroes by delivering supplies in simulated UNICEF scenarios and learn about kids who are affected at UnicefGames.com.



UNICEF Campus Initiative Collaborators and Partners

» OUR NATIONAL PARTNERS:

The Global Poverty Project. Currently, 1.4 billion people on our planet live in extreme poverty, trying to survive on less than \$1.50 a day. The Global Poverty Project is a worldwide movement to end extreme poverty.

TAKE ACTION: Host a 1.4 Billion Reasons multimedia presentation on your campus.

This presentation examines the causes extreme poverty and ways we can work together to eradicate it. Please email volunteer@unicefusa.org to request a 1.4 Billion Reasons speaker (Please note that a minimum of 100 people need to be in attendance for the presentation).

» www.globalpovertyproject.com

Global Poverty Project

@TheGPP

Live Below the Line. It's a challenge to spend only \$1.50 per day on food and water for a week, to show solidarity for the 1.4 billion people around the world living in extreme poverty. Live Below the Line is hosted by the Global Poverty Project, and will take place in May of 2014.

TAKE ACTION: "Live Below the Line" with the U.S. Fund for UNICEF. Do you think you can live on \$1.50 a day for a whole week? Prove it! When the challenge goes live, every May, set up your fundraising page and ask family and friends to sponsor your participation in Live Below the Line. Speaking of best practices for partnerships, buddy up! Pool your money with friends and share your meals.

» www.livebelowtheline.com

Live Below the Line

@LBUUS

Phi Iota Alpha. It's the oldest Latino fraternity in existence. The organization works to develop leaders, promote the preservation of Latin American culture, and create innovative ways to unite the Latino community. Phi Iota Alpha selected the U.S. Fund for UNICEF as its national charity partner. Fraternity brothers across the country raise money for Trick-or-Treat for UNICEF, the UNICEF Tap Project, and UNICEF programs in Latin America and the Caribbean.

TAKE ACTION: Contact the Phi Iota Alpha chapter or colony on your campus and partner on fundraising and education events. Develop a strong bond and be sure it continues when leadership transition occurs by keeping records of communications and contact information.

» Visit: www.phiota.info/?page=Chapters_Colonies for a list of Phi Iota Alpha chapters and colonies

Phi Iota Alpha Fraternity, Inc.

@phiota

Better World Books. It's a global bookstore that harnesses the power of capitalism to bring literacy and opportunity to people around the world

TAKE ACTION: Host a book drive on your campus with Better World Books and they will send you everything you need to advertise and run your drive. At the end of the drive pack up all of the books you collect. Better World Books will pick everything up and pay you for what you collect, to be given to one of their partner charities. Choose the U.S. Fund for UNICEF!

» www.betterworldbooks.com/go/campus-tell-me-more

f Better World Books

» @BWbooks

Association of College Unions International (ACUI). It's a nonprofit educational organization that brings together college union and student activities professionals from hundreds of schools in seven countries. The U.S. Fund for UNICEF has partnered with ACUI to participate in the George Harrison Fund for UNICEF Campus Challenge. Since 2008, the Campus Challenge has raised more than \$842,000 to support UNICEF's work in the field.

TAKE ACTION: Register your UNICEF club for the George Harrison Fund for UNICEF Campus Challenge! The funds you donate via the challenge will be matched dollar-for-dollar. The top three fundraising schools will win some big prizes!

Learn more about this partnership and register for the Campus Challenge at:

» www.unicefusa.org/campuschallenge.

f ACUI - Association of College Unions International

» @ACUItweets





Tips and Tricks for Effective Partnerships

- 1. Table at all big organization fairs on campus.** You never know who you might meet! While you're there make it a point to grab some information from organizations with similar goals and interests.
- 2. Get to know your Student Activities office.** They will be able to help you navigate the logistics for hosting events on campus, booking space for meetings, rules and regulations for advertising on campus, etc. This office will always be busy handling student inquiries, so establishing a strong relationship and being on good terms with them is really important and will help you to assistance quickly.
- 3. Get to know your Student Government representatives.** This body is your voice on campus, and can influence school policy in your favor. The Student Government is often responsible for awarding funding to campus organizations for events. Competition for funding may be fierce, so make yourself stand out by bonding with your representatives.
- 4. Reach out to like-minded organizations on campus to collaborate on big events.** Working with other groups is extremely beneficial to your own membership recruitment and retention because you open yourself up to meeting new people who share in your mission and values. Collaboration also brings more skill-sets and connections to the planning process, and your event will ultimately be more successful. Just remember to be specific when you are fundraising with another organization. If you are splitting the money be clear to whoever is donating that the money is going to two different places.

SUGGESTED PARTNER ORGANIZATIONS:

- Phi Iota Alpha
- Kiwanis International
- Amnesty International
- Model UN
- Invisible Children
- International student organizations
- Various cultural and religious organizations (i.e. Muslim Student Association, etc)
- Various service organizations (i.e. Habitat for Humanity, The Red Cross, etc)
- Engineers Without Borders
- Doctors Without Borders