

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 (unicefusa.org/clubresources).

■ **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 (unicefusa.org/clubdonate)? 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.