



for every child



Don't Forget!

All events and fundraisers must be approved through our application form at: unicefusa.org/fundraiser

Fundraising and Event Guide

How to Host a Successful Event in Support of UNICEF USA

Follow the steps below to plan a successful fundraiser or event for NHS's Centennial Project. For more information, see these [Event Ideas](#).

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? Remember to socially distance and follow CDC and your school district's guidelines on in-person events. Remember to discuss with your NHS adviser, and read through our [Event Ideas](#) for options.

2 Register your event with our [UNICEF Fundraiser and Event Application](#). Make sure you select "National Honor Society" as your Fundraiser/Event Affiliation. UNICEF USA staff will review your application and, once approved, will send a confirmation email with a link to helpful Event and Fundraiser Resources. Did you



UNICEF UNITE
Seattle members at
a community fair.

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know you can set up your own customizable event page to sell tickets or gather RSVPs? Check that box on the application to get access to our platform.

3 Establish your event needs and resources. Consider what you need for your 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.



UNICEF Club members at Fordham University during their annual photoshoot.

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4 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'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 calculating an average dollar amount you hope to raise per attendee or a total amount you'd like to contribute to the Plastic Bricks Initiative in Côte d'Ivoire.

5 Utilize our UNICEF USA resources like the logos and templates you'll receive when your event is approved through the **Fundraiser + Event Application** (make sure you click on the National Honor Society link!).

6 Educate yourself on the cause. Use the NHS and UNICEF USA Partnership resources that you can download on the **NHS Centennial website**.

7 Promote your event. Think about who you're trying to reach, and then what would be the best way to reach that specific audience.

- If you're trying to reach adults in your community: post signs and flyers in local businesses.

- If you're trying to reach your peers at school: work with your school's newspaper or tv station, post flyers in classrooms and hallways, and always get approval from your principal and adviser.

- Use social media! Use the hashtag **#NHSCentennial** and make sure to tag us!
f @NHSandNJHS **📷 @NHS_NJHS**

8 Submit your funds. Raising funds through our platforms or submitting your funds after an event is a very simple process:

- Remit digitally: **unicefusa.org/giveNHS**
- Remit via check: mail in your check with our **donation form**.
- If fundraising through your own ticketing/RSVP page: don't forget to check this box when you fill out the **Fundraiser + Event Application**. Donations collected through our platform will go directly to UNICEF. ●