



# TRICK OR TREAT

FOR UNICEF 

## HOST AN EVENT TO SUPPORT TRICK-OR-TREAT FOR UNICEF

This October, add some meaning to your Halloweening™ by hosting a Trick-or-Treat for UNICEF event and help raise vital funds for children worldwide. Get creative! Our top online fundraisers will be eligible for “Spooktacular” and exciting prizes.

### HOST A HALLOWEEN EVENT

Register your event through our [Fundraiser + Event Application](#) to unlock access to our fundraising platforms, resources, templates, logo and more! Registering your fundraiser will allow you to receive a swag package full of Trick-or-Treat for UNICEF-branded goodies for your event. All funds raised will help UNICEF deliver humanitarian aid to children.

### START AN ONLINE FUNDRAISER

Prefer to activate your network through social media or virtually? Head to [trickortreatforunicef.org/fundraiser](https://trickortreatforunicef.org/fundraiser) to create your own online fundraising page. Customize your fundraising goal and story and share it far and wide. Or spark some friendly competition by inviting friends to host their own fundraising pages and see who can raise the most! Don't forget, we will also reward the top fundraising pages.

### TIPS & TRICKS

- Register your event through our [Fundraiser + Event Application](#) and receive your swag package!
- Take advantage of our fundraising platforms – like our ticketing page ([sample page here](#)) and our downloadable QR code – to allow attendees the opportunity to donate to UNICEF.
- Utilize our resources -- such as all the Halloween-branded templates you will find in this toolkit and at [trickortreatforunicef.org](https://trickortreatforunicef.org).
- Consider what you need for your event to be successful and who might want to help in your community. You may want to recruit volunteers, partner with other community-based groups or solicit donations such as food, equipment or event space.
- Don't forget to thank your volunteers and donors with an email or note that lets everyone know what they achieved for UNICEF.
- [Share your story!](#) You could be featured on UNICEF USA's website or social media platforms.
- [Remit your funds](#) after the event.

## EVENT IDEAS

- **Costume party.** Helping kids can be a great reason for everyone to get dressed up! Sell tickets through your own event page or ask for donations through our QR code.
- **Movie night.** Host a screening of your favorite Halloween flick. Can you borrow an outdoor movie projector or ask local businesses to donate food and drinks? [Use our ticketing page to sell tickets and scan people in.](#)
- **Pumpkin carving contest.** Have your friends BYO-Pumpkin for a carving contest. Collect an entry fee and vote for your “creepiest,” “silliest” or “best overall” jack-o’-lanterns (don’t forget the candles to light them up!).
- **Grab-and-go stand:** Set up in your neighborhood, at a library or on a school campus and sell baked goods, coffee or cocoa. Bonus: Attach our one pager about the campaign and how to get involved with UNICEF.
- **Trunk-or-Treat.** Set up a trunk-to-trunk candy exchange at a local parking lot and display the Trick-or-Treat for UNICEF QR code as you share treats.
- **Community celebration.** Community celebration. Are there any planned fun fall events in your area, such as corn mazes, hayrides, pumpkin patches, or other experiences? Many of these pop-up engagements around Halloween provide opportunities for philanthropic collaboration. Reach out and inquire about adding UNICEF USA as the charity of choice for these events or go big and host your own. Create a haunted house, Fall photo opportunity, or Halloween carnival with donations or ticket sales benefitting UNICEF! Remember to feature the QR code in these spaces.



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