



Clubs

Don't Forget!

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

Fundraising and Events Guide

Tips and tricks to hold a successful event in support of UNICEF USA!

Now that you've decided to host a fundraiser, you may be wondering: now what? Check out the steps below for some guidance on how to set yourself up for success:

1 Set your goals. Ask yourself: what do I want the event to accomplish? Then work to establish a revenue goal and budget accordingly. 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 UNICEF USA. If you are organizing a bake sale, for example, you might average \$1 per baked good and set a goal to sell 200 items, for a total revenue of \$200 minus expenses.



UNICEF Club member at Fordham University celebrate Trick or Treat for UNICEF.

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2 What type of event do you want to host? Does it fall into one of the following categories: fundraising, advocacy, volunteering or speaking out? Once you establish the objective, you will more easily have measurable outcomes. Check out our Fundraiser and Events Blog at unicefclubs.org for more ideas!

3 Register your event with our **UNICEF Fundraiser and Event Application**. UNICEF USA Staff will review your application and once approved you will receive a confirmation email with a link to helpful Event and Fundraiser Resources. You can even set up a ticketing page through our website!

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 is critical that events benefitting UNICEF be cost-effective and appropriate to the economy of your community.

5 Recruit volunteers. How many volunteers do you need for your campaign? Create committees to divide up the tasks. If you're looking for more support reach out to our National Council members or Global Citizenship Fellows.

6 Create a timeline. Think through any time constraints you may encounter like reserving a space. If you're looking to host a large event be sure to publicize and send invites out 1-2 months prior to the event.



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7 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 to event attendees in lieu of cash donations.

8 Check out our volunteer resources like our Event Ideas for tips and ideas for hosting fundraising events, such as panel discussions, film screenings, and galas. You can find these and other resources at unicefclubs.org.

9 Partner with other groups. Partner with other groups. Are there organizations on your campus that can support you in reaching your goals? They could potentially support you monetarily, or through publicity and human resources.

10 Submit funds electronically. After the event submit your funds through unicefusa.org/clubremit or create a CrowdRise for your club to fundraise as a team. We encourage your Treasurer to take the lead on submitting your club funds with the support of your advisor.

11 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. ●