Fundraising and Event Guide
How to Host a Successful Event in Support of UNICEF USA

Follow the steps below to plan and execute a successful fundraiser or event for UNICEF. 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 community’s guidelines on in-person events. Read through our Event Ideas for options like this.

2. **Register your event** with our UNICEF Fundraiser and Event Application. 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 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.

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 UNICEF USA.

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**Don’t Forget!**
All events and fundraisers must be approved through our application form at: unicefusa.org/fundraiser
5 Utilize our UNICEF USA resources like the logos and templates you’ll receive when your event is approved through the Fundraiser + Event Application. Reach out to hello@unicefusa.org to coordinate additional support for your event, like possible guest speakers, UNICEF Clubs National Council members, UNICEF USA Community Engagement Associates or your region’s UNITE team. Visit our UNITE resources page for more.

6 Submit your funds. Raising funds through our platforms or submitting your funds after an event is easy:

- Remit digitally: unicefusa.org/remit or unicefusa.org/clubsremit (if it’s a UNICEF Club event)
- Remit via check: mail in your check with our general donation form or if it’s a club event use our Club donation form.

- Fundraise 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.
- Fundraise online through GoFundMe. Check our resources page for a GoFundMe Guide!

7 Stay involved with UNICEF USA. Congrats on wrapping up your UNICEF event. Give thanks to your volunteers and donors, then encourage them to take action and stay involved with UNICEF. Are you a part of a UNICEF Club or UNITE team? Encourage your event attendees to join you! If you haven’t already, register to become a UNICEF UNITE volunteer.