FUNDRAISING IDEAS & GETTING STARTED

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FUNDRAISING IDEAS

Maybe you’ve got your heart set on an idea for your fundraiser or perhaps you’re not quite sure what kind of event to hold. Whatever the case, here are some of our favourite ideas to help get the ball rolling.

**Hint:** Think about what kind of event you enjoy attending. What do your friends and family like going to? What would you enjoy organising and promoting to your friends?

**Karoke evening:** Bust those moves and sing yourself silly for a great cause.

**Luncheon or Gala Dinner:** Who doesn’t love dining out in style? Keep it classy or crazy with a themed lunch with the ladies or an Alice in Wonderland Tea Party.

**Casual or theme day:** Why not organise a dress-down Friday at your school or work place?

**Sporting challenge:** For the fit and fabulous why not attempt a physical challenge? A sponsored cycle, run, trek or swim-a-thon are popular options to choose from.
Music gig - A great way to unite and showcase local talent for a good cause.

Art or photography exhibition - For those who are artistically gifted; budding artists can donate artworks to be auctioned off at the end of the night and charge for entry.

Auction - Ask all attendees to bring an unwanted and unused gifted item to be auctioned off. Chances are, they'll find something that they love in exchange!

Charity bingo - Running a bingo night is easy and you can hold it practically anywhere. So why not gather your friends, family and colleagues for a night of fun.

Charity sweepstakes - You can create a sweepstake for just about anything, from predicting your finish time in a race to who is going to win Australian Survivor!

Celebrate milestones - Throw yourself a birthday, anniversary, graduation or milestone party and ask guests to donate to your fundraising page in lieu of gifts.
Getting started is as easy as 1,2,3!

Organising a fundraiser is not as difficult as it may seem. Giving yourself maximum planning time will ensure things run smoothly. Plus, we’re only an email or phone call away!

1. Choose your fundraiser

- Select the right fundraiser for you. Take into account how much time you have to commit to and your interests.

- **Read our fundraising guidelines.** If you plan on creating your own event, please also complete our 'proposal to fundraise' form. Once reviewed and approved, you will be issued with a letter of authority and your unique fundraising number.

- Tell us about it! Contact the community fundraising team for advice and support - we’re here to help. You can reach us at teamunicef@unicef.org.au or 1300 884 233.
2. Fundraise

- Create your **online fundraising page**. Don't forget to personalise with a photo and your motivations for fundraising on behalf of UNICEF Australia.

- Set a fundraising target and aim high.

- Tell the world! Get as many people involved in your fundraising as you can, whether online or in person.

- Approach local business owners - if you need donations to help cover the cost of setting up an event or raffle prizes, local businesses are a great place to start.

- If you are selling tickets to your event, sell as many as possible in advance. In the case of bad weather, people are more inclined to attend an event they have already paid for.

- Always remember that you are representing UNICEF and activities undertaken must fit within the values of UNICEF. Please remain transparent with a full breakdown of costs and income and always be respectful when asking for donations.
3. Enjoy your event

- Be there early to set-up and prepare for your event.

- Enjoy yourself and take pictures - you’ll want to look back on them and remember your amazing achievement!

- If children are attending please ensure that proper adult supervision is provided at all times in a safe and secure environment.

- After the event count up the donations with another member of the team in a secure location and ensure all expenses have been paid.

- Remit all proceeds to UNICEF Australia within 2 weeks of your event taking place so we can put your contribution to work.

- Don’t forget to thank all those involved!

- If you have any good photos of your event or copies of any articles from local press, please send them to us so we can feature you on our website.
SENDING IN YOUR DONATIONS

The money you raise will make a huge difference to the lives of children around the world - thank you.

There are many ways in which to send your donations to UNICEF Australia. The quicker you return your funds the faster we can put them to good use!

Please reference: CommFund and your approval number.

Online

Returning your funds raised online is the easiest and preferred way for us to receive your donations. Visit our official site at www.unicef.org.au/Donate.

Bank Transfer

Payment can be made by direct debit to BSB 012-010 Account number 837541992 remittance to accounts@unicef.org.au.

Cheque

Cheques should be made payable to ‘UNICEF Australia’ and be posted to: UNICEF Australia, PO Box 488, Queen Victoria Building, NSW 1230

Phone

You can also transfer funds over the phone by calling UNICEF Australia on 1300 884.
About UNICEF Australia

UNICEF helps give children in 190 countries access to the rights they deserve.

We want to see a world where no child dies goes without basic needs or dies of a preventable cause. Where no childhood is robbed of learning, joy or safety. Where conflict and disaster doesn’t cost a child their lifetime.

We’re working towards this world every day.

Zakariya and Doha

Zakariya and Doha lost their parents to brutal conflict in Aleppo. For two months they survived with their siblings in a destroyed building, selling scrap metal and burning wood to stay warm. That’s where UNICEF found them, scared and covered in ashes.

Our teams brought the children to a temporary shelter where they could recover, stay safe and learn. After four months of searching, UNICEF found their uncle. Now, at home with their family, they can finally rebuild.

Watch: "For Every Child, A Fair Chance"
THANK YOU

On behalf of the children of the world, thank you for making a lasting difference.

If you have any further questions please email us or call us on 1300 884 233.

UNICEF Australia receives no funding from the United Nations. It is only through the dedication of supporters, just like you, that we can continue to make a lasting difference to the lives of children.

Australian Charity Number: 060 581 437

ABOUT UNICEF