

UNICEF Australia Fundraising Ideas





Getting started is as easy as 1, 2, 3!

Organising an event is not as difficult as it first may seem. Giving yourself maximum planning time will ensure things run smoothly. Plus, we're only an email or phone call away if you need help.

1. CHOOSE AN EVENT

- Choose an event from our 'Events' section online (www.unicef.org.au/Act/Fundraising/events.aspx) or brainstorm ideas for your own event. Check out some of our favourites on page 4.
- Read our fundraising guidelines. If you plan on creating your own event, please complete a proposal to fundraise. Once reviewed and approved, you will be issued with your authority to fundraise number. You can find all the information at www.unicef.org.au/Application-to-Fundraise.aspx.
- 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 own Everyday Hero page. This is where you can collect all your donations online. You can create one at www.everydayhero.com.au/charity/view?charity=245
- Set a fundraising target. (Aim high!)
- Local business owners may be willing to donate prizes for raffles or auction. This can be a great PR opportunity for your local media.

- If you're selling tickets to your event, sell as many as possible in advance of the night. 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 of the event - you'll want to look back on them later and you can also send them to us if you wish to be featured on our website!
- 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!
- Congratulations, you have run a successful event! Thank you on behalf of the children we serve.



Ideas for your own fundraising event

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 fundraising ideas to get the ball rolling.

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

Fundraiser Favourites

Bake sale/coffee morning - Make everyone's life sweet by hosting it in your local neighbourhood/community centre/markets/church/school.

Fancy dress party - Everybody knows these are the most fun parties to attend! Invite friends and charge for entry - the 80's, the 20's, Gangster, Medieval, Masquerade Ball, Halloween, Oscars, Mad Men or Hollywood glamour... the choice is yours!

Karaoke 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 First Ladies or an Alice in Wonderland Tea Party.

Inter-office soccer tournament - Which department will win the golden cup? You can charge per team and run it over a few weeks.

Trivia night - The best bit? You get to write all the questions!

Casual or theme day - Why not organise a dress-down Friday or a themed-dress day at your school or workplace?

Charity sporting challenge - For the fit and fabulous why not attempt a physical challenge? A sponsored cycle from one state to another, a swim-a-thon, marathon, walk, hike or skydive 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!

Swear jar at work - Charge everyone a gold coin for every time they mutter #\$\$@#!

Raffles - Why not ask local businesses for raffle prize donations, then draw the winner at your chosen event? Please note the specific regulations in the fundraising guidelines.

Inspired Gifts - If you have a special event coming up like your birthday or wedding, ask friends to purchase an inspired gift in your name. These valuable gifts will be delivered to the children who need it most. Most loved present ever? You bet!





Thank you & good luck

Thank you for showing your support for UNICEF. We wish you the best of luck in your fundraising endeavours to help make a real difference to the lives of vulnerable children.

Remember you can contact the Community Fundraising Team for advice and support – we're here to help.

For further information please contact:
The Community Fundraising Team
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