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FUNDRAISING BEST PRACTICES

Help kids everywhere!

There are plenty of ways you can support UNICEF at your school, in your community or in the workplace. Here are a few fundraising ideas to inspire your upcoming UNICEF fundraiser:



AT SCHOOL

Host a Bake Sale: Sell a variety of baked goods to your student body and donate the proceeds raised to UNICEF.

Theme Dress-Up Days: Host a bold and creative themed dress-up day! Ask students to make a donation to participate and come to school dressed up as their favourite celebrity or in a mixed-and-matched outfit, come in their wackiest hair-do, or in clothes from the 70s, 80s or 90s!

Olympics Games (Volleyball, Lacrosse, Hockey, Soccer, Dodge-ball): Students and teachers pay a fee to register their team to compete in an Olympic-type event. Invite the student body to watch and cheer on their favourite country team!

Lip-synching Competition: Host a school wide lip-synching contest. Encourage staff members and each grade to register their band. Charge an entrance fee for the student body to watch their peers perform.

Candy Grams: Candy grams are a great way for people to send a special message to their friends. Simply create a candy gram package with a variety of candies and attach card stock paper to it so that people can write a message on it. Invite the student body to purchase candy grams for their friends, be sure to track the classrooms that they will be delivered to, then have fun making special deliveries around the school. Plan your candy gram around major holidays like Halloween, Valentine's Day and the Winter Holidays.

Water Challenge: For every water tap in your school, donate a loonie to help kids around the world!

Student Challenge: Challenge older grades to organize a fundraising activity for younger grades – maybe a soccer game or a dance-a-thon!



AT WORK

Lunch with an Executive: Employees make a donation and are entered into a draw for a lunch with a top level executive as a professional development opportunity.

Interdepartmental Challenge: Have interdepartmental fundraising challenges such as coin wars (have departments compete to raise the most donations in coins) or sporting competitions (bowling, table-tennis, baseball or basketball). Reward the winning department with a free lunch or half day of work on a Friday.

Start a Monthly Giving Campaign at Work: Choose a survival gift to fundraise for each month. Encourage your colleagues to support your fundraiser by placing a bowl/container in a centralized location in your office, so that people can drop spare change in it. Learn more about survival gifts at survivalgifts.ca.

Casual Days: Ask employees to bring in a donation to participate in the day – perfect for the office that doesn't usually get too casual.

Give Something Up: Donate the money you would spend on coffee and treats in one week to UNICEF.

Book Sale: Invite individuals to donate unwanted books, and then sell these books to others within the corporation.

Crazy Tie Contest: Ask coworkers to bring in their wackiest ties and display them in a prominent location in the office. Put a jar beside each tie for their colleagues to vote on their favourite one – the tie that receives the most donations wins!

Host a Pancake Breakfast or a Potluck lunch: Invite employees to make a donation to enjoy a hot meal for the day.

Karaoke: Find a group of employees who are committed to sing Karaoke. Sell tickets to coworkers to watch their peers perform.



IN YOUR COMMUNITY

Flea Market: Invite friends and family to donate items they want to sell such as old toys, books, clothes and trinkets. Open the event up to the public and have a portion of the proceeds donated to UNICEF.

Chili Cook-off: Have volunteers make delicious chili dishes to compete in the event. Then charge an entrance fee to the public and have individuals eat their heart out and vote for their favourite chili dishes!

Be a Good Neighbour: Offer to shovel your neighbours' driveway or mow their lawn in exchange for donations to UNICEF.

Gift Basket Auction: Gather donated items from local businesses to create a variety of different gift baskets and invite members of your community to bid on their favourite baskets.



BIRTHDAY

Honourary Gifts: Have friends and family donate to UNICEF in honour of your birthday.

Donation Jars: At your party, put jars around the house with impactful UNICEF messages on them to encourage your guests to drop their spare change in it to help support UNICEF.



HALLOWEEN

Dare to Wear: Choose a fundraising goal for your group, then dare an individual within the organization or take the dare yourself, to dress up in a silly costume - only if the fundraising goal has been achieved.

Host a Halloween Event: There are so many fun Halloween events you can host for your group, such as a Halloween Dance at your school, a Costume Day at work or a Haunted House competition in your neighbourhood!

Pumpkin Carving Contest: Have individuals decorate pumpkins in a centralized location for others to see. Display a collection box next to each pumpkin and invite people to walk by and vote for their favourite design by donating to the pumpkin's box. The pumpkin that raises the most wins!



SUMMER

Flip Flop Friday: Nothing says summer like sandals! Ask students or colleagues to bring in a donation to participate in the day.

Charity BBQ: Host a BBQ for your school, organization or in your community. Sell hot dogs, burgers and cold beverages to your peers and donate the proceeds to UNICEF.

Ice Cream Social: Who doesn't love ice cream? Sell ice-cream cones, sundaes and popsicles to your peers!

Summer Carnival: Host an outdoor carnival! Set-up easy fun activities such as a bean bag toss, eating donuts on a string, a photo booth and face painting station. Then have individuals make a donation to participate in these activities.



WINTER HOLIDAYS

Holiday Wreaths: Bring some holiday spirit to people in your surroundings by selling festive artificial or fresh holiday wreaths. Use the funds raised to purchase a Survival Gift, to further spread the holiday cheer.

Ugly Christmas Sweater Event: Choose a survival gift for your group to fundraise for. If the goal is achieved; celebrate by inviting everyone to wear an ugly Christmas sweater for the day.

Gingerbread House Contest: Similar concept to the Pumpkin Carving Contest, have individuals decorate gingerbread houses in a centralized location for others to see. Display a collection box next to each house and invite people to walk by and vote for their favourite design by dropping a donation into the collection box. The house that raises the most money wins!

Gift-wrapping Services: Pay a reasonable fee to wrap individual's gifts for the holidays. Use the money raised to purchase a Survival gift of your choice.



CELEBRATE!

At the end of your fundraiser, don't forget to say thank you to everyone who helped out, participated and donated!

These fundraising ideas are only suggestions to help guide your event. How you choose to organize your fundraiser is totally up to you! If you would like to continue brainstorming ideas or need help planning a successful event please contact us at 1 800 567 4483. We will take the guess work out of it all. Thank you for your support!