

# Creating your fundraising event

## You've got your idea, now get organised!

### 1) Set a goal

Set an ambitious goal to motivate you and others. Choose the cause that you want to raise funds for. Whether it's schools in the Solomon Islands or malaria nets to protect children in Africa, every dollar you raise will work hard for children.

- Raise **\$95** and you can provide vaccines for 200 children in India to stop them contracting measles, a deadly disease.
- Raise **\$530** and you could give half a tonne of nutritious porridge to feed malnourished children in Somalia.
- Raise **\$1,000** and you could provide a 24 square meter tent to be used as an emergency shelter or temporary classroom in a natural disaster.

Learn more about our causes for children [here](#).

### 2) Set the date

Setting the date can be as important as deciding on the idea itself. For the event to be successful, you need to ensure there will be a big turnout. Make sure your date doesn't clash with any other big events. Good days are normally weekends or after-work hours. Think about duration of the event as well. Short events (e.g. 12-2 rather than 10-4) work better as its easier to organise and maintain energy.

**DID YOU KNOW**  
for every \$1 you raise,  
**UNICEF can leverage**  
**\$10 in the field?**

[Learn more.](#)



**DID YOU KNOW**  
**\$130 can provide**  
**5,000 pencils, giving**  
**children a chance to**  
**write and draw.**

### 3) Decide on the place

Location, location, location! A successful event has lots of people, so choose an easily accessible, suitably-sized location. Think about the facilities e.g. car parking and toilets. Make it easy for lots of people to come e.g. the Somali Council held a fundraising event at a busy polling station on voting day, so lots of people dropped by.

### 4) Create awareness

Tell everyone you know! Use facebook, twitter, your school newsletter, work intranet, posters, media announcements, email signatures and word of mouth to spread the message. Engage your friends and family to help you. And remind people! Send an initial invitation and follow up with reminders leading up to the big day because people forget!

### 5) Collecting money

- Remind people to bring cash on the day.
- Set up a [donation box](#).
- Prepare a float to give change if you're selling things.
- Some banks can offer a mobile ATM for free – it's worth asking, because this will help your attendees to donate to your great cause.
- Find out where the nearest ATM is so people can get cash out.
- You can accept cheques made out to "UNICEF NZ".
- Set up an [online fundraising page](#).



#### DID YOU KNOW

Events that run over a short time period are more effective than longer events? A bake sale from 12-2 is likely to be better than a sale from 10-4 because more people will come over a focussed period.



# Legal stuff

## Street collection guidelines & regulations

If you're doing a street collection, get permission from your local authority. You can collect on private land with permission from the landowner. A supermarket, shopping centre or busy train station are good areas to focus on, but demand for these places is often high, so get in touch with the owners well ahead of your event.

## Health & safety

Things to think about:

- What will happen if there is bad weather or there's a problem with the venue?
- Do you need permission from the council or landowner to hold an event in a public place?
- Are you likely to cause disruption to a local area, such as a traffic disruption in the case of a bike ride? If so, inform the local police.
- Do you have a first aid kit? This is especially important if you are expecting a large gathering or are planning a strenuous activity.
- Have you checked the fire exits at your venue? Are you aware of what the alarm sounds like and where assembly points are?
- Do you have enough people to help your guests?
- Have you carried out a risk assessment?

For more information contact Sally on [sally@unicef.org.nz](mailto:sally@unicef.org.nz) or 0800 243 575.



### DID YOU KNOW

**\$112 can provide a bike to a child to attend school, or an aid worker to travel to a remote village.**

