

*Trick-or-Treat*  
*for* **UNICEF**

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**2011 Party Toolkit**

## Welcome!

Dear Friends,

Thank you for helping us by hosting a Trick-or-Treat for UNICEF Halloween Party! For more than 60 years, Trick-or-Treat for UNICEF has been making a difference in children's lives all over the world.

For children in developing countries, funds from the Trick-or-Treat for UNICEF campaign (more than \$164 million to date!) can mean the difference between life and death. With money raised through Trick-or-Treat for UNICEF, UNICEF has saved millions of children's lives, providing crucial therapeutic foods, water and sanitation, medicines, immunization, education, and so much more.

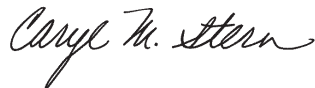
For children at home, Trick-or-Treat for UNICEF is often their first exposure to the hardships that many of their peers endure every day as they struggle to survive in the face of disease, disaster, and other adversity. But the campaign gives hope: Trick-or-Treat for UNICEF introduces kids at home to the idea of kids helping kids; that they can make a difference in the world by volunteering in service to others. Trick-or-Treat for UNICEF builds awareness, inspires action, and helps children become dynamic global citizens.

Your Trick-or-Treat for UNICEF party will not only raise funds to support lifesaving programs for children, it will shine a spotlight on UNICEF's vital work around the world. Whether you and your guests fondly remember Trick-or-Treating for UNICEF as children, or whether this party is your first introduction to UNICEF, we truly appreciate your support.

I hope that you find this handbook helpful in planning your party. Included are party suggestions, a planning checklist, talking points, and more. For even more party resources, please visit [trickortreatforunicef.org](http://trickortreatforunicef.org).

Thank you so much for your partnership.

Sincerely,



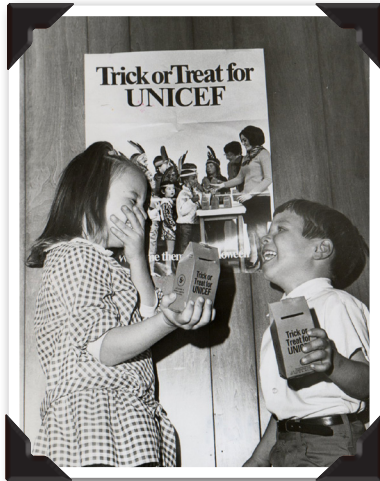
Caryl M. Stern  
President & CEO

# Trick-or-Treat for UNICEF Party Toolkit

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## About Trick-or-Treat for UNICEF



Since it began over 60 years ago, Trick-or-Treat for UNICEF has raised more than \$164 million for programs that save children's lives around the globe. Primarily powered by children here at home, Trick-or-Treat for UNICEF is the original KIDS HELPING KIDS® fundraising campaign. It has empowered generations to make a meaningful difference in the world during the Halloween season.

### Why Host a Trick-or-Treat for UNICEF Halloween Party?

Hosting a party is a great way to gather friends, family members, and colleagues to have a blast on Halloween. Why not make your party a party with a purpose? Raise funds for UNICEF and learn about UNICEF's work all while having loads of fun. Donations can be raised in a variety of ways including raffles, auctions, games, and selling tickets to your event.

This year, we're adding online fun to the mix with our Trick-or-Treat for UNICEF virtual Costume Party. Visit [trickortreatforunicef.org](http://trickortreatforunicef.org) to add Halloween flair to your Facebook and Twitter profiles as well as for more exciting party resources.

### Why UNICEF?

- There are 6.7 billion people in the world. 33% — or 2.2 billion — are children.
- 1 billion of those children live in poverty. They are severely deprived of food, drinking water, sanitation facilities, health, and education.
- Because of UNICEF's leadership and efforts, the number of children dying before the age of 5 due to preventable causes has been reduced by more than half since 1960.
- Polio has been reduced by 99% worldwide.
- Measles deaths — which once killed more children than war, famine, and natural disaster combined — have been cut by 80%.
- 1.8 billion people have gained access to safe drinking water since 1990.
- The U.S. Fund for UNICEF has earned 6 consecutive 4-star ratings from Charity Navigator. Only 3% of charities evaluated by this trusted organization have received its highest ranking for at least 6 straight years. It also meets all 20 of the Better Business Bureau's Wise Giving Alliance Standards for Charity Accountability.
- More than 90% of all money UNICEF receives goes directly to programs and supplies that help children. The IRS letter confirming the U.S. Fund for UNICEF's 501(c)(3) status is available for download at [unicefusa.org/faq](http://unicefusa.org/faq).

## Party Preparation

### Upholding the Image of UNICEF

As a Trick-or-Treat for UNICEF Halloween Party host, you are responsible for helping UNICEF maintain a high standard of professionalism and a positive image of the U.S. Fund for UNICEF. Please keep this in mind when planning all party activities.

### Time-Line

#### Getting started:

##### Know your stuff!

As the host for a Trick-or-Treat for UNICEF party, you'll want to learn everything you can about the work UNICEF does around the world. Check out these resources and spread the word to your guests.

[trickortreatforunicef.org](http://trickortreatforunicef.org)'s Resource Center, [unicefusa.org](http://unicefusa.org), [teachunicef.org](http://teachunicef.org), [youtube.com/unicefusa](http://youtube.com/unicefusa)

Educate your guests by showing a video. Be sure to test your setup prior to the party!

Print out some of the Trick-or-Treat for UNICEF factsheets to display and educate your guests.

##### Set a Date

People get into the Halloween spirit the entire month of October, determine a date that works for all of your guests for maximum turn-out!

##### Pick a Venue

Determine what type of venue you want and whether you want a public or private event. Keep in mind capacity and rental fees (if applicable). Have backup plans in case of rain.

##### Spread the Word

Depending on the size and type of your party, it may be appropriate to publicize it or to send a press release, available at [trickortreatforunicef.org](http://trickortreatforunicef.org), to let your community know about your contribution to UNICEF's important work. Ask stores to donate items that you can raffle or auction off at your party.

#### Set Your Goals:

We recommend that you start with \$61 in honor of 61 years of Kids Helping Kids through Trick-or-Treat for UNICEF.

- Create your own web page at [trickortreatforunicef.org](http://trickortreatforunicef.org), so people who cannot attend can still contribute online. This page can live year round as you continue to support UNICEF and children around the world!
- Use the Sample Budget on page 10 of this toolkit to control expenses, which should not exceed 25% of all collected donations.

#### Invitations:

- Send your invitations as early as possible and ask guests to RSVP.
- Use the Trick-or-Treat for UNICEF Halloween Party invitations at [trickortreatforunicef.org](http://trickortreatforunicef.org), or create your own.
- Include your fundraising goal and information about UNICEF in your invite.

- Encourage guests to bring any loose change they may have in addition to their contribution to Trick-or-Treat for UNICEF — you'll take care of the counting.
- Mail a Trick-or-Treat for UNICEF collection box to your guests along with the invitation. Ask them to bring the box to the party, filled with donations.

### Setting up your party:

- Create a Party Agenda and include time to talk about helping UNICEF help kids around the world, ask for donations, thank your guests and of course HAVE FUN!

### Decorations:

- Use the printable materials at [trickortreatforunicef.org](http://trickortreatforunicef.org), which can be enlarged and printed on poster-size paper for a small cost.
- Purchase fair trade chocolate for your guests and double the power of giving. Fair trade is a system that ensures farms receive a fair price for crops and prohibits child labor. You can order from online vendors like the Equal Exchange ([equalexchange.com](http://equalexchange.com)).
- Clearly mark your Trick-or-Treat for UNICEF Halloween Party location by decorating the entrance with the door sign and balloons or any other attention-getters like wrapping your door in an orange plastic table cloth.
- Have plenty of collection boxes on hand (order at [trickortreatforunicef.org](http://trickortreatforunicef.org))
- If you run out, you can print Trick-or-Treat for UNICEF Canister Wrappers to wrap around your collection container.

If you are playing a UNICEF video, make sure all equipment is working and ready

## Party Ideas

Here are some additional ideas including themes, tips & tricks to make your party a success!

### Family Fun

- Have a theme for your party. Serve food, play music, and wear costumes that match your theme.
- Host a pumpkin carving contest.
- Create a mummy wrap race. Have everyone form teams of two. One member of each team gets 5 minutes to wrap their "mummy" in toilet paper from head to toe. The team with the best "mummy" wins!
- Set up booths for activities like bobbing for apples, digging for worms (search through whipped cream for gummy worms), face-painting, and cookie-decorating.
- Set up group games like bowling, ping-pong, bocce ball, or horse shoe pitching.
- Ask friends to bring extra console controllers and play virtual carnival games or other multi-player video games! Create teams and set up a tournament bracket.

## Parents' Night Out

- Host a Happy Hour-fundraiser at a favorite local establishment — consider events like trivia nights or pub crawls. Happy Hour events are a great way to engage young professionals with UNICEF.
- Benefit Concert - From local bands and talent to well-known entertainers, a UNICEF Benefit Concert will offer an educational message, fundraise for UNICEF, and provide entertainment. Additional opportunities for fundraising at concerts include ticket sales and raffles.

## School or Campus Group

- Adopt Trick-or-Treat for UNICEF as your organization's philanthropy project.
- Let your administration know of your interest in supporting UNICEF and team up with other clubs.
- Ask your organization to turn your annual Halloween party into a Trick-or-Treat UNICEF Party.
- Get your community involved by teaming up with an elementary or middle school. Before Halloween, work with teachers to educate their classes about UNICEF's work and global issues and provide students and parents with Trick-or-Treat for UNICEF boxes. After Halloween, help students get their collected donations to the U.S. Fund for UNICEF.
- Get a band to play at the party, or turn it into a battle of the bands. Have people vote by donating money in the name of their favorite band.
- Turn your costume party into a contest. Ask guests to vote for their favorite costume by making a contribution to that person's collection box. Give a prize for the costume that receives the most donations.
- Create a Halloween or themed backdrop and take guests' pictures. Email them to guests, or print and deliver as thank you cards.
- Use social networking to advertise the event.

## SABRINA – Guests: 100 – Amount Raised: \$1,551

My name is Sabrina and I am a 7th grade girl originally adopted from China. This past summer I returned with my adoptive family to visit the orphanage I came from in Shang Gao City, in Jiang Xi Province, China. I learned that all over the world, children, especially girls (and in China, second born girls) don't always have access to education. I feel so lucky to have access to a strong education at a fun school with all my friends. My favorite subjects are Greek Mythology, Latin, and Math. When I'm older I plan to go on to college and eventually make a real difference in the lives of others, especially children.



This summer I started planning a 7th grade Halloween Dance at our town recreation Center. I started planning with the help of a few of my friends. I am pleased and proud to say it was very successful. About 100 7th grade students, which is half the class, in Weston, MA participated in some way to support UNICEF and kids like us around the world. With this \$1,551 donation I am proud to be part of the Trick-or-Treat for UNICEF campaign.

## After the Party

### Send Thank You Notes:

- Follow up with personal thank you notes. Include the goal of your party and how much you finally raised to help kids around the world.
- The U.S. Fund for UNICEF will send an official acknowledgment to your guests who made donations. Please include your Sign-in Sheet and Donation Forms to ensure that your donors are recognized. Also, be sure that the host's name and the date of the party are included on all submitted forms!

### Count the change:

- Use Coinstar<sup>®</sup> to Donate Your Collections
- Go to your nearest Coinstar Center<sup>®</sup> or visit [coinstar.com](http://coinstar.com) to find a location near you.
- Follow on-screen directions — enter code 5555 when prompted to designate the U.S. Fund as the recipient.

### Send in Donations:

- Total up donations and expenses.
- Keep copies of checks, money orders, and credit card forms for your records.
- Visit [trickortreatforunicef.org](http://trickortreatforunicef.org) or scan the Microsoft Tag on the collection box to make online donations and enter your donations instantly.
- Send checks, money orders, Coinstar<sup>®</sup> receipts, and credit card donations, with the Donation Form on page 11, to:

U.S. Fund for UNICEF  
Volunteer and Community Partnerships/TOT  
125 Maiden Lane  
New York, NY 10038

### Share your story:

- We want to hear about your party and experience hosting a Trick-or-Treat for UNICEF Halloween party. Share your stories with us by emailing [totstories@unicefusa.org](mailto:totstories@unicefusa.org).
- Share your pictures with us on Flickr at [flickr.com/groups/trickortreat](http://flickr.com/groups/trickortreat).

## Additional UNICEF Resources:

Here are some great resources to help you tell the UNICEF story before, during and after your party!

### Speaking Points:

- Thank your guests for attending and helping you support Trick-or-Treat for UNICEF and UNICEF's work.
- UNICEF, the United Nations Children's Fund, is the leading global organization working on behalf of the most disadvantaged children.
- Since 1946, UNICEF has saved more children than any other humanitarian organization in the world.
- UNICEF has reach. Working in over 150 countries, UNICEF provides medical care, clean water, education, protection, and emergency relief. It has one of the most extensive supply networks in the world, meeting the needs of children before, during, and after a crisis.
- UNICEF has experience. No other organization is more skilled or capable of helping children than UNICEF's global staff of 10,000 dedicated professionals.
- UNICEF has access and influence. It has the respect of governments around the world and the support of other humanitarian organizations that only a leader can earn and maintain.
- UNICEF has innovation. It provides cutting-edge, cost-efficient solutions – everything from easy-to-use birthing kits to solar-powered cold-storage units that safely transport vaccines.
- Trick-or-Treat for UNICEF has raised over \$164 million since it began over 60 years ago.
- The U.S. Fund for UNICEF supports UNICEF's work through fundraising, advocacy, and education in the United States.
- The U.S. Fund for UNICEF has earned 6 consecutive 4-star ratings from Charity Navigator. Only 3% of charities evaluated by this trusted organization have received its highest ranking for at least 6 straight years. It also meets all 20 of the Better Business Bureau's Wise Giving Alliance Standards for Charity Accountability.
- 48¢ can provide an exercise book and pencil for a child to use in the classroom.
- \$18.18 can provide 3 insecticide-treated bed nets to protect families from mosquitoes carrying malaria.
- \$500 can buy a hand pump to provide clean, safe water to an entire community.

## Sample Speech:

Thank you for attending my Trick-or-Treat for UNICEF Halloween Party! It is wonderful to see everyone in their costumes celebrating Halloween while also raising funds to help kids in need around the world. I would like to take a few minutes to share with you why I decided to turn this Halloween Party into a fundraiser for the U.S. Fund for UNICEF.

Every day, 22,000 children die from totally preventable causes. They die because they lack simple things that we take for granted. Things like clean drinking water, basic health care, immunizations against deadly diseases, and proper nutrition. I believe that number should be Zero.

UNICEF's mission is simple: do whatever it takes to save children's lives. Only UNICEF has the global experience, resources, and reach to give children the best hope for survival.

Since 1950, millions of adults and children have participated in Trick-or-Treat for UNICEF – perhaps you were one of them! Over the years, going to door-to-door on sHalloween night, Americans have helped raise over \$164 million for Trick-or-Treat for UNICEF to improve the lives of children all over the world.

As you consider the amount of your personal Trick-or-Treat for UNICEF donation, be assured that every gift – whether large or small – can provide lifesaving support to vulnerable children. For example, just:

- 48¢ can provide an exercise book and pencil for a child to use in the classroom.
- \$18.18 can provide 3 insecticide-treated bed nets to protect families from mosquitoes carrying malaria.
- \$500 can buy a hand pump to provide clean, safe water to an entire community.

The U.S. Fund for UNICEF has earned 6 consecutive 4-star ratings from Charity Navigator. Only 3% of charities evaluated by this trusted organization have received its highest ranking for at least 6 straight years. It also meets all 20 of the Better Business Bureau's Wise Giving Alliance Standards for Charity Accountability. Every single donation goes a long way to help children.

I thank you for being here and for your support and generosity. If you would like to find out more about UNICEF, please see me, or visit [unicefusa.org](http://unicefusa.org).

Now it's time to celebrate! Please help yourself to food and drinks, and enjoy the rest of the night. Thank you."



# Trick-or-Treat for **UNICEF**

Fundraising Goal for Party \$ .....

DESCRIPTIONS	BUDGETED	ACTUAL
<b>Revenue:</b>		
Door Collection (# of attendees X suggested donation)		
Raffles (if appropriate)		
Collection Boxes		
Food & Beverage Sales		
<b>Income Total</b>		
<b>Expense Items</b>		
<b>Logistics:</b>		
Food/Catering		
Decorations		
Site Rental		
AV Equipment		
<b>Advertising/Press Releases:</b>		
Copies & General Reproduction (flyers, invites)		
<b>Other:</b>		
Office Supplies		
Licenses & Permits (if appropriate)		
Entertainment		
<b>Expense Total</b>		
<b>Total Donations</b> (expenses should not exceed 25% of revenue)		

# DONATION TRANSMITTAL FORM

Enclose this form with your donation(s) to help us correctly acknowledge your generosity and support. Here's how:

1. Fill out this form **completely**. Visit [trickortreatforunicef.org](http://trickortreatforunicef.org) for additional copies of this form.
2. Use **one** form per school, group or individual. If using multiple forms, contact details on each form must be identical.
3. **Make checks/money orders payable to the U.S. Fund for UNICEF** and send this form and **all checks, money orders, and/or Coinstar<sup>®</sup>** receipts together to: **Trick-or-Treat for UNICEF, 125 Maiden Lane, New York, NY 10038.**
4. Make changes to contact information below. This is how your name will appear on your recognition certificate and will be sent to your contact's address.

- INDIVIDUAL:** I participated in the 2011 Trick-or-Treat for UNICEF Campaign as an INDIVIDUAL.
- SCHOOL OR GROUP:** We participated in the 2011 Trick-or-Treat for UNICEF Campaign as a SCHOOL OR GROUP.
- How many children under 18 years participated in your activities? (please provide number) \_\_\_\_\_
- Is this donation a result of a fundraising event or activity, such as a Halloween party, Fall Festival Celebration, bake sale, car wash, or other similar event?
- Yes**, and \_\_\_\_\_ people attended the event or activity. (please provide number of attendees)
- No**, we conducted our campaign through collecting coins using the Trick-or-Treat for UNICEF boxes.
- Other.** (Please describe) \_\_\_\_\_

DM\_TOTXXX12YORDR

## CONTACT DETAILS:

Official School/Group Name (no abbreviations) \_\_\_\_\_

Official School/Group Address: \_\_\_\_\_

Contact First/Last Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_

Contact Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## DONATION DETAILS:

Check/Money Order Number: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Check/Money Order Number: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Check/Money Order Number: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Check/Money Order Number: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Check/Money Order Number: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

**Check/Money Order Subtotal:** \$ \_\_\_\_\_

**Coinstar<sup>®</sup> receipts(s) total (please send original receipts):** \$ \_\_\_\_\_

**TOTAL AMOUNT to be credited to this donation:** \$ \_\_\_\_\_

- If you have additional donation details or special instructions, please check this box and use reverse side of this form.

Enclosed is my check payable to the **U.S. Fund for UNICEF.**

I prefer to charge my gift to:

- MasterCard  VISA  Discover  
 Diners Club  American Express

Card # \_\_\_\_\_

Exp. Date \_\_\_\_ / \_\_\_\_ Gift Amount \$ \_\_\_\_\_

Signature \_\_\_\_\_

- I'd like to know more about the Monthly Giving Program.
- Please sign me up to receive your FREE E-Newsletter. My e-mail address is: \_\_\_\_\_

Visit [trickortreatforunicef.org](http://trickortreatforunicef.org) to donate online or scan to donate



Get the free mobile app at <http://gettag.mobi>

Please visit our website at [trickortreatforunicef.org](http://trickortreatforunicef.org) or call 1-800-FOR-KIDS if you have any questions.

Your donation to Trick-or-Treat for UNICEF is a contribution to the U.S. Fund for UNICEF. For more information, visit [trickortreatforunicef.org](http://trickortreatforunicef.org).

From time to time we share donor and campaign information with National and Local Affiliate Organizations, and a list of top fundraising schools and groups is published annually on the Trick-or-Treat for UNICEF's website. If you would prefer that we do not include the name of your organization, please send us an email at [trickortreatforunicef.org](mailto:trickortreatforunicef.org) or call 1-800-FOR-KIDS.

**DONATION DETAILS (CONTINUED):**

Check/Money Order Number: _____	Amount: \$ _____
Check/Money Order Number: _____	Amount: \$ _____
Check/Money Order Number: _____	Amount: \$ _____
Check/Money Order Number: _____	Amount: \$ _____
Check/Money Order Number: _____	Amount: \$ _____
Check/Money Order Number: _____	Amount: \$ _____
Check/Money Order Number: _____	Amount: \$ _____
Check/Money Order Number: _____	Amount: \$ _____
Check/Money Order Number: _____	Amount: \$ _____
Check/Money Order Number: _____	Amount: \$ _____

**Please put check/money order subtotal on reverse side of this form.**

**NOTE ANY SPECIAL INSTRUCTIONS HERE:**



U.S. Fund for UNICEF  
125 Maiden Lane  
New York, NY 10038  
1.800.FOR.KIDS  
[unicefusa.org](http://unicefusa.org)