

UNICEF Ireland Community Fundraising Pack

Welcome to UNICEF Ireland

Thank you so much for choosing to support UNICEF Ireland. As we are voluntary funded, we really do rely on as much support as possible from individuals and local communities and the UNICEF team is strengthened by the on-going support of dedicated fundraisers, advocates, volunteers and partners. With your support, we can continue to help children survive and thrive.

Now more than ever, UNICEF Ireland needs to fundraise in the community to help raise vital funds and your fundraiser will make a huge difference to the lives of children supported by UNICEF programmes worldwide.

The following pack contains information and hints and tips to make your fundraiser a huge success!

Thank you for making a difference from all the team at UNICEF Ireland.

Fundraising Ideas

The purpose of this pack is to give hints and tips for how to run a smooth fundraiser and how to raise the most funds you possibly can from your UNICEF fundraiser. Although COVID-19 has affected how you host an event, it is still easy and fun to think up ways to fundraise. There are lots of fun fundraisers out there and the following are just a few examples to get you started!

Virtual run/walk event: Get members to reach out to their friends and family for sponsorship to do a 5k run or a walk

Virtual talent show: Reach out to musicians/comedians/other performers to raise funds through a ticketed event

Raffles: A great way of increasing the money raised at your event.

Organise a charity sporting challenge! For the fit and fabulous why not attempt a physical (or not so physical challenge?!) A sponsored cycle across Ireland, a sponsored swim-a-thon, a sponsored walk or hike or for the really brave a skydive?! Why not keep up that news year's resolution to run a marathon / half marathon this year?

Organise a music gig: Could be a great way in which to showcase local talent whilst raising much needed funds. Or maybe a trad night?

Online cooking class: Are you a talented chef? Aced your lockdown banana bread recipe? Organise a ticketed cooking event via Zoom.

Yoga/fitness class: Whether you're more into Zumba or all about zen, a class taught by you or a sporty friend could be a fantastic way to raise funds. And when the Covid restrictions lift, you could even head to your local park for a socially distanced class.

Online art/photo exhibit: If you're the creative type, you could sell prints of your artwork and raise funds from the proceeds.

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

Organising an event can often be a daunting prospect at the outset, but with simple planning and sufficient time, everything will work out and don't forget we are only a phone call or email away for any help or advice that you need! Below is a step-by-step guide to get you started.

Before your Event

1. Don't forget to have fun!
2. Brainstorm all ideas and decide on the event you would like to run. This is half the battle!
3. Decide on when you would like to run the event. Don't forget to think about competing events. I.e., if you are holding a quiz, is there a similar quiz event happening that night that your potential attendees might be joining?
4. Contact the Fundraising team in UNICEF Ireland for advice and support – we are here to help! Call the team on 01 878 3000.
5. Start early and allow plenty of time. Do a time plan working backwards from your chosen event date.
6. What platform are you going to use to run your virtual event (e.g. Zoom/Zoom premium)? Will everyone attending have access to it? Consider sending out some guidelines on how to join online.
7. What jobs need to be done? Do you require a task force? If so, set one up and divide roles and responsibilities. Update each other regularly.
8. Are there any other ways in which you could generate more money on the night? Raffles / sponsorship from local business? Brainstorm all your contacts – are there people who may be able to help re raffle prizes etc.? Try to get as much free as possible. If you work for a company – would they consider matching the amount you raise? This can get great PR for a company.
9. Set a target goal. Having a target to reach is a great motivator for all involved. Where possible ensure that fundraising costs are kept to no higher than 10% of expected income. Don't forget you don't need to spend a lot of money putting on your event and that every euro you raise for UNICEF Ireland is truly appreciated. Draw up a budget with all expected costs associated with the event.

How to Fundraise Online:

1. Use a fundraising platform such as GoFundMe, Given Gain, Just Giving or iDonate:
Set up a fundraising page and encourage friends and family to donate there. You can share a link to the page on social media and via email to get the word out. If using GoFundMe, please make sure to invite info@unicef.ie to be a beneficiary of the fundraiser.
2. Use Eventbrite for ticketed events: if holding a ticketed event, set up an event through Eventbrite and send all the proceeds after the event to UNICEF Ireland's bank account.

How to return your donation to UNICEF Ireland

There are many ways in which to send your donation to UNICEF Ireland and the quicker you return your funds the faster we can put them to good use!

Bank Transfer

If you would like, money can be lodged directly into our bank account with the following details: Bank name - AIB Bank, 40/41 Westmoreland Street, Dublin 2

Account Name - UNICEF Ireland

Sort Code - 933384

Account Number – 24070037

IBAN Code IE37 AIBK 9333 8424 0700 37

(BIC: AIBKIE2D)

GoFundMe

Invite info@unicef.ie to be a beneficiary of your fundraiser

Online

Payments can also be made to us online at: www.unicef.ie

Cheque

To be posted to:

UNICEF Ireland

33 Lower Ormond Quay,

FREEPOST

Dublin 1

Cheques should be made payable to: UNICEF Ireland

Credit Card

By phoning 01 878 3000

For all methods of payment, please let us know your name, contact details and that it was raised from your fundraiser so that we can thank you for your support.