



**TRICK-OR-TREAT
FOR UNICEF**

KEY CLUB®



Make Halloween Mean More!

WELCOME!

The little orange box is ready to help you add some meaning to your Halloweening! During October, the money your club raises through Trick-or-Treat for UNICEF will go to support Start Strong: Zambia, which builds brighter futures for young children by building innovative community centers, training teachers and health care providers and supporting parents. We have some fundraising ideas you can use to get your club started!

GETTING READY

- Get to know your resources: Go to keyclub.org/zambia to learn more about Zambia and how your fundraising efforts will provide a stronger start for children who live there.
- Order boxes at store.kiwanis.org.
- Get to know your school/district resources, rules and restrictions.
- Make an action plan and set a goal.
- Consider a promotion plan– download social media templates at keyclub.org/zambia.
- Share your story! Use the hashtags **#TOT4UNICEF**, **#KeyClub**, **#BuildersClub** and **#Aktion Club** for a chance to be featured on UNICEF USA's social media.
- Educate your target audience (club members, wider student body, community, etc.) and raise awareness of UNICEF and Start Strong: Zambia.

FUNDRAISER IDEAS

- **Include the Kiwanis family:**
Key Club International is excited to work with Builders Club and Aktion Club as partners in raising money and awareness for Start Strong: Zambia. Offer to take your local Builders Club trick-or-treating in your community or host a fundraiser with an Aktion Club. Work together to collect change with the little orange box!
- **Tabling at community events or lunch time:**
Have your box with you and be prepared to talk about the Start Strong: Zambia project and how any contribution benefits the lives of children!
- **Football games:** Go around the stands with a collection box during football games. Bonus points if you can compete with the other team on who can raise more money for kids in Zambia!
- **Costume party:** Helping kids can be a great reason for everyone to get dressed up! Ask for donations to vote for the best costume!



- **Movie night:** Host a screening of your favorite Halloween flick. Can you borrow an outdoor movie projector or ask local businesses to donate food and drinks? Ask for donations with the Trick-or-Treat for UNICEF box prominently displayed upon entry.
- **Pumpkin carving contest:** Have your friends bring their own pumpkins for a carving contest. Collect an entry fee and vote for your creepiest, silliest, or best overall jack-o-lanterns (don't forget the candles to light them up!).
- **Grab-and-go stand:** Set up in your neighborhood, at a library or on a school campus and sell baked goods, coffee or cocoa. Use the box to collect donations.
- **Trunk-or-treat:** Set up a trunk-or-treat candy exchange at a local parking lot and have lots of boxes on hand as you share treats.
- **Haunted house or Halloween carnival:** Go big and create a fun event for the whole community! Get local businesses to donate food and drinks, have an auction and play spooky music! Charge for admission and make sure to display the boxes and QR code everywhere.
- **Have a competition:** Challenge other clubs at your school, or other Key Clubs in your district to a fundraising competition!

FUNDRAISER IDEAS

- Contact your district's UNICEF champion if you're stuck or need support.
- Reach out to your sponsoring Kiwanis club and ask them to match your fundraising!
- Remember to thank your volunteers and donors with an email or note that lets everyone know what they achieved for UNICEF.
- Don't forget to submit your funds! Your club can use the online donation form at keyclub.org/zambia or use the downloadable form and mail checks payable to the Kiwanis Children's Fund. Make sure to include your club's name and TOT in the memo field. Return this completed form via mail:

Kiwanis Children's Fund
P.O. Box 6457 – Dept. #286
Indianapolis, IN 46206
Attn: Trick-or-Treat

Questions? Contact the Kiwanis Children's Fund at childrensfund@kiwanis.org or **+1-317-217-6236**.