

FUNDRAISING TOOLKIT

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THANK YOU



I'M DELIGHTED TO WELCOME YOU TO OUR FAMILY OF FUNDRAISERS. BY ORGANIZING A FUNDRAISING CAMPAIGN OR EVENT ON BEHALF OF UNHCR CANADA, YOU'RE HELPING TO IMPROVE THE LIVES OF MILLIONS OF PEOPLE IN NEED. WE DEEPLY APPRECIATE YOUR SUPPORT.

Each year, UNHCR Canada provides critical aid to people who have fled their homes in order to escape violence or persecution. Donations make it possible to bring these people water, food, shelter and medical care. They also allow us to help refugees return to their homelands, or else start the process of rebuilding their lives in a new country. The generosity of Canadians truly has the power to shape our world, and it makes a dramatic difference in people's lives.

We want you to have a fun and successful campaign, so we've provided some resources to help you get started. If you have any questions, please feel free to contact us using the information provided in this toolkit. We'd be happy to help.

We'd also love to hear your ideas for fundraisers and stories about your event. You can find us on Twitter and Facebook, or you're welcome to send us an email.

Thank you again for all that you do to support UNHCR Canada—and enjoy your fundraiser!

Sincerely,

Furio de Angelis
UNHCR Representative

WHAT DOES FUNDRAISING ON BEHALF OF UNHCR ENTAIL?



Fundraising on behalf of UNHCR is any kind of event, sale, or activity organized by people who want to support a specific cause or charity. These initiatives complement UNHCR's own fundraising activities, helping the organization to raise money for millions of refugees in need.

WHAT WILL THIS TOOLKIT DO?

The toolkit offers ideas for individuals, organizations and teams who want to plan their own fundraising initiative, but need some help getting started. It includes information on organizing an event or activity, sharing the news with your community and following up with participants once your fundraiser is complete.

You'll also find a variety of facts and figures about UNHCR that you can share with friends, family and other potential donors. These details can be great additions to social media campaigns, as well as to emails, flyers and event programs.

HOW TO SET UP A FUNDRAISING PAGE

You can build a safe and secure donation page right on the UNHCR Canada website. Anyone who uses it to make a gift will automatically receive a tax receipt.

Here's how to get started:

1. Read through this toolkit to learn more about UNHCR, effective fundraising, and procedures you need to follow when hosting an event.
2. Visit <https://e-activist.com/p2p/unhcr/login> to create your own event page.
3. Once you're registered, you can customize your own fundraising page and set a personal goal. We will be in touch once you register to see how we can help.
4. Share your page with friends, family, colleagues and classmates.
5. Include the URL in your emails, social media posts, flyers and media releases.
6. Check your page regularly to track donations to your campaign.
7. Have fun!

GET NOTICED **TIPS AND TRICKS** TO HELP YOU PROMOTE YOUR EVENT



THERE ARE MANY WAYS TO PROMOTE YOUR EVENT AT LITTLE TO NO COST.

Taking time to plan and try a few different forms of communication will help to spread news within your community.

Planning

Promotional campaigns usually start weeks ahead of an event. Consider who might be interested in contributing to your fundraiser, and how they might hear about it if they don't know you personally.

Create a list of people who can share information about your event, including friends, family, classmates, colleagues, reporters and members of your social networks.

Word of mouth

Get in touch with your contacts at least a month in advance to see if they can help you promote your fundraiser. Provide them with all the details they need so that it's easy for them to spread the word.

Online promotions

Social media platforms are excellent tools for sharing news and updates. On page 9, we provide some sample tweets and posts to help you start planning your campaign.

You might also want to find people from your community who share events with their social networks. Ask them if they would be willing to help you spread the word, and remember to thank them for posting your information.

Press coverage

If you're planning a large-scale fundraiser, you may want to connect with local media outlets like newspapers and TV and radio stations. Contact information for reporters and producers is often available online.

Members of the media will be looking for stories that are of interest to their audiences. Provide them with the date,

time and location of your event, as well as details that will entice people to attend. You can also let them know about UNHCR by including this paragraph in your message:

The Office of the United Nations High Commissioner for Refugees (UNHCR), also known as the UN Refugee Agency, is the world's leading organization aiding and protecting people forced to flee their homes due to violence, conflict and persecution. UNHCR provides shelter, food, water, medical care and other life-saving assistance to refugees around the world. Their committed staff of 8,600 work in more than 125 countries—saving and protecting lives and building a better future for 16.7 million refugees, 33.3 million internally displaced people and 1.1 million asylum-seekers.

EXAMPLES OF COMMUNITY FUNDRAISING EVENTS



The size and scope of your fundraiser are completely up to you. You can collect pledges for your upcoming marathon or organize a 5K fun run for your neighbourhood—just remember to consider how much time you have to plan and what sorts of activities your community might enjoy.

PEOPLE WHO ARE NEW TO EVENT PLANNING MIGHT LIKE TO TRY . . .

Bake sale	Birthday party	Movie night
Lemonade stand	Dress-up day	Trivia night
Garage sale	Games night	Pledge collection (e.g. marathon)

SHARE YOUR EVENT IDEAS WITH US!

 facebook.com/UNHCRCanada

 [@UNHCRCanada](https://twitter.com/UNHCRCanada)

PEOPLE WHO HAVE MORE EXPERIENCE MIGHT ENJOY . . .

Car wash	Carnival	Block party
Exercise class	Concert	Gala
Community fun run	Tournament	
Barbecue	Auction	

HOW CAN UNHCR HELP?



WE'RE HAPPY TO PROVIDE . . .

- Resources, like posters and brochures, that give information about UNHCR
- Letter of authorization for your event
- Resources to help you set up your personalized fundraising page
- Approval of the use of the UNHCR name and logo for your event
- Access to our Events Calendar so that you can make your event public and learn about other UNHCR fundraising events in your area
- Help in choosing an area for your donation to support

UNFORTUNATELY, WE CANNOT . . .

- Guarantee that a UNHCR staff member will be in attendance at your event
- Provide funding for any events
- Arrange media coverage for your event (e.g. television or radio)
- Provide any insurance coverage for your event
- Share donor contact information
- Apply for gaming or liquor licenses on your behalf

PLANNING CHECKLIST



Make event-planning easy by staying organized with our Event Planning Checklist.
Remember – organization is key to a successful event!

BEFORE YOUR EVENT

- ☐ Brainstorm event ideas – refer to our examples of community fundraising events for ideas.
- ☐ Contact UNHCR Canada to let us know about your event.
- ☐ Determine a date and location.
- ☐ Make a list of the supplies needed for your event.
- ☐ Approach vendors or business about donations or sponsorship.
- ☐ Reach out to friends and family for donations.
- ☐ Update your social media accounts and promote your event.
- ☐ Create a team of volunteers to help with the planning and execution of your event. Make sure you have assigned specific roles before your event.
- ☐ Contact media if you would like to invite them to your event.
- ☐ In case of deliveries, make sure to give enough notice and take shipping time into consideration.
- ☐ Make sure all materials with the UNHCR logo are approved.

DURING YOUR EVENT

- ☐ Have UNHCR Canada donation forms on hand for any donations made at the event.
- ☐ Have UNHCR Canada brochures on hand for your participants.
- ☐ Thank everyone for coming.

AFTER YOUR EVENT

- ☐ Collect the funds and mail them to UNHCR Canada.
- ☐ Send thank you letters to your donors and volunteers – refer to our sample letters.
- ☐ Send in photos from your event.
- ☐ Let us know about your event!



SOCIAL MEDIA CAN HELP YOU CONNECT WITH MEMBERS OF YOUR COMMUNITY AND GENERATE INTEREST IN YOUR CAMPAIGN OR EVENT.

When you post . . .

Share your message with us by using the handle @UNHCRCanada.

Include photos and videos to capture people's attention.

Provide details that will get people excited about your event and about UNHCR.

Update your network regularly in the weeks and days leading up to the event. Remember to post during the event, as well, so that your online community feels included.

Thank your donors, sponsors and volunteers for their contributions. On the day of an event, include pictures to show how they're making it a success.

Use one or two hashtags (e.g. #refugee) to include your post in conversations about current events and your community.





SAMPLE TWEETS

We're hosting a BBQ in support of @UNHCRCanada. Join us on June 12 for burgers, a scavenger hunt and amazing prizes! [Insert URL for fundraising page]

My campaign for @UNHCRCanada is underway! Make a pledge to support my 5K run and help #refugees around the world: [Insert URL]

Thank you to everyone who's volunteered to help at our carnival for @UNHCRCanada—it's going to be a lot of fun! [Insert photo] [Insert URL]

One more week till our block party for @UNHCRCanada! Join us on Aug. 27 for kitchen concerts and Tina's famous brownies! [Insert URL]

TODAY: Lemonade stand at Hickory St. and West Ave. in #CityName. Proceeds help @UNHCRCanada support #refugees worldwide. [Insert URL]

SAMPLE FACEBOOK POSTS

Saturday, October 1 – Garage sale for UNHCR Canada
Stop by 123 South St. between 1 and 4 p.m. and find this year's Halloween costume! [Insert photo]
Details here: [Insert URL]

We're still registering teams for our Canada Day baseball tournament! Celebrate the holiday with us and raise funds for refugees around the world. [Insert URL]

What amazing items we're getting for our auction on February 21! Thank you so much to our community for giving generously in support of UNHCR Canada. [Insert photo] [Insert URL]

Last chance to take advantage of early-bird rates for our concert on April 5! Join us at the Rec Centre for an awesome night of music and dancing. We have some great door prizes, too!

Tickets here: [Insert URL]

Setting up for our gala tonight in support of UNHCR Canada. Special thanks to Franny's Flowers for donating these beautiful centerpieces! [Insert photo] [Insert URL]



SAMPLE LETTER TO DONORS

Dear Jordan,

Thank you for your generous pledge in support of my 5K run for UNHCR Canada. Your contribution helped me to meet my goal of raising \$2,000 for charity. I really appreciate it!

All of the funds will go directly to UNHCR, which provides life-saving assistance to refugees around the world. Each year, the organization delivers shelter, food, water, medical care and other aid to people who have fled their homes to escape violence or persecution. As a result, more than 50 million refugees, internally displaced people and asylum-seekers are receiving the protection and the support they need to survive and build better lives. Thank you for helping to make this work possible.

If you'd like to learn more about UNHCR Canada, you'll find details online at unhcr.ca. Thank you again for your generous support—it really does make a difference!

Sincerely,

Aliyah

SAMPLE LETTER TO VOLUNTEERS

Dear Melissa,

Thank you for helping us put together an amazing concert for UNHCR Canada! We couldn't have done it without your support.

In total, we raised more than \$3,000 for UNHCR. This money will help the organization provide shelter, food, water, medical care and other aid to more than 50 million people who've fled their homes. As a member of our event team, you've helped to make this work possible.

We deeply appreciate all that you did to ensure that our fundraiser ran smoothly. People who attended the concert have been telling us how much they enjoyed it, and we're already thinking about how to make next year's event even better! We hope that you'll join us again.

If you have any questions or feedback that you'd like to share with us, we'd be happy to hear from you. Thank you again for all of your help supporting this wonderful cause!

Sincerely,

Trevor and Tara



ALL FUNDRAISING ON BEHALF OF UNHCR MUST FOLLOW MUNICIPAL, PROVINCIAL AND FEDERAL LAWS. PLEASE MAKE SURE TO CHECK ON THE RULES ABOUT GAMBLING, LIQUOR, AND RAFFLES. UNHCR IS NOT RESPONSIBLE FOR PROVIDING ANY LICENSING.

UNHCR's efforts are mandated by the organization's Statute, and guided by the 1951 United Nations Convention relating to the Status of Refugees and its 1967 Protocol. International refugee law provides an essential framework of principles for UNHCR's humanitarian activities.

UNHCR is an impartial organization, offering protection and assistance to refugees and others on the basis of their needs and irrespective of their race, religion, political opinion or gender. In all of its activities, UNHCR pays particular attention to the needs of children and seeks to promote the equal rights of women and girls.

In its efforts to protect refugees and to promote solutions to their problems, UNHCR works in partnership with governments, regional organizations, international and non-governmental organizations. UNHCR is committed to the principle of participation, believing that refugees and others who benefit from the organization's activities should be consulted over decisions which affect their lives.

By virtue of its activities on behalf of refugees and displaced people, UNHCR also endeavours to promote the purposes and principles of the United Nations Charter: maintaining international peace and security; developing friendly relations among nations; and encouraging respect for human rights and fundamental freedoms.

GET IN TOUCH

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Ottawa, ON

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Telephone: 1 (613) 232-0909

E-mail: donorcare@unhcr.ca



Thank you for choosing
 **UNHCR**
The UN Refugee Agency