



unicef   
for every child

TRICK-OR-TREAT  
FOR UNICEF



**HALLOWEEN IS NOT  
CANCELLED HERE!**



**THERE'S A SAFE, NEW WAY FOR COMMUNITIES TO TRICK-OR-TREAT FOR UNICEF**

**Don't put away the costumes just yet.**

Over 70 years, Trick-or-Treat for UNICEF has raised \$180 million for the world's most vulnerable children. This year, you and those in your community can add purpose to Halloween by collecting lifesaving donations for UNICEF virtually. This year's initiative offers digital experiences and activities that teach children the importance of giving back.



**TRICK-OR-TREAT  
FOR UNICEF  
AND CFCI TEAM UP**

Through UNICEF's Child Friendly Cities Initiative (CFCI), UNICEF USA is partnering with cities across the country to establish more equitable, inclusive and child-responsive communities.

Collaboration with UNICEF USA around community engagement initiatives like Trick-or-Treat for UNICEF is a core component of the CFCI community building pillar.

Trick-or-Treat for UNICEF offers a special and meaningful opportunity to test out this collaboration, even as families may be staying home.

**DOWNLOAD THE TOOLKIT HERE**

**REACH OUT WITH ANY QUESTIONS TO [ADVOCACY@UNICEFUSA.ORG](mailto:ADVOCACY@UNICEFUSA.ORG)**

# WAYS CFCI COMMUNITIES CAN GET INVOLVED



- ✓ Use UNICEF USA's promotional toolkit to spread the word about the Trick-or-Treat for UNICEF campaign in your community.
- ✓ Feel free to share the toolkit with community-based organizations and nonprofits, parent associations and PTAs, and private companies in your city to encourage more children and families to get involved.
- ✓ Also consider sharing the toolkit materials with K-8 teachers to incorporate into their lesson plans for October.

## PARTICIPANTS GET ACCESS TO...

- ✓ An activity on "How to Make Your Town Child-Friendly" where children get to make their voices heard.
- ✓ Materials to engage children in drawing their "vision" for a child-friendly city. UNICEF USA plans to post the drawings on social media divided by city, which you can then amplify on your own channels!
- ✓ UNICEF USA's Social Press Kit, which includes sample social media posts and shareables. Add the hashtag #childfriendlycities and any local hashtags to make the connection with CFCI and your local initiatives.
- ✓ Promotional videos that you can include on your website or in emails to your constituents and partners.
- ✓ Fundraising ideas and more!



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LEARN MORE ABOUT THE TRICK-OR-TREAT FOR UNICEF CAMPAIGN AT **TRICKORTREATFORUNICEF.ORG**

CONTACT: **ADVOCACY@UNICEFUSA.ORG**

PARTNER CODE: **TOT-CFCI**