



HGTV is proud to join the U.S. Fund for UNICEF as the national media partner of the Trick-or-Treat for UNICEF campaign. HGTV will highlight Trick-or-Treat for UNICEF in a prime time Halloween television special and include Trick-or-Treat for UNICEF in the special Halloween section of HGTV.com. Visit HGTV.com, and tune in to HGTV on October 18 or October 24 at 8 PM and learn how you can join designer Kelley Moore in supporting Trick-or-Treat for UNICEF. From October 18 until Halloween, P&G will match donations made via HGTV.com - doubling the impact of your donation - up to \$100,000.

\* A one-time charge of \$5 will be added to your mobile phone bill. Standard messaging rates and additional fees may apply. All charges are billed by and payable to your mobile service provider. Proceeds benefit the U.S. Fund for UNICEF. Service is available on most carriers. You can unsubscribe at any time by texting 'STOP' to 864233.

1. Teachers: educate and motivate the youths in your life to make a difference by downloading special national curriculum standard lesson plans.
2. Join the Trick-or-Treat cause group on Facebook at [www.causes.com/trickortreatorunicef](http://www.causes.com/trickortreatorunicef) and recruit your friends to join the cause, raise funds and create an on-line community of activists!

3. Log on to [unicefusa.org/halloweenparties](http://unicefusa.org/halloweenparties) and host a Trick-or-Treat for UNICEF party.
4. Follow us on Twitter and devote your status to Trick-or-Treat for UNICEF ([www.twitter.com/unicefusa](http://www.twitter.com/unicefusa))
5. Text the word "TOT" to UNICEF (864233) to make a \$5 donation.\*

## Five Exciting New Ways to Help Make Halloween count...

## Before you go home-to-home collecting for UNICEF...

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

Make Halloween count.™



...visit [unicefusa.org/trickortreat](http://unicefusa.org/trickortreat) for new ideas to put more fun in your fundraising!

# Here are some smart ways to Make Halloween count!

Looking for additional activities or resources that make Trick-or-Treat for UNICEF more exciting and more rewarding? Visit us online at [unicefusa.org/trickortreat](http://unicefusa.org/trickortreat) to learn about additional ways that teachers, parents and students have devised to help make your Trick-or-Treat for UNICEF campaign the best it can be!

- **Send a Halloween e-Card** to let your friends and family know you are fundraising for UNICEF and to encourage them to support and join you.



- **Play the World Heroes Game** that demonstrates how UNICEF helps kids worldwide by delivering much-needed supplies to help families in need.
- **Share your pictures** with us on flickr at [www.flickr.com/groups/trickortreat](http://www.flickr.com/groups/trickortreat).

**And be sure to check out our Download Center at [unicefusa.org/trickortreat-download](http://unicefusa.org/trickortreat-download) for even more "treats" you can download for FREE, including...**

- **What Your Money Can Buy:** Examples of how your support makes a difference.
- **Canister Wrapper/Box Sign:** You don't have to have an orange box to Trick-or-Treat for UNICEF. These easy-to-print "green" alternatives will do the trick!
- **Reproducible Interactive Exercises (Especially for K-6 Teachers):** Everything you need to teach "good character."
- **UNICEF Fact Sheet:** A brief "snapshot" about UNICEF's programs in a format that's easy-to-read and even easier to share.
- **TeachUNICEF Resources:** TeachUNICEF equips educators with tools to create an exciting, interesting classroom experience, giving students critical knowledge of important global issues such as poverty, water and sanitation, armed conflict, and child labor. Visit [www.teachunicef.org](http://www.teachunicef.org) to download our free resources.



## Host a Trick-or-Treat for UNICEF Party

Gather your friends and family to host a Trick-or-Treat for UNICEF Halloween Party. Register your party at [unicefusa.org/halloweenparties](http://unicefusa.org/halloweenparties), and you may be eligible to receive a Party Kit full of goodies - Halloween Party Guide, balloons, banner, our trademark orange boxes, a door sign and more - all the things you need to throw a spectacular party!



- **30-Day Family Activity Calendar (Especially for Parents):** Daily thoughts, games and activities for the whole family.
- **More Ways to Fundraise:** A "How to" guide and list of fun, easy events you can organize to fundraise for UNICEF with easy-to-follow instructions (Example: How to have a dance-a-thon, or throw an ice-cream social).
- **Stickers, a Decorative Door Hanger, Community Flyers... and More!**

