



**TRICK OR TREAT  
FOR UNICEF**

**CKI**  
Circle K International

**Kiwanis  
K-Kids**  
Young Leaders Helping Others

# Make Halloween Mean More!

## WELCOME

The little orange box is back to help you add some meaning to your Halloweening! Throughout the month of October, your club can raise money for Trick-or-Treat for UNICEF to support Brick x Brick. The money you raise will help build a sustainable future through education and empowerment for families in the African nation of Côte d'Ivoire. We have some fundraising ideas you can use to get your club started!

## GETTING READY

- Get to know your resources: Go to [circlek.org/brickxbrick](https://circlek.org/brickxbrick) to learn more about Côte d'Ivoire and how your fundraising efforts will provide brighter beginnings for children who live there.
- Order boxes at [Store.Kiwanis.org](https://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 [circlek.org/brickxbrick](https://circlek.org/brickxbrick).
- Share your story! Use the hashtags **#TOT4UNICEF**, **#KKids** and **#ChooseCKI** for a chance to be featured on UNICEF USA's social media channels.
- Educate your target audience (club members, wider student body, sponsoring Kiwanis clubs, community, etc.) and raise awareness of UNICEF and Brick x Brick.

## FUNDRAISER IDEAS

- **Go trick-or-treating with K-Kids:** Trick-or-Treat for UNICEF is a great opportunity to include the wider Kiwanis family. Circle K International is excited to welcome K-Kids as a partner in raising money and awareness for Brick x Brick. Offer to take your local K-Kids club trick-or-treating in your community and guide them in what to say to ask for 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 Brick x Brick project and how any contributions benefit the lives of children!
- **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 and suggest a donation at the door. Can you borrow an outdoor movie projector or ask local businesses to donate food and drinks?

To learn more, visit [CircleK.org/brickxbrick](https://CircleK.org/brickxbrick)



- **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 CKI clubs in your district to a fundraising competition!

## TIPS AND TRICKS

- 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 [circlek.org/brickxbrick](https://circlek.org/brickxbrick) or use the downloadable form and mail checks payable to the Kiwanis Children's Fund. Make sure to include your club's name and "Trick-or-Treat" 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](mailto:childrensfund@kiwanis.org) or **+1-317-217-6236**.