



TRICK-OR-TREAT
FOR UNICEF

CKI[®]
Circle K
International

ATTENTION CIRCLE K MEMBERS:
**HALLOWEEN 2020
IS NOT CANCELLED
THIS YEAR!**

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

Don't put away the costume just yet.

Celebrating its 70th year, Trick-or-Treat for UNICEF is the longest-running youth engagement campaign in America. This year offers a new way to have a safe, fun, meaningful Halloween from home.

Due to the pandemic, UNICEF is not making physical collection boxes this year. Please stay safe!

TRICK-OR-TREAT FOR UNICEF
**IS GOING VIRTUAL
THIS YEAR!**

Your club leader or advisor can register your club!



Students can unlock donations through fun and empowering activities all October long!



You can host video get-togethers and fundraisers where you can show off your costumes and Trick-or-Treat for UNICEF!



New! Students get to choose where they'd like the donations to go!

KIDS HELPING KIDS

TRICK-OR-TREAT
FOR UNICEF

REGISTER YOUR CLUB FOR A VIRTUAL BOX AT: TRICKORTREATFORUNICEF.ORG

MAKE SURE TO USE YOUR PARTNER CODE: **TOT-CIRCLEK**



A NEW TWIST ON FUNDRAISING!



This year, anyone can Trick-or-Treat for UNICEF.

The Trick-or-Treat for UNICEF Kid Empowerment Fund is a pool of money that American children can unlock by doing Halloween activities. You can fundraise to help American kids have a fun Halloween AND help UNICEF support vulnerable children around the world.

WAYS YOU CAN HELP:

- ✔ **Spread the word:** Let people know Halloween is still on. Send them to trickortreatforunicef.org to register. Make sure to use the Partner Code: **TOT-CIRCLEK!** Post shareables found in the [Social Presskit](#).
- ✔ **Donate** to the Trick-or-Treat Kid Empowerment Fund or ask your sponsoring Kiwanis Club to donate.
- ✔ **Register for your own Virtual Collection Box** and start a fundraiser
- ✔ **Host Video Get-Togethers** to show off your costume and benefit UNICEF
- ✔ **Share resources and activities** with participating teams and groups
- ✔ **Get Social!** This year, we're hosting a mask decorating contest to promote COVID safety and give kids (and kids at heart) a chance to transform their everyday masks into something more fun and vibrant. More information in the [Social Presskit](#).



Find out how at trickortreatforunicef.org



Campaign Dates: October 1 – November 15, 2020
Website: trickortreatforunicef.org
Hashtag: #TOT4UNICEF



Contact Information:
If you have any questions about this year's campaign, contact: trickortreat@unicefusa.org or 1-800-FOR-KIDS

[Social Presskit](#)

[Promotional Toolkit](#)

For more information on how Circle K can participate, go to www.CircleK.org/WASH

