

Corporate tool kit

Your guide on promoting and fundraising for Dusk to Dawn at your workplace.

Thank you for joining Dusk to Dawn and helping children in emergencies.



Your fundraising helps children in emergencies

Every dollar raised through Dusk to Dawn helps support children affected by conflict, disasters and other emergencies around the world.

Tips to share with your workplace far and wide.

Once you've set up your workplace online fundraising page, it's easy to send the URL to people who'd like to join.



Grow your workplace team and fundraising impact



Highlight the Purpose

People are more likely to get involved when they understand the impact they're making. Share why you're taking part and how fundraising helps UNICEF support children affected by emergencies around the world.



Start with Your Inner Circle

Invite close colleagues first. A small group of committed supporters can help build momentum and encourage others to join.



Make it a Team Effort

Create a workplace team and encourage colleagues to set individual fundraising goals. Together, small efforts can add up to a significant impact.



Share Regular Updates

Celebrate registrations, fundraising milestones and team achievements through email, Slack, Teams or workplace newsletters.



Create Friendly Competition

Consider recognising:

- Top fundraiser
- Most donations received
- Department with the highest fundraising total
- First person to reach a fundraising milestone



Ask About Dollar Matching

Some workplaces will match employee fundraising. Check whether your organisation offers workplace giving or donation matching programs to help double your impact.

Resources at your fingertips

Check out the below resources (available on the Corporate landing page) including pre-written templates, copy, and promotional tiles.



Event Posters

Display your fundraising poster around your workplace to help spread the word and encourage donations. Simply add your personalised fundraising page link so colleagues can support your Dusk to Dawn challenge in seconds.

Slack/ Teams Messages

Copy and paste the below Slack/Teams message and share in your organisation channels.



👤 Join our workplace team for the Dusk to Dawn night walking marathon for UNICEF! 🚶



Hey team!

We're excited to announce our workplace's participation in the Dusk to Dawn night walking marathon to support UNICEF. This is a fantastic opportunity to come together for a great cause and make a real impact.

Event Details

 **Date:** Saturday 21 November

 **Location:** North Sydney to Bondi

By walking through the night, we'll be raising crucial funds for UNICEF's mission to help children in need around the world.

How to Join

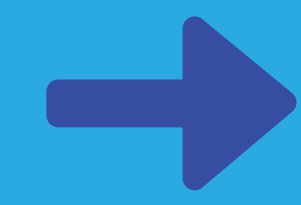
Register: Head to <https://dusktodawn.unicef.org.au/register/dusk-to-dawn-2026/workplace> to register and search for [Insert Organisation Name].

Spread the word: share this with friends, family, and other teams!

Your participation can make a big difference, sign up now and let's make this event unforgettable! ✨

Email Copy Templates

Share this easily customisable, pre-written email template with colleagues, friends and family.



Subject: Join [insert Organisation name] for the Dusk to Dawn night marathon for UNICEF!

Hi [Recipient's Name],

This November, we're taking on UNICEF Australia's Dusk to Dawn challenge and we'd love for you to join our workplace team.

Dusk to Dawn is a 42km overnight walk from North Sydney to Bondi, bringing people together to raise funds for children affected by emergencies around the world.

Whether you're an experienced walker or simply looking to challenge yourself for a great cause, it's an unforgettable experience and a fantastic opportunity to connect with colleagues outside of work.

Event Details

Date: Saturday 21 November

Location: North Sydney to Bondi (42km)

How to Join

Register: Head to <https://dusktodawn.unicef.org.au/register/dusk-to-dawn-2026/workplace> to register and search for [Insert Organisation Name]

Fundraise: Set up your fundraising page and help UNICEF deliver lifesaving support to children affected by conflict, disasters and other emergencies.

Spread the Word: Share with your friends, family, and colleagues and ask them to support you by making a donation

Prepare: Get ready for an inspiring night walk!

Every step we take and every dollar we raise will help UNICEF be there for children when they need it most.

I hope you'll join us.

Best regards,
[Your Name]

Have a question?

Reach out to our friendly team!

If you have any questions or need further assistance regarding Dusk to Dawn, our team at UNICEF Australia is here to help! We're dedicated to ensuring you have all the information and support you need to make your participation a success.

We value your participation and are committed to providing you with the best possible experience. Whether you need help with the registration process, fundraising tips, or event details, **we are here to support you every step of the way.**

How to Contact Us:



Email

Send your inquiries to partnerships@unicef.org.au and one of our team members will get back to you shortly.



Phone

Call us at 1300 884 233 during our business hours (Monday to Friday, 9AM-5PM)



Check out our FAQ section on the event website. It covers common questions about registration, event logistics, fundraising, and more:
[Dusk To Dawn - UNICEF Australia : FAQs](#)



Thank you for joining us in making a difference. Together, we can walk through the night to help children affected by emergencies around the world.