



"I AM A PLEDGE DONOR FOR OVER ONE & A HALF YEARS. I BELIEVE AN INVESTMENT IN CHILDREN IS VALUABLE AS THEY ARE INDIA'S FUTURE. BESIDES, IT PROVIDES ME HAPPINESS." - Ravi Arora



The more you give the more you get!

### Pledge to Donate

Your pledge can provide a sustainable support to the children with lack of resources. Support us in our efforts to implement long-term, sustainable initiatives to help children through all the stages of their lives. Join us by

### YES, I WANT TO BE HAPPY

Name\*  
Email\*  
Mobile\*  
City\*

#### DONATION AMOUNT

Rs. 500/Month OR Donate any amount / Month

I am happy for UNICEF to contact me occasionally by email.

\* Required Fields [Make Payment](#)

\* UNICEF is committed with your privacy.

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PLEDGE ☐ DONATE ☐  
for a child and be happy like one.

#### WHAT WE DO



Child Survival Growth and Development



Protective and Learning Environment



Adolescent Empowerment



Evidence Based Policy Influencing & Advocacy



# CAMPAIGN CONCEPTS, IDEAS AND STRATEGY.





# CAMPAIGN MESSAGING / COMMUNICATION

