

A GUIDE TO VIRTUAL FUNDRAISING

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Purpose

- This guide provides the steps to take to host a virtual fundraising event of certain activities.
- While there are many different ways to fundraise virtually; this guide will provide you with tips and help you get started.



UnGala Gala

HOW TO DO IT:

- Sell tickets to your event or collect donations and share a link to the livestream with your attendees. Tools like Facebook Live, Instagram, and YouTube make it easy.
- Raise additional money with an online auction or by asking for gifts during the gala. Track your fundraising success thermometer throughout your event.
- Find ways to make it engaging by sharing touching stories of the impact you've made, sharing photos and videos, featuring program participants or dedicated volunteers, and more.
- Recognize your attendees by name or by sharing their photos and videos during your event.



Bingo Night

HOW TO DO IT:

- In just 7 steps you could be hosting your very own event.
 - Step 1: Video Conferencing (ZOOM, Google meets etc)
 - Step 2: Create the Tickets – you can use www.freebingocards.com
 - Step 3: Ask for registration of participants
 - Step 4: Collect money before distributing cards
 - Step 5: Send cards by email to participants
 - Step 6: Choose a Bingo caller
 - Step 7: Play



Voting Contest

HOW TO DO IT:

- Pick a start and end date for the voting contest and reach out to your supporters to explain the event.
- Choose the prize the winner gets, such as being featured in your next DM or at your next event, or just bragging rights.
- Each item being voted on can be assigned a unique donation form so you can easily track the votes with a fundraising thermometer.
- Use social media and email to communicate progress throughout the campaign and encourage more votes.



Charity Run (walk)

HOW TO DO IT:

- Set up a fundraiser using a fundraising tool, and invite runners and walkers to join as individuals or teams.
- Your participants fundraise in support of their individual kilometer goal and your organization.
- Don't forget to add inspiring messages and fundraising tips to help them be successful.
- Find ways to recognize your supporters, such as mailing a "race" t-shirt to those who meet your fundraising minimum.



A Birthday (or other celebrations) Fundraiser

HOW TO DO IT:

- Reach out to your supporters and tell them why you need their help fundraising, give them a campaign or project to focus on.
- Provide a fundraising goal (or several ideas) and explain the tangible impact it will have for your charity.
- Host individual or team signups with a peer-to-peer fundraising tool.
- Be sure to add social sharing and provide your supporters with tips, engage with your fundraisers throughout, encouraging them and thanking them for their hard work.



Charity Livestream

HOW TO DO IT:

- Use Facebook Live, Instagram, or YouTube to live stream the event directly from your website.
- Set up a fundraising form that makes giving online easy and includes a fundraising progress bar.
- Go behind the scenes at your organization with a tour of your facilities, showcase projects, introduce program success stories, and feature dedicated volunteers.
- Engage with your donors by answering their questions, having them participate in online polls, and allowing them to tell you (and everyone watching) why they choose to support your organization.



Silent Auction

HOW TO DO IT:

- Promote the silent auction by email and social media.
- You can use silent auction software to take care of most of the work for you. It will accept bids, let supporters know when they've been outbid, and accept payment when the auction has closed.



“Together we are stronger. Together we thrive.”





VIRTUAL FUNDRAISING

A webinar presented by the Daughters of Penelope Grand Lodge:
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Grand Governor Zone V Margaret Dritsas



What is virtual fundraising?

- An online event to raise funds
- An online meeting space using different technology and platforms instead of physical gatherings
- An online platform to use innovative, creative ideas to raise money



Advantages of virtual fundraising

- Broader audience
- Local and international participation
- Simplified logistics - streamlined process



Disadvantages of virtual fundraising

- Inability to engage
- Decreased attention span
- Cost of some platforms
- We don't get to see each other in person!



Questions to ask

- Can we adapt an existing fundraiser to a virtual platform?
 - If not, then:
 - Consider alternate options such as holding it outdoors with a plan for social distancing
 - Put it on pause for 2020-2021
 - Is so, things to consider:
 - Platform
 - Scheduling options
 - How to spread the word
- What are some new ideas we might want to consider?
 - Activities?
 - Sales?
 - Services?



Activities

- Pretend tea party
- Ungala gala
- Holiday picture contest
- Bingo night
- Online cooking classes
- Virtual wine tasting/Happy hour
- Fun run/walk/golf/bikeathon
- Virtual tour
- Book club



Sales

- Garage sale
- Silent auction
- Raffle
- Food
- Masks
- Holiday evergreens/poinsettias
- Jewelry
- Clothing and other apparel



Services

- Fundraising challenge
- Charity livestream
- Charity webinars
- Movie nights
- DIY projects
- Paint nights
- Gift Cards



How to do virtual fundraising...

- **Step 1:** Determine **what** kind of event you want to host
- **Step 2:** Set a fundraising **goal**
- **Step 3:** Create your event **framework**
- **Step 4:** **Publicize** your event
- **Step 5:** Final **testing**



What platforms to use for virtual fundraising?

- There are platforms that we can subscribe to as an organization to assist with our fundraising ideas and events:
 - **Activities:** Causevox, Classy, Qgiv, Snowball, Bloomberg
 - **Sales:** Causevox, Bidding for good, OneCause, Silent Auction Pro
 - **Services:** CauseVox, Fundscrip, MobileCause, Zoom, Facebook Live



Ungala Gala

- The “Ungala Gala” is a trending topic these days.
- Your virtual attendees watch a live stream of your program from home. Your program could include a musical performance, a local comedian, or an office awards ceremony. Your attendees can dress up and upload photos or videos that you can share via livestream or they can simply watch from home in their pyjamas!
- You can save money on an expensive venue while your attendees can participate from the comfort of their own home.



Bingo night

- Virtual bingo nights are a great way to have some fun with your nearest and dearest.
- They're cheap, they're easy, and anyone can get involved. More importantly, you don't need to leave the house and can simulate all the joys of a bingo hall over a live connection.
- A virtual bingo night works just like the real thing.



Voting Contest

- Host a virtual contest where every dollar donated is a “vote” to select a winner.
- It’s great if you can tie to your cause, for instance, “the cutest kitten” for a cat rescue, or “best nature photography” for a conservation charity. But you can feature your employees, staff, or supporters with ideas like “best dressed,” “best joke,” or “funniest dance move.” or “best piece of art.”



Charity Run (Walk)

- Can't run in groups outside? No problem! The idea here is for supporters to pledge to run or walk any number of kilometers or a number of consecutive days, whether by themselves outdoors, with their family or their dog, or on a treadmill at home.

BONUS TIP:

- You can substitute another activity in place of running or walking. Consider yoga, crafts, meditation, jump rope, or cycling, for example.



A Birthday (or other celebrations) Fundraiser

- When all else fails, simply ask your supporters to fundraise on your behalf! Your supporters ask their friends and families to donate in place of gifts for their birthday, wedding/anniversary, graduation, and another milestone.
- There may be some national awareness days that align more closely with your cause to consider as well!



Charity Live Stream

- Make a simple, direct fundraising appeal at your home or office while streaming live for a predetermined period of time.
- This is reminiscent of a telethon and making a direct appeal to your base of supporters who are online.



Silent Auction

- Launch an online auction, and the highest bid wins. Proceeds to your charity!
- Prizes can include a variety of goods, services, and experiences. Some of the most popular items are things that can be hard to buy but a supporter might be willing to donate, such as concert and sporting event tickets (when the situation permits), a chance to meet a local celebrity, or autographed memorabilia, but supporters will bid on almost anything that interests them if it's for a good cause!



Discussion

- Has your chapter hosted a virtual event?
- What challenges and benefits did you encounter?
- What best practices on virtual fundraising can you share?
- Share your ideas



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