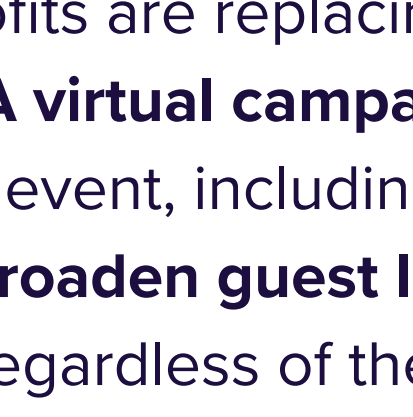


# VIRTUAL FUNDRAISING

## Event & Campaign Ideas

For decades, nonprofits have hosted live events as a significant source of their annual fundraising budget. Events are familiar, dependable, enjoyable and effective ways to increase awareness, attract new donors and raise much needed funds for the hosting organization.

However, with the changing fundraising landscape resulting from the current pandemic, are there alternatives to hosting an in-person fundraising event that are just as effective?



## VIRTUAL EVENT AND CAMPAIGN TIPS

Many nonprofits are replacing their live fundraising events with **virtual events** and campaigns. **A virtual campaign occurs entirely online**, but can still share the elements of an in-person event, including interaction, connection and fun! Virtual events and campaigns **broaden guest lists and increase ‘attendance’** because anyone can participate, regardless of their location.

Your virtual event or campaign can last a day, week or be an ongoing one. As with any fundraising campaign, the key to success is promoting it through all your communication channels, engaging your supporters and continually reinforcing your call-to-action so participants know how to get involved.

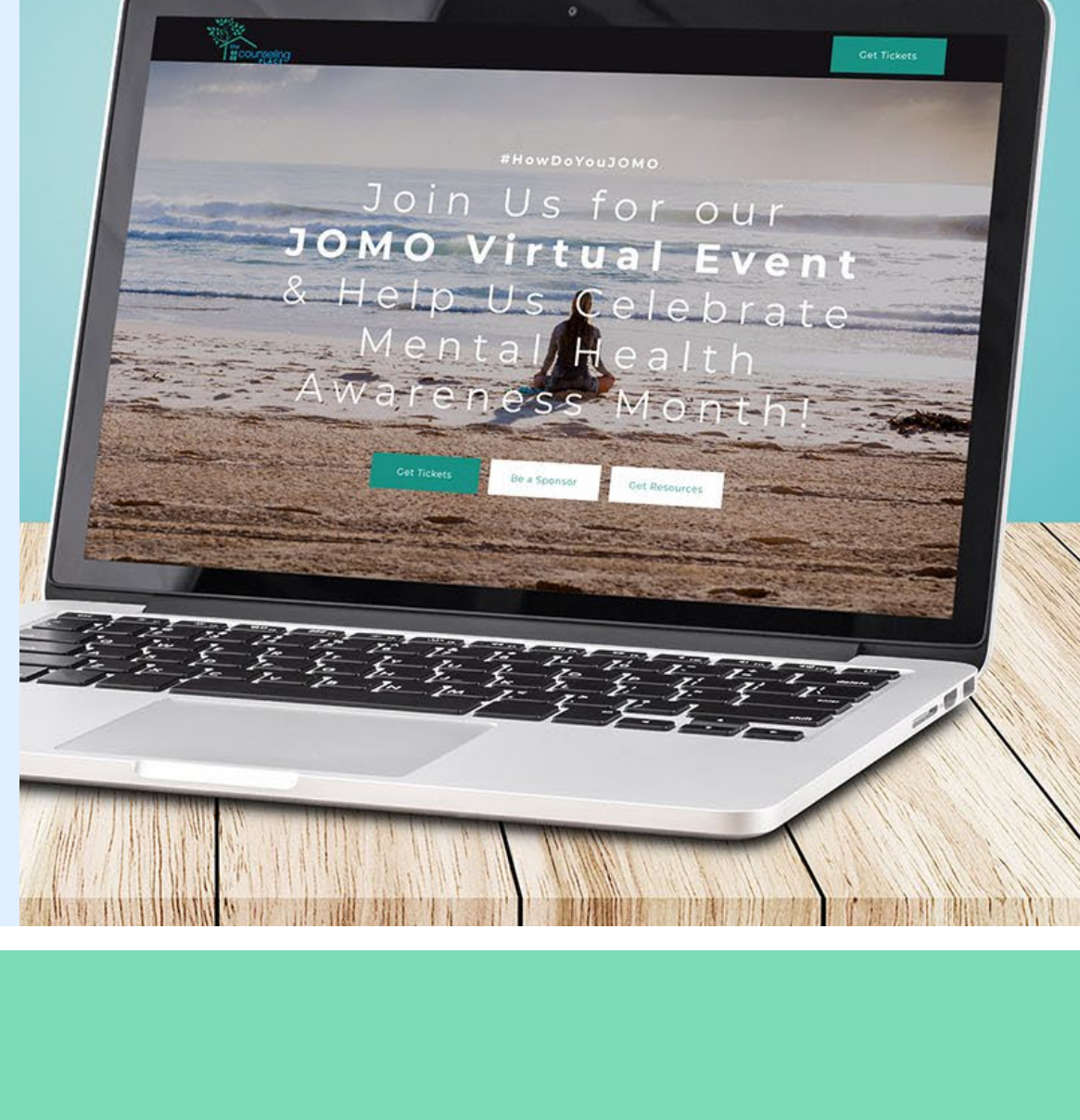
## 10 Ideas for a Virtual Fundraising Event or Campaign

### 01. Virtual Gala

**WHAT:** Host a fundraising event and invite guests via direct mail, social media and digital invitations to ‘attend’ by watching a live stream of your program, presentations and activities

**HOW:** Use Facebook Live or YouTube to live stream the festivities on your **event page**, add your campaign thermometer and donor wall, and announce throughout your dedicated keyword supporters can text to a short phone number that enables them to easily make a mobile donation of any amount (text-to-donate)

**IDEAS:** Bring-your-own dinner and watch gala, no show cocktail party, brown bag luncheon



### 02. Day of Giving

**WHAT:** A 24-hour online fundraising challenge solely focused on giving to your organization

**HOW:** Create a dedicated **online giving form or campaign** using peer-to-peer, crowdfunding or event page with thermometer and donor wall

**IDEAS:** Select a date that has meaning to your organization and promote it heavily through social media, outbound texting, and email leading up to and on the day

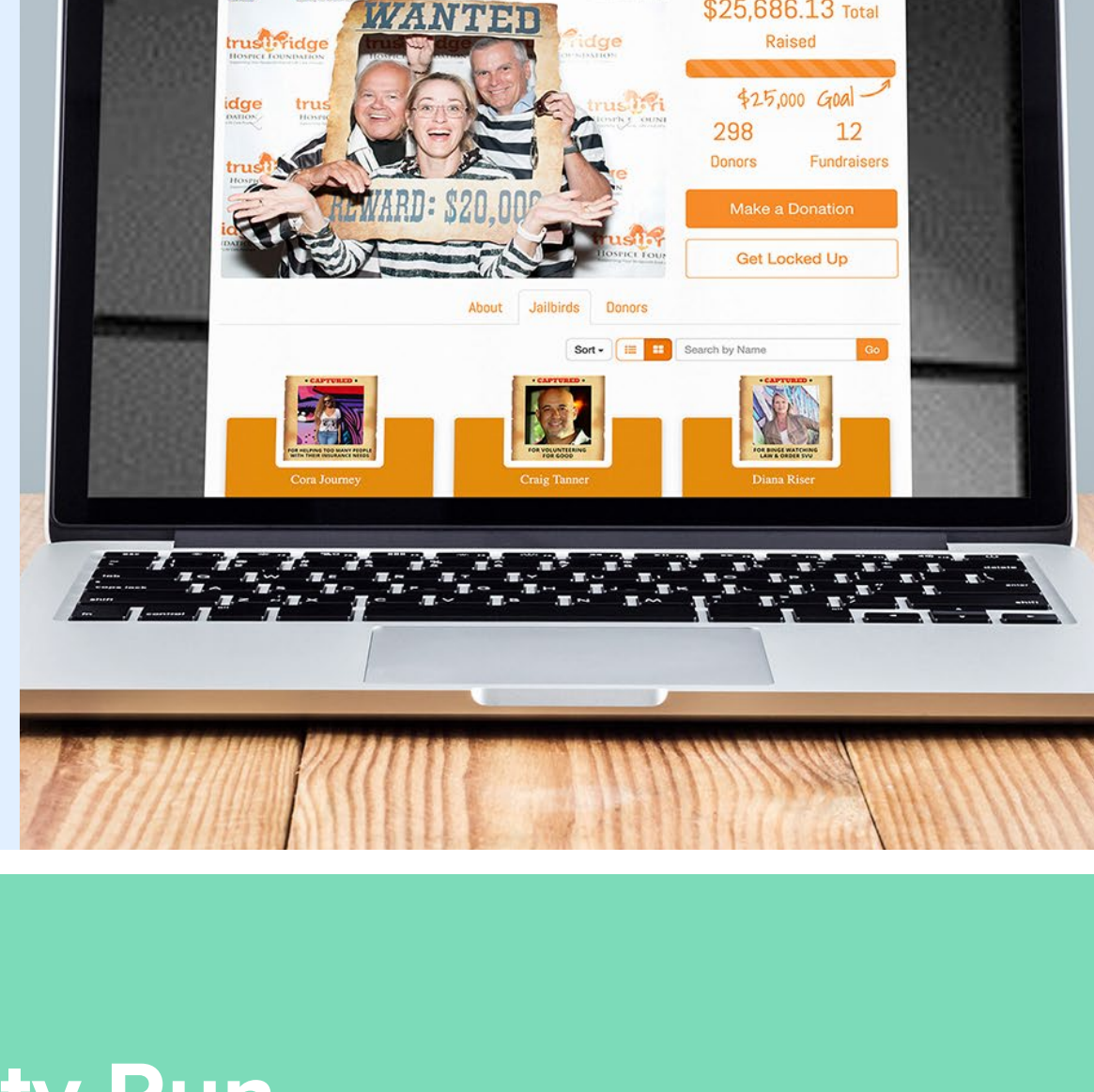


### 03. Peer-to-Peer Challenge

**WHAT:** Turn your event’s table captains into Peer-to-Peer challenge participants, rather than have them fill tables, challenge them to fundraise the equivalent amount

**HOW:** Provide them a dedicated **peer-to-peer fundraising page**, unique keyword and shortcode for easy (and remote) donation collection, along with templates, images and powerful stories they can share on social media

**IDEAS:** Have weekly challenges and provide fun and inexpensive rewards for most raised, biggest increase week-over-week, highest number of new donors, most social media posting

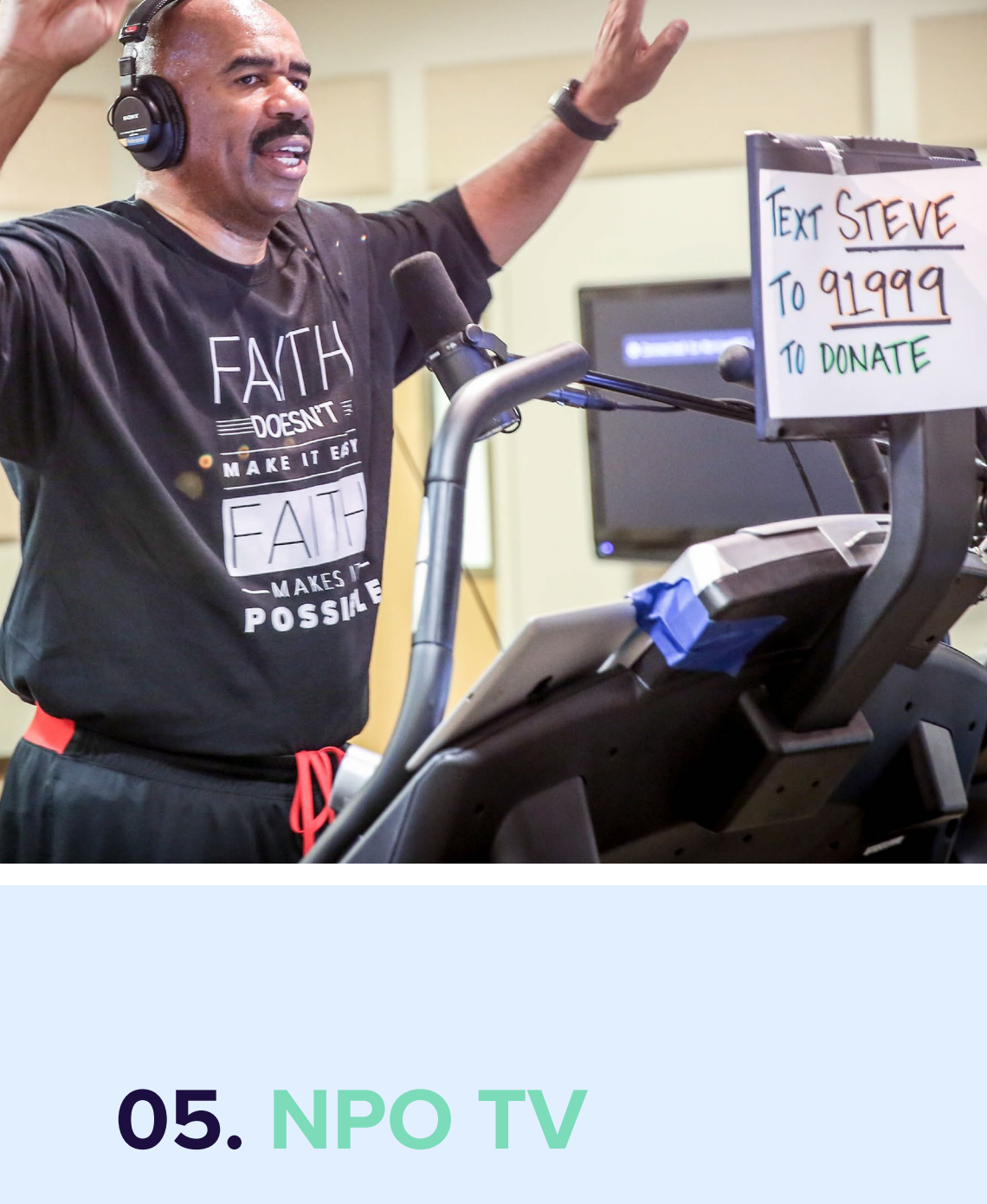


### 04. Virtual Charity Run

**WHAT:** Supporters pledge to run or walk any number of miles, steps or laps they choose wherever they choose: treadmill, elliptical, neighborhood, dog walking, in spirit

**HOW:** Host individual or team signups with peer-to-peer software and provide team and individual fundraising pages with **text-to-donate keywords and shortcodes**

**IDEAS:** Supporters pledge and fundraise per mile, per lap, per step, number of consecutive days ‘run’

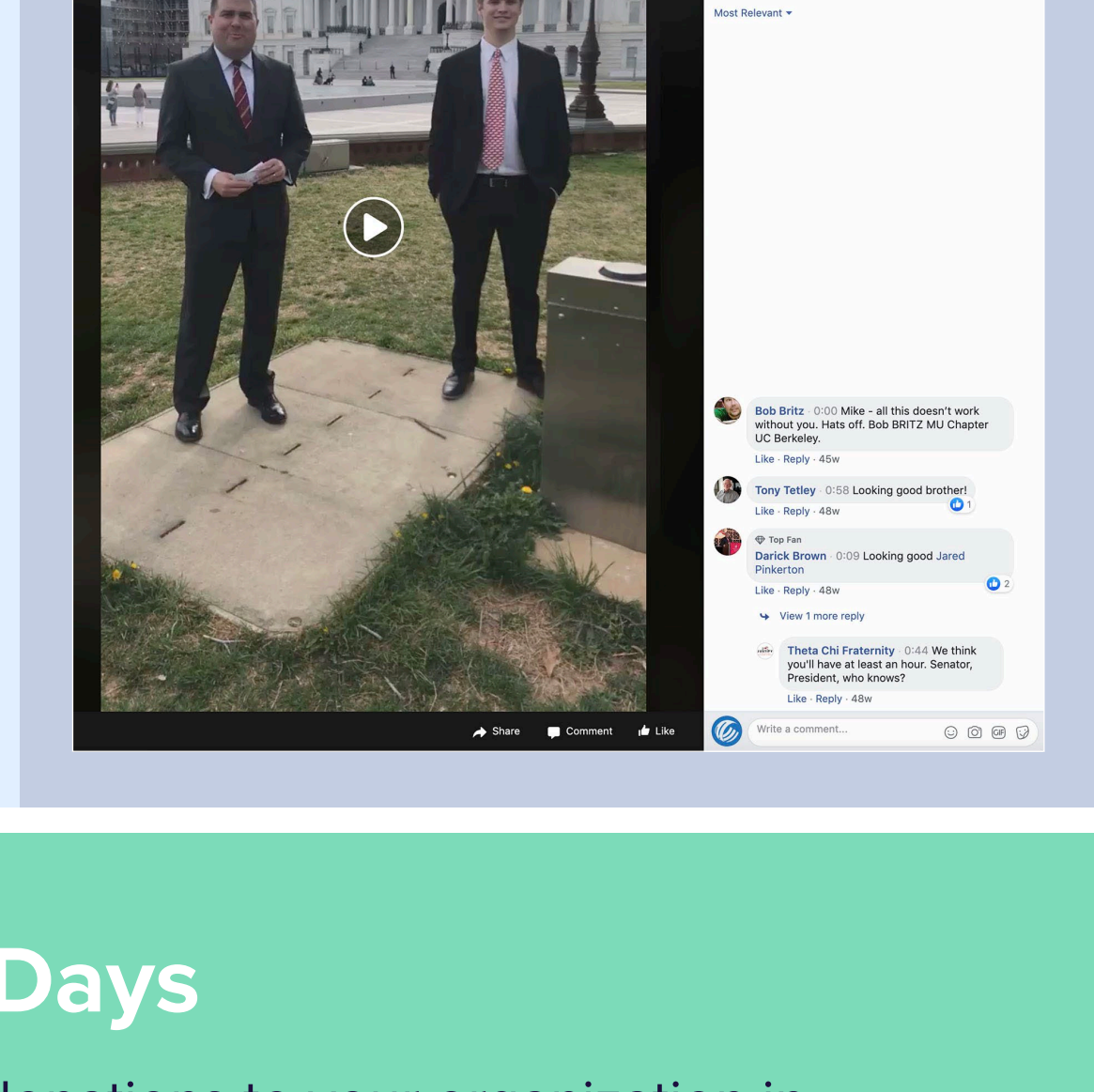


### 05. NPO TV

**WHAT:** Make your fundraising appeal while streaming live and/or posting videos to your social channels at least once a day for a week

**HOW:** **Go live on Facebook, Instagram or YouTube** and share your message and text-to-donate keyword and shortcode for easy giving

**IDEAS:** Go behind the scenes at your organization, spotlight supporters and why they are involved, host a puppy party, tour your offices or facilities

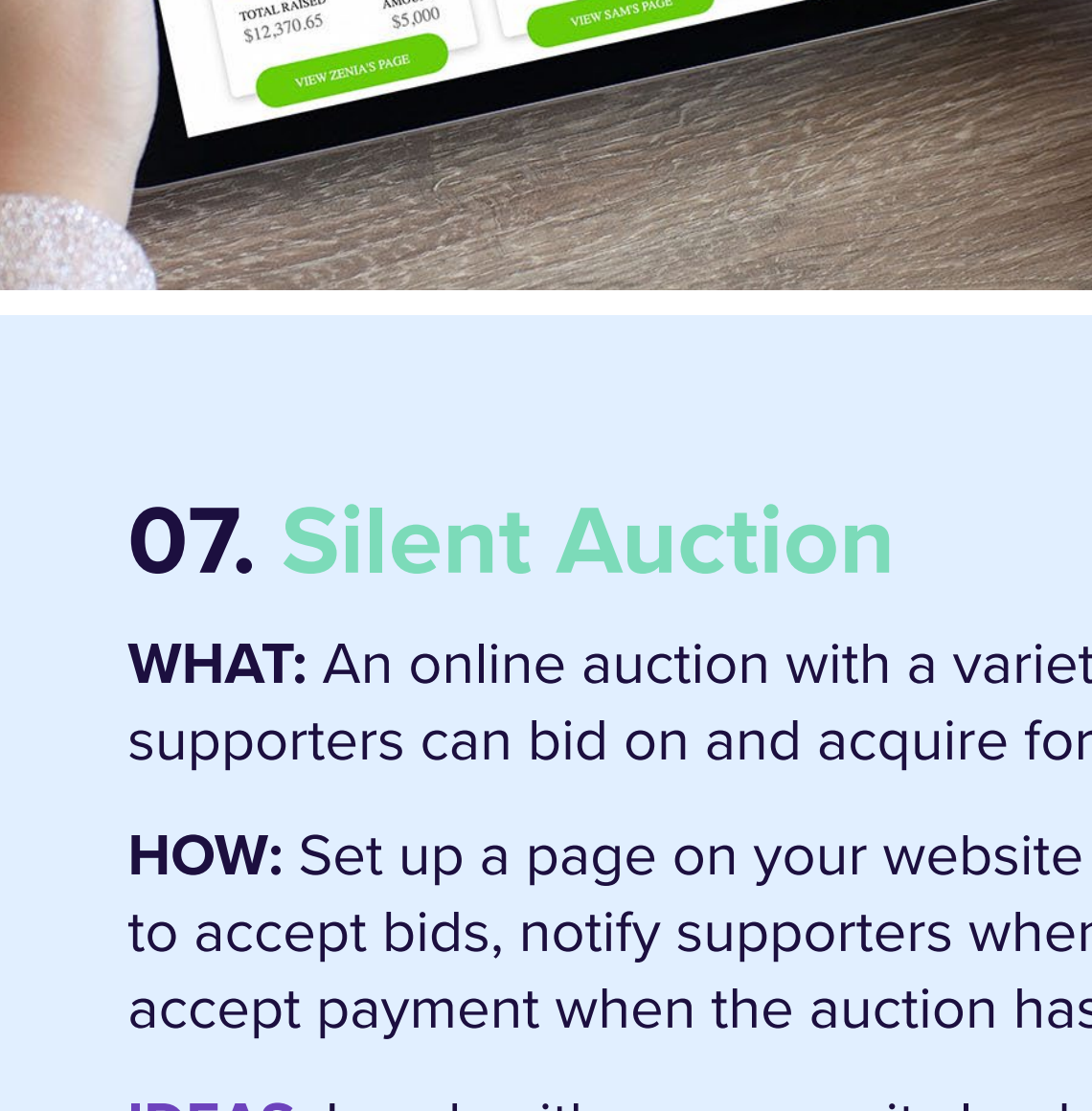


### 06. Celebration Days

**WHAT:** Supporters receive donations to your organization in lieu of presents for their birthday, wedding, graduation, anniversary, and other special events

**HOW:** Utilize **peer-to-peer software**, establish the occasions as teams, supporters become a fundraiser under a ‘team’ to create their celebration-occasion fundraiser with social sharing and text-to-donate keyword and shortcode

**IDEAS:** Create promotional campaigns for universal celebration days (Mother’s Day, Father’s Day, Valentine’s Day, Christmas) to recruit fundraisers

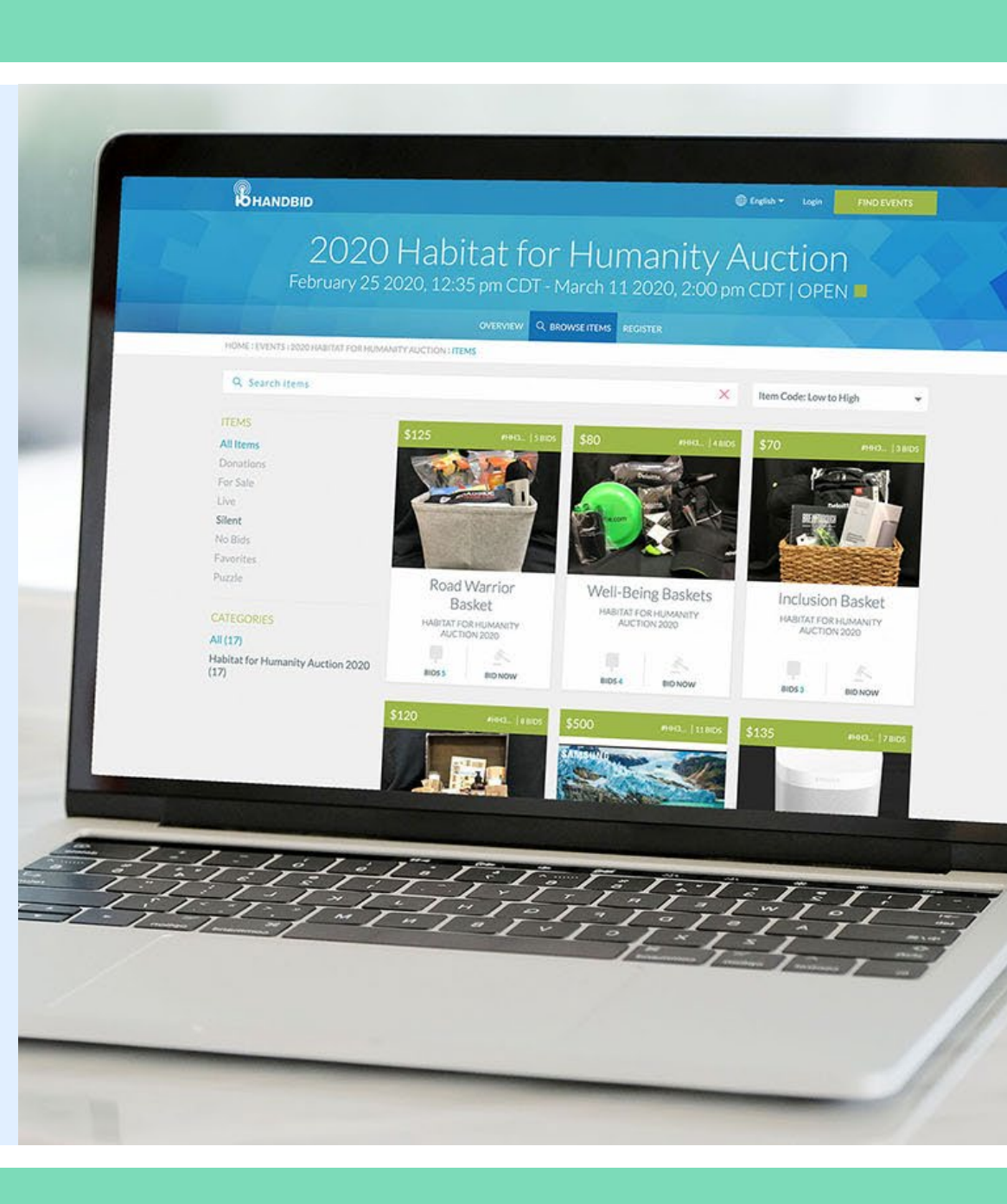


### 07. Silent Auction

**WHAT:** An online auction with a variety of items and experiences supporters can bid on and acquire for the highest donation amount

**HOW:** Set up a page on your website or use **silent auction software** to accept bids, notify supporters when they are being out bid, and accept payment when the auction has closed

**IDEAS:** Lunch with a community leader, week in a vacation timeshare, tickets to a sporting event, basket of spa items, local experiences and events

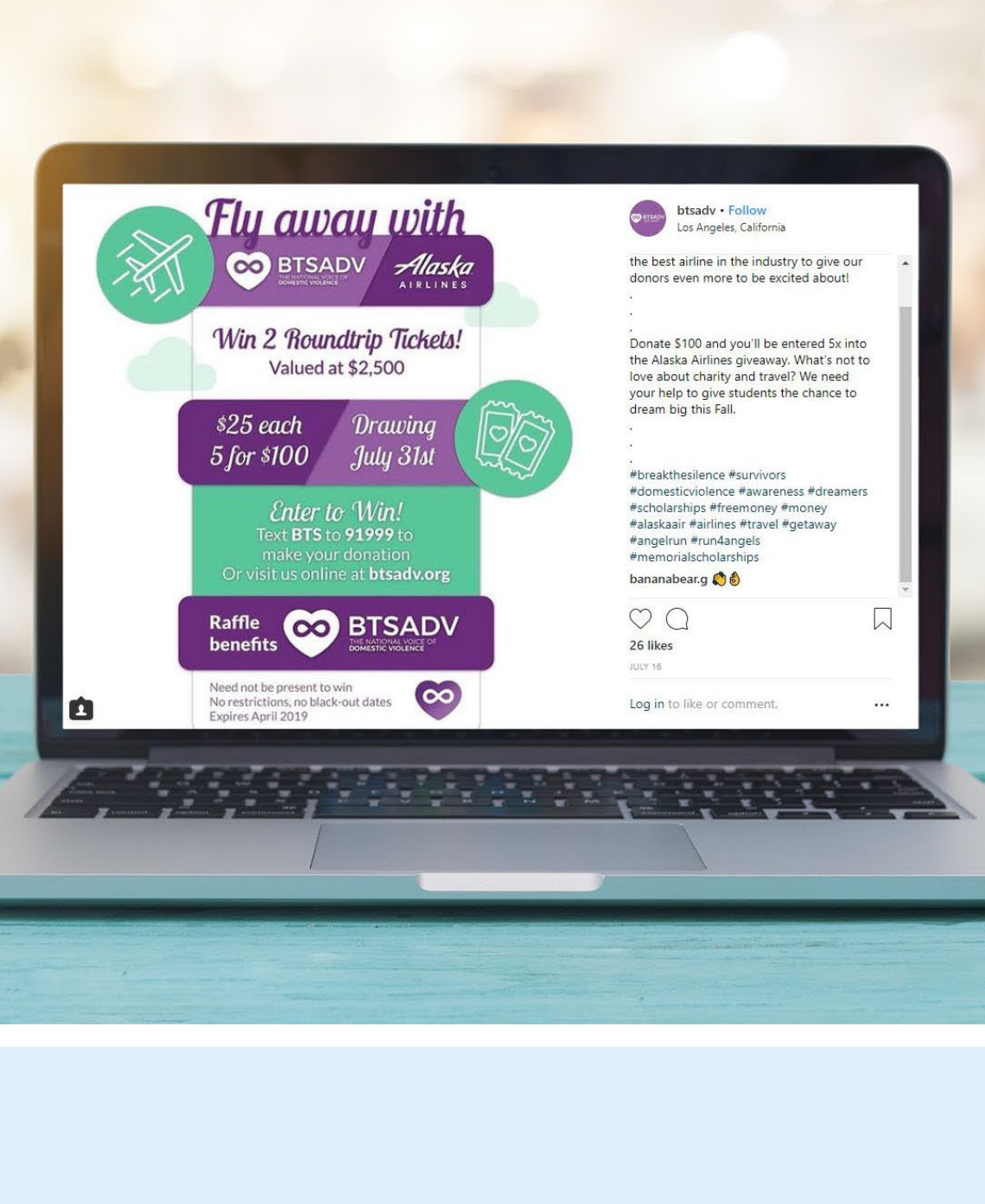


### 08. Opportunity Drawing

**WHAT:** Supporters enter for a chance to win one large prize or a few unique prizes (check local and state laws for any rules and regulations)

**HOW:** Supporters **obtain entries through donations** made through online giving or crowdfunding software functionality

**IDEAS:** Car, house, all-inclusive vacation, season tickets, dinner with a dignitary

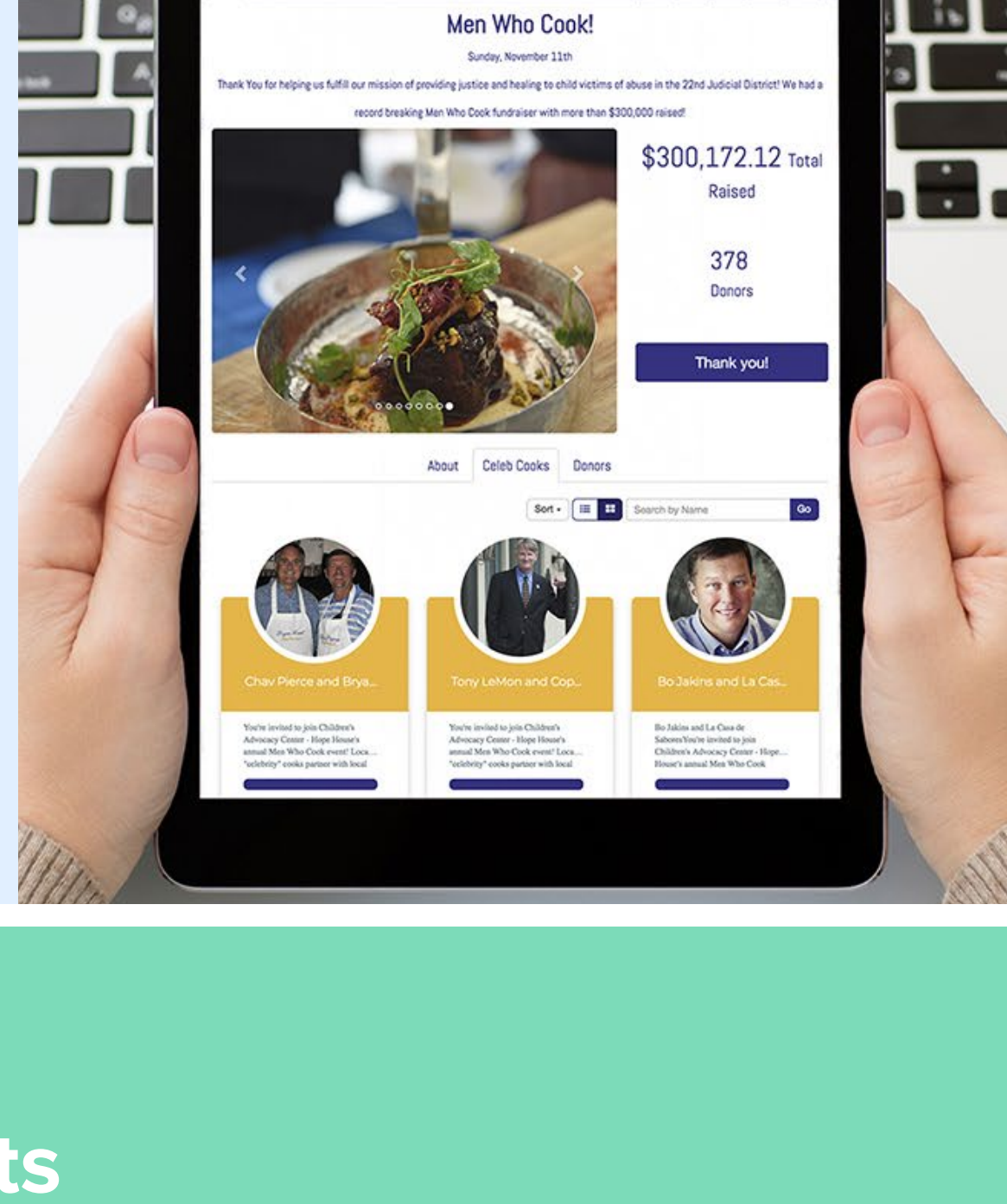


### 09. Voting Competition

**WHAT:** Host a virtual competition where **donations count as “votes”** to determine the winner of your contest

**HOW:** Determine how much each vote is worth (\$1, \$5, \$20) then track winners through votes or total amount of donations received

**IDEAS:** Dancing with the Stars, best chef, favorite bartender, house decorating, best holiday lights



### 10. Matching Gifts

**WHAT:** Incentivize donors to give and give more by doubling their gift with a matching gift program, typically **dollar for dollar matches**

**HOW:** Partner with a major donor, board member, local business, or group of supporters to fund the matching gift pool

**IDEAS:** Use a countdown clock on the campaign event page to show supporters when the matching funds will expire to create a sense of urgency



## VIRTUAL EVENT AND CAMPAIGN TIPS

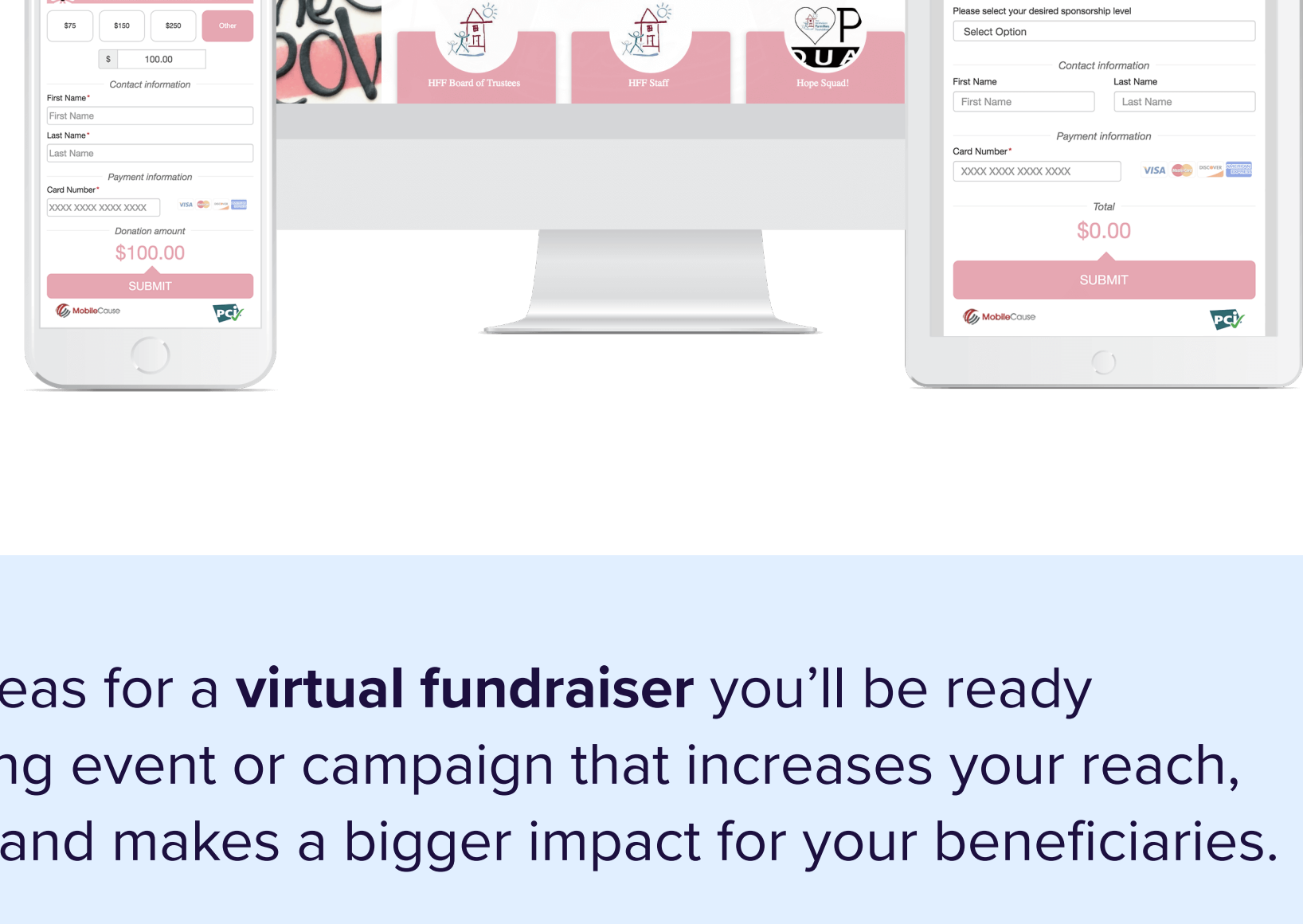
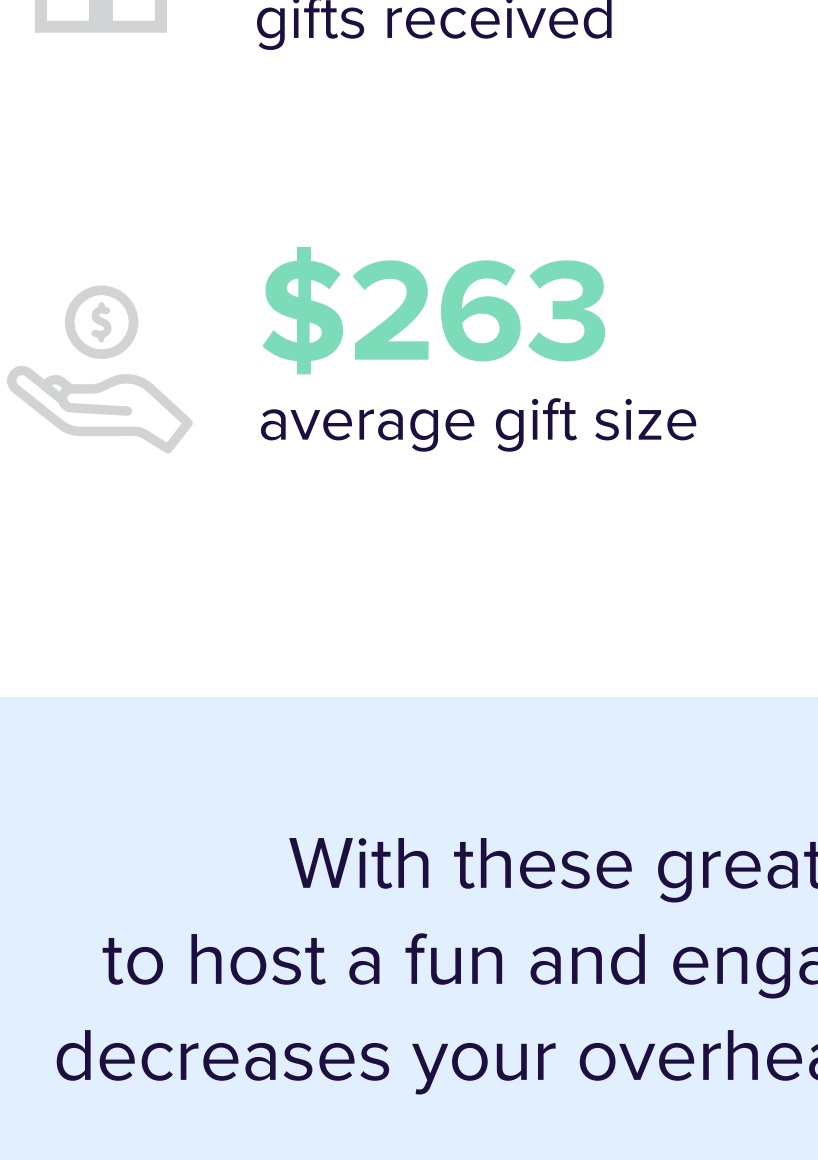
- ✓ Drive campaign promotion to an **event page** with all information and desired actions
- ✓ Set up **text-to-donate** so donors can give anytime, anywhere, from any device
- ✓ Display a **campaign thermometer** to show your progress
- ✓ Share a **donor wall** to acknowledge supporters
- ✓ **Live stream** the campaign with updates and achievements to keep engagement
- ✓ Use **mobile messaging** for real-time communication with supporters and volunteers

## VIRTUAL FUNDRAISING EVENT CASE STUDY:

### NO SHOW MOTHER’S DAY GALA

The Homeless Families Foundation hosts an annual fully-virtual fundraising campaign, the **No Show Mother’s Day Gala**. By making this event completely online using **text-to-donate**, **peer-to-peer**, and **online donation pages**, the Homeless Families Foundation was able to save overhead costs and support more single mothers.

They mobilized influencers who supported their organization and provided them fundraising tips, appeal copy, instructions, images, and stories to set up their fundraising pages. The organization also promoted the event through social media, mobile messaging and email. With MobileCause, The Homeless Families Foundation **raised \$54,530** for their No Show Mother’s Day Gala, more than the previous year.



With these great ideas for a **virtual fundraiser** you’ll be ready to host a fun and engaging event or campaign that increases your reach, decreases your overhead and makes a bigger impact for your beneficiaries.