Virtual Fundraising
2020 Edition

What is virtual fundraising?
Virtual fundraising should use online platforms to raise money for a cause you believe in.

What can I fundraise for?
You can fundraise for anything that is beneficial to your community!
Think about what makes you angry! What is unjust within your local and/or global community?
Consider the Sustainable Development Goals for a thematic focus.

Suggestions:
No Poverty: 4in10
Zero Hunger: Trussell Trust
Good Health and Wellbeing: Young Minds
Quality Education: IntoUniversity
Gender Equality: Mermaids
Clean Water & Sanitation: The Hygiene Bank

How to give fundraising to charities?
Similar to when you raised money for ICS, you can use Just Giving to starts a fundraiser for your preferred charity.
Global Giving hosts many global fundraising appeals, however you’d need to first collect the funds in your own account, then submit in a lump sum.
Here are several ideas for an online fundraiser:

### Zoom quiz with your mates!

Zoom quiz nights have been popular during lockdown! You could create a fun quiz that your friends will enjoy and throw in a few questions related to the cause you are fundraising for.

**Things to consider:**

- Choose your platform – Zoom is an example, but it only allows 30mins for non-subscribers
- Pick a night when most people are available e.g. Friday night
- Suggest teams (this will encourage people to commit to the event)
- Write the quiz in advance – aim for around 10 questions
- Charge anything from £5+ to enter (consider what your friends can afford)
- Add-in some pay-for-extras such as £5 for a quiz-lifeline
- Decide a prize – perhaps 20% of the collected entry fees
- Donate the remaining 80% to your chosen charity
Virtual Book Club!

During lockdown, many people have ample time and have started getting back into reading! How about organising a book club with a theme linked to your fundraising cause? For instance, if you are fundraising for Stonewall (LGBT charity), you could read books by LGBT authors such as Sister Outsider by Audre Lorde, We Once Belonged to the Sea by Diriye Osman, Gypsy Boy on the Run by Mikey Walsh and many more.

Things to consider:

- Choose your platform – Zoom is an example, but it only allows 30mins for non-subscribers
- Pick a time when most people are available e.g. weekday evening
- Decide a fundraising cause and a related theme – consider the SDGs
- Choose a selection of books (choose by voting or rotation)
- Research how to structure your discussions
- Reach out to friends and family about joining the book club
- Advertise your book club externally on platforms such as meetup
- Charge a sign-up fee of around £5
- Suggest an attendance fee of £2+ each virtual meet up
Get Fit with {insert your name here}!

Everyone has heard of Joe Wicks and his awesome fitness videos during the lockdown. If you’re a fitness fanatic, why not try running your own online fitness sessions? Or if you’re more of the mellow type, how about running an online meditation/yoga class?

Things to consider:

- Choose your platform – Zoom is an example, but it only allows 30mins for non-subscribers
- Pick a regular time when most people are available e.g. early morning or early evening
- Be clear on what you will teach before the session
- Avoid using equipment which participants may not have access to
- Limit the session to 40mins
- Reach out to friends and family about joining the fitness/yoga/meditation class
- Advertise your class externally on platforms such as meetup
- Charge an attendance fee of £5+ each virtual meet up
- For more top tips on how to run sessions: 1) fitness 2) yoga 3) meditation
Get crafty on Etsy!

If you have a creative streak, you could try selling some of your unique products on Etsy.

Things to consider:

- Avoid large start-up costs – materials can be pricey so try to avoid elaborate ideas which may leave you with less money than you started
- Market research – flick through some online interior website to see what’s popular. Here’s some sites to get you going: The White Company, Anthropologie, Trouva.
- Look at the images below for more examples – these sold for £20-£30 each
- Set an account up with Etsy
- Research the going-rate for products similar to your own
- Keep a percentage of the sale to pay for costs and donate the profit to your chosen charity
Undertake a Challenge!

Just because you’re stuck indoors doesn’t mean you can’t challenge your inner dare devil. See below for some examples:

1. Griffin climbed the height of Everest in his house to raise money for Trussell Trust
2. Captain Tom Moore walked laps of his garden to raise money for the NHS
3. Luke Manley is remaking movie scenes to raise money for Birmingham’s Women and Children’s Hospital

Things to consider:

- Set an ambitious fundraising goal – if you believe in yourself, so will others
- Pick a reputable and personable charity which people feel a connection to supporting
- Contact the charity you are fundraising for and utilise their resources and support
- Be bold and creative with your idea – a charity is then more likely to promote you!
- Spread the word with popular hashtags
- Give regular update on your challenge via social media
- Read here for more fundraising tips
Gaming Tournament!

For all you who have dug out your old PlayStation and Crash Bandicoot games – this one’s for you!

Things to consider:

- Pick a night when most people are available e.g. Friday/Saturday night
- Suggest teams (this will encourage people to commit to the event)
- Pick a competitive game which most people have access to e.g. FIFA
- Charge anything from £5+ to enter (consider what your friends can afford)
- Decide a prize – perhaps 20% of the collected entry fees
- Donate the remaining 80% to your chosen charity
Art Auction!

If you’re the arty type who can spend hours sketching or doodling away – this may be for you!

Below is an example of @hattieaart who sold her artwork on Instagram to raise money for Refuge – a charity for women experiencing domestic violence. She managed to sell all copies in 3 days!

Things to consider:

- Promote your sale one week before it goes live by giving sneak peek previews
- Share with all your network and ask them to share, share, share!
- Consider if you are going to do a set price or an auction
- Consider how you will mail it – if you keep the artwork small this will reduce postage costs
- Connect with the charity you are fundraising for – they may be able to promote you