



# Making Your Event Virtual (or Partially Virtual)

As the world responds to COVID-19, charities are considering virtual fundraising as a way to meet organizational goals. Here are some tips and considerations to move towards a virtual fundraiser. ***Our anonymous donor is still matching all donations until June 30, so be sure to take advantage!***

**Let's get creative!** During self-isolation, people will be seeking ways to stay entertained. Together, we can provide these opportunities while raising much needed funds for research and support services. And remember, by going virtual, your event can be accessible to even more people who otherwise may have been unable to attend!

## 1) **Maintain your online fundraising website for your event (even if considering postponement/cancellation)**

- Ask supporters to donate/pledge someone in honour of your event.
- Ask participants to share the story of why the work of HSC is important to them and continue collecting pledges.
- Provide prizes for online contests (such as number of social media shares in a day) or incentives. HSC can still ship t-shirts, hoodies, and jackets to those who have raised the required amount by a certain date.
- Use your Chapter/event Facebook page to:
  - o Ask conversation-starting questions of your participants.
  - o Recognize those who have achieved a certain goal.

## 2) **Create a CHAPTER fundraising website**

As above, invite individuals to share their story of why HSC matters to them, recognize top fundraisers and more!

## 3) **Host a virtual walk/run in addition to, or instead of, your usual walk/run**

Challenge individuals to walk or run a distance solo on a chosen day and share their distance on social media with their pledge page link.

## 4) **Create an online auction to add to your event or run on its own**

Use your Chapter/event Facebook page to post items (with starting bid and closing time). Participants bid in the comments. The highest bid at closing time wins. Ship the items to the winners, or drop it off at their homes (respecting social distancing recommendations by leaving at the door where appropriate).

## 5) **Consider an online trivia night!**

Individuals pre-register (or register in teams) to receive a special link to a private Facebook group or alternatively, a livestream link through HSC's web-based meeting software. Post or stream questions to participants, who can respond through a chat feature. Remember a prize for the best team name and for the most points. Add an online auction to raise more!

## 6) **Virtual Paint Night**

Ask a local artist to demonstrate how to paint a picture over Facebook Live or webcam. Paintnite.com is also offering virtual options during COVID-19. Once registered, participants receive supplies and a link for an instructional livestream. Add an online auction to raise more!

Contact [events@huntingtonsociety.ca](mailto:events@huntingtonsociety.ca) to discuss these ideas and more.