

# Ramp Up Your Virtual Fundraising



## 7 Special Event Ideas

**Host a Trivia Night**– Feed your trivia lovers competitiveness by hosting a trivia night with group and/or individual teams. Charge a participation fee for both participants and audience members. Use a free jeopardy template, a crowdsourcing platform like Mentimeter or Kahoot, or create your own platform.

Ideas: Popular TV shows, your company history, baby photos, guess the recipe

**Create an Opportunity Drawing**– Supporters can enter for a chance to win one large prize or a few unique prizes. Obtain entries through donations made through online giving or crowdfunding software. The amount donated determines the number of tickets given.

Ideas: Car, house, all-inclusive vacation, season tickets, dinner with a dignitary, spa package

**Start an Online Gaming Tournament**– Determine an online game people in your network would be excited to play for a great cause. Make it interactive as a multiplayer game with scores and a time limit. You can use an event registration site like Eventbrite to collect registrations and participation fees. Create a bracket and set up a live stream system using Twitch so anyone with the link can watch.

Ideas: Call of Duty, Rock Band, Mario Kart, FIFA, Rocket League

**Plan a Day of Giving**– This can be a 24-hour online fundraising challenge solely focused on giving. Create a dedicated online giving form or campaign using peer-to-peer, crowdfunding or an event page with a tracking thermometer and donor wall.

Ideas: Select a date that works best for your organization and promote it heavily through social media, outbound texting, and email leading up to and on the day.

**Offer Free Digital Download(s) With Donation**– This is the 2020 version of the "free tote bag or coffee mug with a donation." Offer something desirable to anyone who makes a donation. You can vary what the download is based on the amount given.

Ideas: Video download, digital book, printable poster, audio file, image, webinar, consultation session

**Set up a Virtual Craft Night**– Live-stream a craft lesson with a local or popular artist. Find an artist willing to create a craft and demo how to produce it to your organization. The artist could offer to send attendees all the items they need or require them to purchase from a list.

Ideas: Cocktail & Crafts, painting, wood working, kids crafts

**Lead a Peer-to-Peer Challenge**– Get a handful of captains to lead a Peer-to-Peer challenge for participants. Challenge the captains to fundraise the equivalent amount of what their team members do. Provide a dedicated fundraising page, unique keyword and shortcode for easy donation collection, along with images and powerful stories they can share on social media.

Ideas: Have weekly challenges and provide fun, inexpensive rewards for leaders