

# 1 Dozen Ideas for Virtual Fundraisers for UWCE

Share on social media using #LiveUnited #AlwaysUnited #UWCE.

## 1. Virtual Walk or Run

There are lots of creative ways to hold a virtual walk. Participants pay an entry fee and then they act as your fundraisers, asking their friends and social circles to pledge or donate to their efforts. They log their own distances and collect their entry fees and pledges.

And the great news? You don't have to find a venue, recruit volunteers, hand out t-shirts, or worry about insurance. People across the world can walk for United Way or donate to United Way. Themed walks or runs can draw in even more participants. For example, a Star Wars themed walk can have you "Walk anywhere you want in the galaxy."

## 2. Watch Party

Find a documentary or film that is relevant United Way of the Coastal Empire and host a watch party to gather people virtually to watch it together. Facebook makes this very easy to do using their Watch Party feature. Choose a movie, schedule a time, and ask for donations. Or, sell "tickets" to the event and even have movie snacks and candy shipped to watchers ahead of time.

Lots of info is available to help you host a Facebook Watch Party. You may want to check into copyright issues and get permission to show a particular movie especially if you're selling "tickets."

## 3. Online Gift Card Auction

We've seen online auctions before, but this one is so easy and has been quite successful for many nonprofits. This is an event that can be managed ALL online and keeping it to gift cards means that you can send prizes to winning bidders all over the country!

Ask local businesses to donate gift cards (all amounts are welcome). We might even ask our own volunteers and donors if they have gift cards laying around their homes or offices that they'd like to donate (often people have a card or two tucked away in their wallet). Try to get gift cards for a variety of services and products like automotive, hotels, personal services, national chains, and restaurants to appeal to a wide variety of people.

## 4. Virtual Tour/Open House

You can host an open house of your facility, show all the areas where you need help, and explain why you need to raise funds! If you don't have a facility, show how you are working from home, how your volunteers are dedicating their resources, and how you're thinking outside the box to get through this time. Think of this as a virtual ask or pledge event where people get to learn first-hand about your nonprofit's work and make a commitment.

## 5. Online Contests/Competitions

Online contests and competitions are fun, easy, and interactive. Participants pay to enter, and then voters pay to vote! You can create a contest that is connected somehow to our UWCE cause. Get creative!!!

Some Fun Ideas:

- Talent contest: This is perfect for all ages and can be really fun! You might have your own local version of The Voice or America's Got Talent and let the audience help choose a winner.
- Photography: Ask participants to show their best nature photo, still-like photo, pet photo, or community advocate, etc.
- Costume Contest: Ask people to dress up like their favorite painting from a museum or their favorite literary hero or even try to dress up like our UWCE Past Campaign Chairs characters - - I think this one could be a hoot!!
- Drawing/Art Contest: Who needs Forsyth's sidewalks if you can draw on your own driveway!! Or a business parking lot to avoid big crowds during this Corona Virus social distance time, or a downtown parking spot (before the meter app runs out!)
- Essay contest: Ask people to write something about UWCE or an experience they've had related to our cause. Or get creative with what you want them to write about. Ask them to write in Haiku or rhyme. There are so many possibilities with this one!

## 6. T-shirt fundraisers

T-shirt fundraisers can be more than just a basic booster campaign. You can ask our participants to submit entries for the design for your next shirt! Graphic designers and artistic, creative types can submit their entries for a small fee, and the winning design can be determined by paid votes.

Then, they can sell the shirts with the winning design! This can be especially powerful if the designs are created by children (or schools/classrooms) because parents and grandparents often vote a lot!

## 7. Social Media Takeover

Ask a corporate sponsor/donor or local community partner if they would be willing to "donate their social media" for a takeover! Post content throughout the day that links back to UWCE's website (donation page) or social media pages. This way, you can educate new people, make the most of your partnership, and build your reputation and visibility in the community. This will help you introduce UWCE to a new audience, promote this partnership with that page being "taken over" and link our resources to people who may not even know about us yet!

## 8. Virtual Class

If you or anyone you know has any strong skill-set, offer a class! You can also recruit a professional to volunteer to host a class. Set up a private event, charge admission, and teach your skill virtually on the computer!

Ideas for classes include:

- Cooking
- Yoga
- Photography
- Ball Room Dance
- Drawing
- Painting

## 9. Virtual Animal Adoption Event

(This may be a stretch, but I wanted to get to 12 on my list, HA!) And you really never ever know what would be fine and interactive. Connect with an animal rescue organization and ask for a partnership to help with online adoption events. Live videos and puppy or kitty cams can put lots of focus on animals who need homes. While live-streaming, tell people all about the available pets and also ask for donations.

## 10. Wishlist Drive

One thing people can do pretty easily is sit at their computers and click buttons. Many donors feel better about donating ITEMS instead of money, so maybe ask those at 211 to build up an Amazon Wishlist with any supplies needed and share it in your newsletter and social media.

Ask for support, link them to the Wishlist, and let them know that whatever they purchase will be sent right to the UWCE's door!

## 11. Virtual Speaking Engagement

Try to recruit a local celebrity, athlete, motivational speaker, or expert, and ask them to do a virtual speaking engagement for you. The subject matter can pertain to whatever you wish OR specifically to UWCE or it can be something fun like a comedian, a local author, or a TV personality. Charge admission for this engagement and broadcast only to those who purchased tickets!

## 12. Virtual Concert

Very similar to the virtual speaking engagement above, this can be an easy way to get a lot of people involved. Local musicians are always looking for exposure! Find a band or an ensemble that is willing to perform, and charge for tickets. You can even ask the talent to do a special Q&A session after their performance or take requests to add to the \$\$ donations and the live experience!