

Virtual Fundraising Ideas for Non-Profits

Many non-profits have cancelled or postponed spring fundraising events. If your non-profit doesn't currently have "all boots on the ground" supporting COVID-19 vulnerable populations - have you considered hosting a virtual fundraising event in lieu of your cancelled event?

If so, we have a few ideas for you!

Virtual Fun Run

Did you cancel a walk or fun run event? Take your fundraiser online. Ask participants to download an app on their SmartPhone (Strava, Map My Run, or Nike Run Club) then on "race day" each participant can track their time and mileage. Once participants finish their run have them post their time, mileage, and a photo to your social media platform with an event specific hashtag (i.e.: #FunRun2020). When the event is over - announce the winner on your social media channels!

Livestream a Special Speaker

Were you planning on bringing in an inspirational speaker to your spring event? You still can! Pre-record, livestream from a special location, or use a Webinar platform (like - Zoom) to "bring" your speaker to your donors' homes. Add to the ambience of the night by providing simple yet elegant recipe ideas for donors to make and then eat during the presentation. You could even ask donors to change out of their typical quarantine leggings and wear black-tie to your event.

Online Auctions

Do you have auction items already laying around your office? Or could you have donors send you a picture and description of their donated items? If so, pair your special speaker with an online auction. Fundraising software vendors (like: GiveSmart, Classy, and Cheerful) have online auction apps that are easy to use and reasonably priced.

Spare Change Challenge

Don't have the time, expertise, or bandwidth to plan a large scale event online? Invite your donors to round up all of their purchases to the nearest dollar and donate the change through a fundraising app (like: Cheerful)! Donors can choose how much change they want to donate over any period of time.

Amazon Smile

During the era of COVID-19, more and more of us are shopping online. Use this to your advantage and register your non-profit on AmazonSmile and then ask your donors to sign-up, too! For each purchase a donor makes your organization will receive 0.5% of their total Amazon purchases.



TikTok Dance-Off

Instead of holding a barn dance, plan a TikTok Dance-Off event (if your donors are brave and/or young). TikTok is the leading destination for short-form mobile video. Have donors choreograph a dance to a song of their choosing or [assign](#) a song for everyone to dance to. Edgy? Definitely! Fun? Depends on your audience.

Reboot Your Fundraising Event Webinar

If you are still trying to wrap your head around virtual fundraising, consider attending The Chronicle of Philanthropy's webinar "[Reboot Your Fundraising Event](#)" on April 30, 2020 from 12-1:15pm MT.

- How to transform an in-person event into a virtual gathering
- Creative ways to engage supporters online, inspire greater giving, and stay within budget.
- How to forge partnerships with companies to defray expenses and boost revenue

This webinar costs \$59.00.