

WALK *with* ME 2021

Presented by the **Arizona Coyotes** 

FUNDRAISING IDEAS

Thank you for thinking about how you can be creative in your fundraising for Southwest Human Development's Walk With Me. Please keep in mind that anyplace these ideas reference collecting money, we encourage you to utilize our [MobileCause App](#). This free app allow you to collect donations, have them tallied under your name and add to the growing list of total funds collected for Walk With Me. If you have any questions or further ideas, please contact us at events@swhd.org.

Dinner Party

Why wait for a time to get dressed up – make it happen this weekend!

A Gala Dinner can be a virtual affair by shipping each attendee a “party in a box” for a festive atmosphere on the screen (with hats, leis, tiny decorations paper lanterns, mini-umbrellas for drinks, or even food and drink mixes). Your local dollar store or an online retailer such as Oriental Trading Company can supply all you need for a party of 10 for approximately \$50.

Charge a fee that covers your “party in a box” and includes funds to support the organization.

Want to take it a step forward. Order everyone's meals and have them individually delivered to the homes of your guests just in time for the party to begin.

Let's Put It Into Action!

PLAN AHEAD – What is your theme? For this example, we'll use a Carnival or Big Top theme

SET A DATE – Plan for something at least 45 days from when you start planning

CHOOSE YOUR VIDEO CHAT/CONFERENCE CALL SERVICE - Some popular options are:

- [Zoom](#)
- [Skype](#)
- [Houseparty](#)
- Facetime (Apple)
- [Google Hangouts](#)

For Zoom, anyone can secure their own free account, but it is limited to a max of 40 minutes. You can plan for your party to be 40 minutes or schedule two blocks of 40 minutes with a 10 minute break in between to let your party-goers freshen up!

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INVITE YOUR FRIENDS - Send an email to all of your friends and say you are hosting a “Carnival Themed Gala in support of Southwest Human Development and all they do to raising healthy children.” The party is limited to 10 people and the attendance fee is \$20 per person. Set a date that they must register by to ensure you know who is confirmed. When you get to 10 confirmations, let everyone you emailed know the party is sold out, but they can always make a donation on your fundraising page or Facebook Fundraiser.

COLLECT MONEY – Those who confirm they are attending your party must pay in advance. Ask them to make their donation on your MobileCause page for the fee you designated.

PURCHASE SUPPLIES - Find enough supplies to create a gift box for each of your guests. This example package comes from [Amazon](https://www.amazon.com) for \$49.99 and includes supplies for a party of 12:

- CARNIVAL “HAPPY BIRTHDAY” BANNER
- CIRCUS TENT TAGS
- 9” CIRCUS PLATES
- 7” DR SEUSS CAKE PLATES
- PLY NAPKINS
- CARNIVAL CUPS
- CIRCUS PAPER CONFETTI
- CARNIVAL CUPCAKE HOLDER
- DR SEUSS CUPCAKE TOPPERS
- RED & WHITE CUPCAKE WRAPPERS
- FOLDABLE TENT CARDS
- CIRCUS WATER BOTTLE LABELS
- CARNIVAL PARTY SIGNS



As the “Ringmaster,” you’ll want to keep the larger display pieces for your table setting – carnival party signs, circus tent tags, one set of each item from the Carnival Gift Box.

CREATE – Make the event interactive by creating a Carnival Gift Bag to mail or deliver to each guest that includes napkin, cup, dinner and cake plate, 2 popcorn bags, 2 cupcake toppers, 2 cupcake wrappers, 2 water bottle labels, a temporary tattoo, invitation card and envelope, bright colored plastic tablecloth (purchased separately from a Dollar Store for a total of \$10) and a bright colored gift bag (purchased separately from a Dollar Store for a total of \$10).

Our total expense for this party for 10 is now at \$69.99. Consider pricing your party admission for at least \$20 per guest to cover your expenses and raise money for the cause. This pricing allows you to raise at least \$130.01 for SWHD.

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If you think that your guests would appreciate extra items and you feel comfortable charging more per entry to cover these extra expenses, consider these extra carnival-themed items:

- [Cotton Candy](#) - Fluffy Stuff Cotton Candy, 12Count Box, from Amazon is \$18.57
- [Peanuts](#) – assorted box of 24 from Amazon is \$16.80
- [Microwave Popcorn bag](#) - Pop Secret 3 oz./3 count Microwave Bags, from Amazon is \$18.86

By adding these extra items, our expense is now \$124.22. If we charged \$25 per guest, we would raise \$125.78.

REMEMBER – the attendance pricing and items for your “party” are completely up to you. If you don’t feel comfortable purchasing items in advance and having to mail or deliver them to your guests, you could create your own virtual party board that has a list of all items suggested for your guests to have when they “join” your party.

PLAN THE AGENDA – Once all of your friends log into your Zoom party, what will happen? Since this event is raising funds for Southwest Human Development, you could kick off the event by thanking everyone for attending and then showing them a video of a Southwest Human Development Ambassador family. This helps them understand what their support is funding.

Next, consider some interactive options such as a Costume Contest, share a recipe ahead of time and have everyone show off their creation. You could also ask everyone in advance to plan to decorate and share how they made use of the party bag you gave each of them.

Finally, how about ending the party with a game. You could play Circus [Trivia](#), [Virtual Bingo](#) or [HeadsUp](#). See this site for many more ideas on how to incorporate virtual games into your virtual party.

10 DAYS BEFORE YOUR PARTY – test your chat/conference call service and all of the apps you plan to use for games, etc. By testing in advance, you can avoid downtime during the party.

ONE WEEK BEFORE YOUR PARTY – Send out a reminder email to everyone with the agenda, link to join the party and any other special requests you have of your guests to be ready for fun.

Virtual Concert

Just because we’re living through a worldwide pandemic doesn’t mean we can’t enjoy our favorite artists performing live! Though you might not be able to get Lady Gaga to support your SWHD fundraiser, think of any local bands who might be missing “stage time.”

Live stream the performances and ask people to purchase a ticket to view them. Not only does this bring in the much-needed funds for our organization, but it helps bring people together in a positive and uplifting way at a time when that type of connection is very much needed.

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Pro tip: Organize behind the scenes meet and greets with the performers – all online of course – for additional donations to your cause.

Online Auction

Do you have a collection of items that you no longer need, but you consider valuable? This may be a perfect opportunity to auction them off to raise money for our organization.

There are two ways you can run an online auction:

Manually or by using an online auction platform such as [Bidding Owl](#).

Simple Manual Auction Steps:

To create a manual auction, you'll need to create a document that shows a photo of each item, the fair market value of that item and the starting bid for the item. You'll also need to include a bid increment. As bids are received for items, you'll enter the bidder name and amount and keep adding as bidders and their amounts come in.

Once the auction has closed, you can announce the winners via one of the other virtual events such as a live stream, webinar, or gala dinner.

Pro tip: Put a twist on it and only auction off gift cards or merchandise from local businesses and restaurants who have been impacted the most by COVID-19. This would mean you'd have to make the purchases up front and get reimbursed as gift cards are purchased.

Virtual Movie Night

This is a virtual fundraiser that's easy to organize and likely to appeal to a wide audience.

Set a time for everyone to start virtually watching a movie together, while also joining together in a chat room. Then, have someone from your team answer their questions and facilitate discussions during the movie.

Choose a movie that's linked to your cause – ideally a documentary. The movie should be both entertaining and informative.

When promoting the event, make it clear that this event isn't just about watching a movie, but rather supporting your cause.

In addition to (or in place of) tickets, you can also have a "donate" button displayed, subtly encouraging people to donate. As the movie progresses and people learn more about the cause, they will be more likely to give.

Pro tip: Utilize a tool like <https://www.netflixparty.com/> to make this happen.

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Birthday Fundraiser

Birthday fundraisers have become big these last few years, but today they're more relevant than ever.

Ask your supporters to organize a fundraiser for their birthday or holiday. In lieu of gifts, your supporters can set up a personal fundraising page where their friends and family can leave a donation.

Birthday fundraising with Facebook is a really simple (and popular option) but birthday fundraisers don't have to be limited to this platform.

Pro tip: Suggest to your supporters to organize a birthday party on a platform like Zoom and collect donations that way. This increases the fun (and therefore donations)!

Online Pub Quiz

Invite your supporters to grab their favorite drink and pre-dinner snack and join you live for a fun online quiz.

Choose a quiz theme that relates to your mission and your core work.

You can make the tickets affordable and run the quiz weekly to keep the funds coming in. Partner with businesses to offer prizes for the 1st, 2nd, and 3rd place.

Pro tip: Combine this virtual fundraiser with peer-to-peer fundraising and invite your supporters to organize their own quiz night - gathering friends on Zoom or HouseParty and testing their skills for a donation!

Virtual Book Club

Encourage your supporters to set up a virtual book club with their friends.

The supporters would find a regular slot for their virtual book club and decide how frequently they'd want to host them (this could be weekly, fortnightly, or monthly).

Club meetings would be hosted on video calling platforms such as Skype, Zoom, and Google Hangouts.

Ask your book group to make a donation to your online fundraising page ahead of each group meeting. You could ask them to simply donate the amount that they would usually spend on drinks if the meeting was being held outside, or to donate the amount that they would spend on getting the bus or taking the car to the host's house.

Coronavirus Jar

We are all likely fed up with a certain word by now! Not to mention, "new normal".

Why not invite your supporters to make a 'coronavirus swear jar', and give \$1 every time they or their family say the dreaded word?

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Game Night

A game night is one of the easiest virtual fundraisers. Games bring people together to socialize and play, making them ideal for fundraising in a time of social distancing. Pictionary, Trivia, Bingo, online board games – there are several options to connect and play virtually.

You could also organize a gaming tournament – which will surely be a hit amongst many! Figure out which online game would your audience be most excited to play to support your cause. It should be a multiplayer game with scores, and there should be some kind of time limit, so your tournament doesn't go on indefinitely.

Some examples of games people have successfully used in tournaments are: Call of Duty, Rock Band, Mario Kart, FIFA, and Halo.

Then, once you decide on the date, time, tournament format, and what game you'll use, you can start getting participants registered!

More Game Night Ideas

Pictionary is a classic game-night game, in part because the rules are so simple. To play, divide your group into teams. Open this Pictionary word generator and choose a team to play first, as well as a designated drawer on that team. The drawer generates a word and has one minute to draw that word for their team to guess. If the team guesses the card correctly, they get a point.

Heads Up always gets the party started. It's a classic word game where players have to describe the word on the screen to the person holding the screen to their head. You can choose from a range of categories and play with as many people as you want.

Psych is a party game comes from the makers of Heads Up — and it's just as fun. To play, participants make up fake answers to real trivia questions, and one player must choose the real answer among the fakes. There's even an "And the Truth Comes Out" deck that allows you to do the same thing with personal questions about each other.

Charades is a basic game that translates easily to Zoom. Split your group into two teams and use a charades idea generator to choose your words and phrases. The person who's acting out the charade uses the Zoom "spotlight" feature, and their team has one minute to figure out the phrase.

- Bingo or Virtual Bingo – Everyone loves this classic game. It can be done the old fashioned way (printed cards can be mailed or emailed in advance) or you can try a virtual platform. This [Virtual Bingo link](#) will take you to a platform that is totally free for up to 30 players.
- [Prelude](#) – a creative game that builds trust in virtual teams
- [VirtuWall](#) – a competitive game that helps breaks down silos
- [QuizBreaker](#) – an online icebreaker quiz game for remote teams
- [Water Cooler Trivia](#) – weekly office trivia questions using email or Slack
- [3 Easy Games \(Free\)](#) – additional options of remote activities

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Virtual Class or Workshop

With so many pictures of food posted online, it's not a big leap to offer a cooking class to your supporters.

Put on an apron and channel your inner Jamie Oliver. Or invite a professional to donate an hour or two of their time to a good cause and stream the class from the comfort of their home – with all the proceeds going to your cause.

If cooking is not your jam, fret not! How about yoga, meditation, exercise, knitting, a foreign – or just about anything else? Think about what your audience would enjoy the most and go with that.

Pro tip: Offer tiered donation levels for watching the class, various take-out dishes, gift cards, etc.

Webinar or Talk

Many organizations, for-profit and nonprofit, already host webinars to educate and keep their audience up to date.

In addition to being informative, webinars and talks can also be powerful fundraising tools. Reach out to speakers, experts, or community leaders, and ask them to put together a short webinar related to your mission or current events.

They'd donate their expertise and you'd charge your supporters a small fee to access the webinar/talk.

Make it clear that the fees are charged to raise funds for your mission. Consider offering donation tiers to get the most out of this virtual fundraiser and offer more people the opportunity to access the webinar/talk.

Pro Tip: We have an amazing host of “keynote” worthy employees who could give a talk on being prepared as first time parents, trends in mental health services for children or how to build an inclusive community.

Donation Matching

Donors love to know that their money has the most impact possible, and with matching gifts, they're essentially giving two gifts for the “price” of one. Reach out to local businesses and ask if they'll match a percentage of donations you receive during a specific time period.

Pro tip: Matching gift campaigns are especially effective mid-campaign if and when you notice that donations are starting to taper off since they keep the excitement and momentum going.

Virtual Coffee Break

Partner with a business and run a virtual coffee break (or a virtual happy hour) with employees donating the price of their favorite drinks. What was once just a \$3 oat milk iced coffee or a \$9 cocktail, could now be funding our mission.

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Virtual Craft Workshop

Crafting is an excellent way to get your supporters engaged, and it can also provide much-needed entertainment for families.

Decide on what your craft will be and think about what supplies you will need.

Create an event page where people can register, pay, and even invite their friends. You will also need to select your platform for participants to log on to. Then, send out emails and create an event on your social media pages.

Send clear instructions to the registered attendees before the event so they know how to log in and which crafting supplies they need to gather.

Pro tip: If possible, put together ‘crafting supplies boxes’ containing everything the participants need for the workshop. Sell these on your website.

Social Media Takeover

Organize a social media takeover by asking a sponsor, a partner, or a celebrity if they would be willing to “donate their social media” to you one day of the year.

With a takeover, your team can post content throughout the day that links back to your organization’s donation page. This method can help increase brand visibility to an audience that might not be familiar with your organization.

You can also do this the other way around. Invite an influencer, a celebrity, or a well-known expert to take over your social media accounts for a day – sharing their passion for your cause. They’d promote the takeover on their socials, inviting their followers to head over to your social media accounts.

Pro tip: If taking over someone’s socials, have high-quality images and posts written ahead of time so you can make the most of the takeover. If working with others to take over your socials, make sure to align with them beforehand. You don’t want something insensitive or inaccurate to be posted on your accounts!

Free “X” With a Donation

Offer a free and desirable gift to anyone who makes a donation. Choose a gift that would be attractive to your audience. Books, artwork, coupons, discount codes, or a gift that reflects your organization’s work are some common physical gifts in exchange for donations. Procure these physical items as donations through partnerships with for-profit businesses.

If you’d rather avoid handling physical gifts, you can offer things like access to an exclusive webinar, a free consultation session, a video download, a digital book, a printable poster, an audio file, an image, or some other digital gift in exchange for a donation. You can even offer different rewards for various giving levels.

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Virtual Talent Show

If your organization is in the creative and performing arts communities, a virtual talent show might be a great way for the community to still see the great creative efforts of your team without needing to crowd into a theatre setting. Simply request registrations in advance using an event registration app such as [Eventbrite](#), and then provide a virtual ticket to access the talent show via a link you provide.

Using a service like YouTube or Facebook Live, you can live stream your event to the attendees, and let your performing community shine!

Virtual Wine Pull

Wine pulls are classic fundraising activities that many nonprofits incorporate into their in-person events. These events work by collecting a variety of wines ranging in values and arranging them so that their labels can't be seen. Then, donors purchase tickets to pull a random wine bottle and see what they've won.

Adapting this activity to take place virtually isn't as challenging as it might initially seem. You'll still collect a variety of wines, but instead of presenting them in-person, you let supporters purchase a numbered mystery bottle through your online store or virtual event center. Once all the bottles have been purchased, send each donor a message to tell them what they've won.

This is an engaging addition to all kinds of virtual fundraising events like galas and auctions, but it can be easily adapted as a standalone, raffle-style event, as well.

Virtual Paint or Craft Night

Similar to the virtual cooking class, this virtual fundraiser is entertaining and gives people a chance to create fun art for a good cause.

Many people are familiar with the "wine and design" events where you go to a painting studio and sip wine while the instructor leads you through step-by-step instructions to paint a picture.

Doing it from your kitchen isn't quite the same, but it's a great way to engage your audience, raise some money, and give people something to do from home. Even when group events are allowed again, this is an excellent fundraiser to bring your supporters together that are scattered around the country.

Consider creating a painting that somehow reflects the cause or theme you're supporting, so participants have a beautiful piece of art that reminds them of your organization's great work.

If you don't feel that your organization has the right skills to pull this off, reach out to a local Wine and Design studio or college art department to find someone who can run the art instruction part of this event.

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Virtual Scavenger Hunt

For a fun, virtual-friendly activity to engage donors, try an online scavenger hunt. This idea is particularly fun for schools, but any organization that wants to help supporters learn more about its mission can easily adapt it to suit its audience.

Take some time to develop a scavenger hunt that guides donors around the web (especially your own website) to find clues relating to your mission. For instance, they may find a clue hidden in a picture on your About Us page. Or, maybe they'll find a secret message below your mission statement. Get creative with your scavenger hunt and be sure to offer a prize to the first person who can find all of your hidden messages!

Sell creative merchandise

Creative merchandise can be a great virtual fundraising idea. Selling merchandise for your cause is a great way to raise revenue while providing supporters with a memorable keepsake. Even better, whenever they wear or use it, they become walking billboards for the mission.

What kind of merchandise should you sell? Be as creative as possible! Whether it's a special campaign t-shirts or another fun product, this is a great way to increase your organization's visibility.

Online Gaming Tournament Fundraiser

Say what you will about online video games, but the people who play them have a long history of philanthropy and generosity. The streaming platform Twitch estimates that users raised more than \$75 million for various charities between 2012 and 2017. That number continues to grow, especially as online gaming continues to grow in popularity.

Why this fundraiser works

This fundraiser works because it brings people together around a common interest and a common cause. It enables them to use their hobby to make a positive impact in the world. And competitors won't even need to leave their homes! It's also a very versatile event that lets you create something as simple or complex as you can handle.

Steps to get started

Start by figuring out which online game people in your network would be excited to play for a great cause. It should be a multiplayer game with scores, and there should be some kind of time limit, so your tournament doesn't go on indefinitely.

Some examples of games people have successfully used in tournaments are: Call of Duty, Rock Band, Mario Kart, FIFA, and Halo.

Once you've hammered out all the particulars like date, time, tournament format, and what game you'll use, you can start getting participants registered!

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Launch an event registration and donation page

Whether you decide to have an entry fee or run it as a peer-to-peer fundraiser (where each competitor raises money toward your cause), you need a custom event registration page.

You'll also need to be able to accept online donations for the event. A custom online donation page is easy to make and excellent for participants to share with their friends and family. If you plan to run the fundraising event as a peer-to-peer fundraiser, each participant will need their own unique donation page.