Virtual Fundraising Ideas!

**Virtual Race**

Walk-a-thons, marathons, dance-a-thons, and ride-a-thons can all be adapted and made virtual.

Virtual races help further your cause and are a good workout at the same time. Virtual races work just like in-person racing events, but they allow participants to join in on their own. This virtual fundraiser encourages supporters to stay active while also staying in line with social distancing. And of course – it raises money and awareness for your cause!

Ask people to donate in proportion to how many miles they’ll walk or how many hours they plan to dance. Encourage them to send in pictures or videos of them completing their activity and share those on social media.

For example, if you’re a local nonprofit organizing ride-a-thon – you could give your bike riders several days to complete the challenge at a time of their choosing.

Ideally, let your participants choose between a beginner, intermediate, and advanced route and provide them with a starting point and a route.

### 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:** If your community is highly engaged on key issues you’re tackling, consider bringing together a group of them to discuss the movie on Zoom the same day or the day after.

### 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 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!

### Coronavirus Jar

We are all likely fed up with a certain word by now!

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

### 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!

### 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.

Once a $3 oat milk iced coffee and a $9 cocktail could now be funding your nonprofit’s mission.

Find these and more ideas at: <https://www.giveforms.com/blog/20-simple-but-effective-virtual-fundraising-ideas-for-nonprofits>

## Host an online auction

[**Create this Fundraiser For Free!**](https://www.soapboxengage.com/trial)

This might be one of the most direct correlations between a traditional in-person event and an offline event. If you were looking to host an auction for your event, you could use new software to quickly convert it to an online auction. This would give you the same benefit of allowing your community to support your organization by purchasing gifted items, delivering the same value.

## Build a virtual peer-to-peer fundraising campaign

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If you’re in the position of not needing to cancel an already existing gala event, you’ve got a chance to move forward directly on a virtual fundraising campaign. One great way to do this is to drive forward with a [peer-to-peer fundraising](https://www.soapboxengage.com/apps/donations) effort that can leverage your entire community, rather than solely board members and key influencers.

Giving your team some runway, you can build a multi-month virtual campaign focused on first finding the online influentials in your community. Once you know the right folks to help spread the word, you can help them optimize their outreach effort to better gain traction. This could involve building teams with captains to compete against each other to raise money for your organization.

## Showcase a virtual talent show

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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](https://www.soapboxengage.com/apps/events), and then provide a virtual ticket to access the talent show via a link you provide.

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

Find these and more ideas from: <https://www.soapboxengage.com/blog/1863-virtual-fundraising-ideas#online-auction>

**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). You might even ask your volunteers and donors if they have gift cards laying around that they’d like to donate (many people have a card or two tucked in their wallet). Try to get gift cards for a variety of services and products like automotive services, hotels, national chains, and restaurants to appeal to a wide variety of people. Capterra has a list of [**10 good online auction tools**](https://www.capterra.com/auction-software/).

**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 your cause. Ideas:

* **Talent contest.** This is perfect for arts organizations! 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, etc.
* **Costume Contest**. Ask people to dress up like their favorite painting from our museum or their favorite literary hero.
* **Art/drawing contest.**
* **Essay contest.** Ask people to write something about your cause or an experience they’ve had related to your 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!

**T-shirt fundraisers**T-shirt fundraisers can be more than just a basic booster campaign. You can ask your supporters 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 votes. Then, you can sell the shirts with the winning design! This can be especially powerful if the designs are created by children because parents and grandparents will vote a lot!

Find these and more ideas at: <https://getfullyfunded.com/virtual-fundraiser-and-online-events/>

Looking for more ideas? Search “virtual or online fundraisers.”

Have a great idea to share? Let us know!