



## Fundraising During Covid 19

The Covid 19 Pandemic has definitely put a crimp in our fundraising opportunities. The following are few ideas that any club could host. Please check out the links at the bottom of the page. They contain resources to help make these events a reality and also additional ideas.

### 1. Virtual Poker

Have a virtual poker night! Live stream a featured room with celebrities, or use other zoom rooms for other people to join in a poker tournament. You can use apps like [Pokerrr2](#) or [PokerStars.com](#).

In April, Ben Affleck and Matt Damon ran a celebrity poker tournament, and people like Sarah Silverman had funny things to say as they joined to keep things interesting. 100% of the \$1.75M in proceeds they raised went to Feeding America.

Even without celebrities, virtual poker tournaments can be a great way to get people involved, have some fun, and raise money for your organization.

### 2. Use the Roundup App

[Roundup](#) is a fun little app that sits on your phone, connects to your monthly credit card history, and simply rounds up every purchase, turning it into a donation to your nonprofit at the end of the month and usually comes out to around 25 bucks, give or take.

It can be a fun way to message your audience about donating their change – well their digital change – to your organization.

### 3. Virtual Trivia Night

Covered by the Ambler Gazette, the [McMenamin family](#) started a trivia night, and now they're attracting thousands of online players who are all tossing in a few bucks to play. They were able to raise up to \$4000 for a local food bank through a GoFundMe campaign they established! So basically, you could create this trivia night and offer it up to your audience and pull in these players.

### 4. Online Auctions

[CharityBuzz](#) joined Chef Jose Andres for a virtual cooking class. This awesome, social distance appropriate event got people bidding, buoyed by interest in the celebrity chef. You don't have to use CharityBuzz, but you can allow people to bid on unique and extraordinary (virtual) experiences, supporting a given charity.

### 5. Online Raffles

This is building on top of online auctions. But with [Prizeo](#), you have an option to submit small donations for a chance to win big! So instead of a big, winner-take-all-type of auction, you can do these online raffles with a big prize but still broken up into smaller raffle-size amounts. (You better believe this author has entered for a chance to win Hamilton tickets post pandemic!)

### 6. Zoom Cocktail Hour

This takes on many different flavors. In this example we're highlighting Zoom Topia, one of the earlier examples. This Zoom cocktail hour happened on April 2nd, where 200 guests were invited to this cocktail hour, for a fee.

This fundraiser's success stemmed from a well-designed invitation and program schedule: Guest list performances, signature cocktails, and a host committee made for an elegant, well-planned event. All the ticket sales went to the World Health Organization. It's the same as doing a live event: create the webinar, charge per seat for people to do this on Zoom, bring in some special guests, and give people an excuse to have a drink in a nice outfit at home. (You can also pair this with some nice wine!) Plus, you can also sync your event with a Spotify group session playlist to set the mood and let people have some fun as well!

### **7. Showcase a 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](#), 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!

### **8. Virtual Cooking Lessons Fundraiser**

Right now, most of us are trapped at home, waiting for the global pandemic to subside. Many people have extra time on their hands (or kids to entertain), and they're eager to try new things, learn new skills, and just have a little fun. Take advantage of this opportunity by offering virtual cooking lessons as a fundraiser!

Really, this fundraiser isn't limited to cooking. Whether you find an excellent cook, an impressive seamstress, or an origami master, as long as you can live-stream the lessons and the people who sign up can order the supplies, it's a great idea.

People will be excited to learn something new and support a great cause. You can ask someone in your organization to lead the class (if they have that ability), or you can find a celebrity chef to offer professional instructions.

This fundraiser works because people tend to be eager to "buy" services to support a cause they care about. Even people who feel that they don't have room in their budgets for charitable giving are more likely to support a good cause if it also meets one of their felt needs (in this case, the need for entertainment and good food).

### **9. Virtual Paint or Craft Night Fundraiser**

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.

### **LINKS:**

<https://www.soapboxengage.com/blog/1863-virtual-fundraising-ideas>

<https://www.wholewhale.com/tips/nonprofit-online-fundraising-ideas-during-covid-19/>