



DreamCatchers' Guide to Fundraising during COVID-19

Tips to Virtually Fundraise
During a Pandemic

Basics



Fundraising during the Pandemic

Right now is a great time to start fundraising. Although it might seem quite the opposite, it has been shown that people actually want to give more to their favorite nonprofits and charities, hoping to contribute more back to their communities. So you might even get more funds than before! But there's one drawback...

How can we do this without physical events or face to face meetings?

This guide will help you navigate virtual fundraising and give you ideas on how to start your fundraising campaign. These are just some ideas to help you think of ways you can successfully fundraise so feel free to adapt it to your needs and advantages!

To be successful, a virtual fundraising event should:

- be easy to implement with relatively little cost
- be able to reach a large audience from different states
- encourage donors to donate money to your chapter
- be fun and engaging, both to the donors AND your chapter!

With that said, we hope you enjoy these fundraising ideas and please don't hesitate to contact us if there are any questions or comments.

Reaching out to local service clubs

Some local clubs (ex. Rotary, Kiwanis) are holding virtual meetings and invite speakers to them. Consider reaching out to them and asking if you can speak to them about your DreamCatchers chapter. Most times, they are happy to provide you with funds to better our community.

How to execute:

- Search "local rotary and Kiwanis clubs" and look for clubs that are currently active
- Send a polite, respectful email explaining the who, what, etc.
- If they respond, plan a date to hold the meeting and create a presentation or prepare what you're going to say before the date
- During the presentation, remember to show enthusiasm and gratitude towards your audience!

Virtual Cooking/Art Lessons

During quarantine, most people are bored and looking for something new to do! With virtual lessons of some sort of hobby that your chapter members can teach, they can donate to an amazing organization as well as pick up a new skill or hobby. These lessons could be cooking, art, crafts, etc.

An example of this is in this link:

<https://tucsonfoodie.com/2020/06/01/live-from-la-suprema/>

How to execute:

- Pick an activity that you know is popular or something your audience would be eager to participate in
- Plan the activity and what you need
- Spread the word through social media or encourage your friends and family to support!
- Ask people to RSVP to know the size of the crowd
- Through a video conference platform like Zoom or Instagram/Facebook live, charge or encourage your audience to either pay a fixed entrance fee or just whatever they want to donate
- Have fun and teach them a skill; engage with your audience!

Social Media Takeover

Nowadays, almost everyone is on social media. So what better way is there but to expand your social media and attention? Social media takeovers can allow you to increase the amount of people who know about DreamCatchers, specifically your chapter!

How to execute:

- Make a list of companies, businesses, or organizations nearby you who have a large social media following and makes an impact in your community
- Reach out to them, asking if you could do a social media takeover, explaining who you are
- If they say yes, plan what you want to share
- Some ideas include photos of Dreams, stories, a live Q&A that can accept donations, videos introducing your chapter, etc. (basically anything about your chapter!)
- Make sure to include a place where donors can donate, could be www.dreamcatchers1.org/donate
- Thank the organization who let you use their social media!

Virtual Coffee/Tea Chat

Missing coffee shop talks? Host an online event to sip a cup of coffee, chat with your community, and share some great coffee and baked goods recipes.

How to execute:

- Create a form for your virtual coffee chat, complete with date and description
- Use single-level donation for your sales (but enable custom amounts in case your donors are generous)
- Customize your donation receipt with the online link for your event and a reminder of the date and time. Add cute recipes for baked goods or coffee
- Use social media! Spread the word to encourage people to join and remind them when it is
- Start the event on time and encourage everyone to share what they're drinking and eating, or any other conversation starters
- Follow up with social media posts and email blasts to donors showing them the screenshots of the online event. Include all recipes and coffee prep ideas that your donors shared.

Online Gaming Tournament

As the pandemic forces us to stay indoors, video games have increased in popularity, making it a great way to fundraise. With sites like Twitch, donors can play and donate at the same time to their favorite nonprofits!

How to execute:

- Sign up on Twitch or another gaming site
- Set a date and time for your "tournament" and set an entrance fee that donors must pay to play
- Spread the word through social media, encouraging people to use their skills to do some good in their community!
- Be on time for your event and be courteous to your players/donors.
- Urge people to donate throughout the event
- After the event, let people know how much was raised and thank them for their participation

GiveButter

An upgraded version of GoFundMe, GiveButter makes it easier to raise money and track how much each member raises. It encourages peer-to-peer fundraising and makes it a great option for chapters. Go ahead and check it out! There are a lot of cool features worth exploring and allows you to customize each member's description.

It also allows people to purchase tickets to events, so it could be a great platform for people to RSVP to your virtual fundraisers!

givebutter.com

a quick tutorial on how to sign up!

1. go on the link to sign up
2. click on nonprofit when prompted and type in your chapter name and DreamCatchers Foundation
3. You can either "Collect" or "Fundraise" or both! Set a goal for how much money you want to fundraise.
4. create a personalized description of your chapter and add your members so you can all start peer-to-peer fundraising
5. encourage your members to create their own bios and include why they enjoy being a part of DreamCatchers
6. share the link on your social media pages or your friends and family
7. use the page to create event tickets when you have a fundraiser event coming up
8. Check out their articles and other people's campaigns for clarification or inspiration!