

VIRTUAL FUNDRAISING GUIDE

In these difficult fundraising times, we are here to help you keep moving (even just a little bit) towards your target. We are encouraging everyone to move to virtual fundraising for the time being and we have extended your fundraising deadlines by two weeks.

We advise you to always follow the most up to date government advice, which can be found [here](#). This means that all fundraising must now be home or digital based.

The student team is here to help so please get in touch if you have concerns about the impact of coronavirus on your fundraising or how you can make up lost time with some smashing summer fundraising plans. Please email students@actionagainsthunger.org.uk to get in touch.

Our number one priority is to help you hit your target and make it onto the trip of a lifetime this summer in the safest, most fun and least stressful way possible.

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WHY YOUR SUPPORT IS MORE IMPORTANT THAN EVER

The world is facing an unprecedented health crisis, and many of us will face extraordinary circumstances in the coming weeks and months as we strive to protect our own health and the health of our loved ones. As a nation, we are already supporting one another, taking care of those in our community who are vulnerable, despite our own needs.

The full force of Covid-19 has not yet arrived in developing countries. When it does, the consequences could be catastrophic because of lack of access to clean water, poorly equipped health centres and widespread food insecurity. It is the perfect breeding ground for a humanitarian catastrophe.

This is why we must act now.

Action Against Hunger is already on the ground, providing vulnerable communities with medical infrastructure and life-saving care in almost 50 countries around the world. We're well placed to help vulnerable communities fight this disease, but we cannot do it alone.

To overcome this global crisis, it is vital we respond together. Not as people in the UK supporting the most vulnerable, but as a global community responding to a shared, global threat.

Your support is vital in allowing us to continue our life-saving work and to prepare communities for the challenging road ahead.

VIRTUAL COLLECTIONS

Whilst all collections are cancelled until further notice, we are encouraging people to host a virtual collection. Put on your fancy dress, grab your bucket and post on your social media with your Everyday Hero page link. Try to get friends and family involved and make it as engaging as possible, if you can share a video of you pretending to collect in your home then even better!

SHARING YOUR EVERYDAY HERO PAGE

We're sure you've been doing this throughout the year but make sure you continue to do so. This is your chance to contact those people who said they would donate but haven't done yet. Make sure to thank everyone who donates, if you do this publicly (by tagging them in a Facebook post) this encourages even more people to donate! Please do be aware that people may be more conscious of how they use their money in this time so it's worth including a note in any of your posts and messages that you understand not everyone may be able to donate at this time, sensitivity is key.

ONLINE COMPETITIONS

Fundraisers such as sweepstakes, raffles and competitions can be organised from the comfort of your own home. Why not run a virtual guess the number of sweets in the jar? Or a grid raffle? Create a grid with 100 numbered squares, people then pay a set amount (around £3-£5) to choose a number and once all of the squares are gone you randomly draw a number and that person wins a share of the takings as their prize (usually between 25-50%).

VIRTUAL EVENTS

If you're unable to run an event in person you could try running it virtually. Tools such as Facebook live mean you can livestream into Facebook events and to your newsfeed. It may not be suitable for all events and extra preparation may be required but it is a novel way to keep your events running. Apps like Kahoot are good for running quizzes virtually and getting people engaged.

BUY & SELL

Why not take the time to have a spring clean? You could organise a blind book sale, all you need is some old books and wrapping paper and charge people £5 per book. You could sell some old items on eBay, or if you have a talent for arts and crafts you could

create a product to sell such as hanging flower baskets, cards or other gifts and trinkets.

GAMING TOURNAMENT

If you and your friends are into video games then why not host an online tournament. Charge a fee to enter and the winner takes home a share of the takings. You could repeat this a number of times!

ODD JOBS

If your family, neighbours or friends are feeling well and need any odd jobs doing such as cleaning, dog walking or babysitting then you could do this for a donation to your fundraising.

PERSONAL CHALLENGE

Can't stop eating chocolate? Are fizzy drinks a staple in your diet? Why not give something up or take up a new habit and ask people for donations to help you through your struggles. Make sure to share it over social media!

FITNESS CHALLENGE

Why not take on a fitness challenge? Ensure it complies with government guidance, but ideas include running a certain number of miles a month, running up and down your stairs or doing a gruelling home work out everyday. Make sure to talk about it on your social media and use your Everyday Hero page to log your activity through Strava.

TUTORING

If you've got a specialist subject then you could offer your knowledge in the form of a tutoring service. This could be done in person, over the phone or by video call. We'd recommend between £20-£30 per hour.

USEFUL RESOURCES

There are lots of useful resources out there to help you move your fundraising virtually.

- [Kahoot](#) – For organising quizzes remotely
- [Zoom](#) – For organising group calls for up to 100 people for up to 40 minutes
- [Whereby](#) – For organising group calls for up to 4 people with no time limitation
- [Strava](#) – For tracking sporting activities



- [Ebay](#) – For selling old item online, an alternative to car boot sales
- [Depop](#) – For selling old clothes
- [No Hunger Forum](#) – Lots of fundraising ideas and resources