VIRTUAL FUNDRAISING GUIDE

Are you working towards a fundraising target already for Action Against Hunger? Or did you have fundraising ideas which are now limited by the pandemic? In these difficult times, we are here to help you keep moving (even just a little bit) towards your fundraising goal!

We advise you to always follow the most up to date government advice, which might mean that all fundraising must now be home or digital based.

Our fundraising team is here to help so please get in touch if you have concerns about the impact of coronavirus on your fundraising or need some new ideas! Please email us on publicfundraising@actionagainsthunger.org.uk.

CONTENTS – click on the hyperlinks in this list for easy navigation through the guide!

- Why Action Against Hunger needs your support
- Virtual collections
- Sharing your online donations page
- Online competitions
- Virtual events
- Buy & sell
- Gaming
- Odd jobs
- Personal challenges
- Fitness challenges
- Useful resources

WHY YOUR SUPPORT IS MORE IMPORTANT THAN EVER

The world is facing an unprecedented crisis, and many of us are still facing extraordinary circumstances 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.

But the full impact of COVID-19 is still developing in the countries where Action Against Hunger works. As this happens, the consequences are increasingly catastrophic because of a lack of access to clean water, poorly equipped health centres and widespread food insecurity – especially for those communities living in unsanitary conditions or refugee camps, where social distancing is impossible.

This is the perfect breeding ground for a humanitarian catastrophe. **This is why we must act now.**

Our humanitarian teams have been on the ground since (and long before) the start of the pandemic, providing the world's most vulnerable communities with medical infrastructure and lifesaving care in almost 50 countries.

You can read more about this response here: https://www.actionagainsthunger.org.uk/our-impact/stories

Action Against Hunger is well-placed to help these communities fight the devastating impacts of hunger, conflict, poverty and now this disease - but we cannot do it alone. To overcome this global crisis, it is vital we respond together. Not just as a united community here in the UK, 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. Thank you.

VIRTUAL COLLECTIONS

Whilst street bucket collections might not be possible for some time, we encourage you to host a virtual collection. Put on your fancy dress, grab your bucket and post on your social media with your online fundraising 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 ONLINE DONATIONS PAGE

Most online donation platforms e.g. Just Giving and Virgin Money Giving have great interactive features like blogging tools and integration with social media and fitness apps. Make the most of these to boost engagement online and tell a compelling story to your audience!

Some figures you can use to show donors the impact they can have:
- Just **£25** could fund an emergency kitchen kit for a family of 5 people
- Just **£42** could save the life of a severely malnourished child through a course of ready-to-use therapeutic foods
- Just **£110** could provide chlorine tablets to ensure safe drinking water for 833 people for 20 days during an crisis.

Do be sensitive to the fact that people may be more conscious of how they use their money in this time so don't pressurise anyone to donate!

Instead, you can find creative ways to share your page that isn't just asking for money every time e.g. by updating about your fundraising activities or a story about Action Against Hunger's work. And be sure to thank everyone who donates - if you do this publicly (i.e. tagging them in Facebook posts) it will boost your page on other people's newsfeeds and encourage them to donate!

ONLINE COMPETITIONS

Fundraisers such as sweepstakes, raffles and competitions can be organised from the comfort of your own home. Why not try your own version of the traditional 'guess the number of sweets in the jar' game? Or a sweepstake on the latest TV competition or sports tournament?

Or a grid raffle! Create a grid with numbered squares, which people pay a donation to choose from. Once all squares are gone you randomly draw a number and that person wins a share of the takings.

You can repeat sweepstakes or raffles multiple times with different groups to boost fundraising, but do check if you need a licence and visit the Gambling Commission website for other regulations.

VIRTUAL EVENTS

If you can't run your event in person, you might be able to do it virtually! One option is Facebook Live, which allows you to livestream into Facebook events and to your newsfeed. Extra preparation will likely be required, but get creative with virtual apps for quizzes, Pictionary, bingo or an auction!

BUY & SELL

Jump on the lockdown bandwagon and use the time at home to clear out things you don't need!

From this, you could sell unwanted items on eBay or organise a blind book sale - all you need is some old books and wrapping paper and charge people £5 per book. Or if you have a talent for arts

& crafts, you could create a home-made product to sell such as hanging flower baskets, cards or other gifts and trinkets.

GAMING

If you and your friends are into video games then you could host an online tournament. Charge a fee to enter and the winner takes home a share of the takings, with the remainder going towards your fundraising.

Alternatively, consider taking on a sponsored gaming marathon and stream yourself on your Just Giving page using Twitch which integrates donations into your live stream!

ODD JOBS

If it's safe to do so, why not offer to help out family, neighbours or friends with odd jobs such as cleaning, dog walking, cooking or babysitting, and ask for a donation to your fundraising in return?

Around Christmas you could even be a 'Festive Elf' and help busy neighbours to get ready for the holidays by decorating and cleaning the house, or even wrapping presents!

PERSONAL CHALLENGES

Can't stop eating chocolate? Addicted to coffee during lockdown? You might like to give something up (or take up a new habit!) and ask for donations to help you through the challenge. Make sure to share it over social media along with information about the charity and what has motivated you.

FITNESS CHALLENGES

Why not take on a fitness challenge? Get inspired with plenty of ideas such as running a certain number of miles per month, climbing up and down your stairs or doing a gruelling home work out every day. Make sure to talk about it on your social media and use your online page to log your activity through Strava or another fitness app.

Please always ensure any activity complies with government guidance on social distancing.

USEFUL RESOURCES

There are lots of useful tools out there to help you make your fundraising virtual:

- Just Giving or Virgin Money Giving – for your own personal online donation page
- Kahoot – for organising quizzes remotely
- Zoom – for organising group calls for up to 100 people for up to 40 minutes
- Whereby or Google Meet – for organising group calls without time limitation
- Strava – for tracking sporting or fitness activities
- eBay – for selling unwanted items online, a virtual alternative to car boot sales
- Depop – for selling old clothes
- Raffall – for hosting online raffles
- Sweepstake Generator – for (you guessed it!) creating easy online sweepstakes