

Organising your own virtual fundraiser

Christian Aid Week

Christian Aid Week is moving online! We are building a vibrant, virtual Christian Aid Week so you can still take part with your community. We'd love you to join in and show love for our neighbours near and far, as a global family.

Using the technology we have available in our homes and on our phones, here are our top tips for organising your own virtual fundraiser without leaving your home.

Decide what you'd like to do

We have some brilliant new ways for you to get involved and celebrate Christian Aid Week with us, including a quiz and a daily worship live stream during the week itself. You can also pick and choose from our new resources, like our guide to running your own virtual quiz, or our newly-adapted order of service, sermons and prayers.

Here are a few more fundraising ideas:

- a cook-a-long session
- a craft-making activity
- an art competition
- a virtual hymn-a-thon or sing-a-long
- a sponsored silence
- an auction of skills or experiences
- a karaoke contest
- sponsored indoor games
- baby photos contest
- get sponsored for a personal challenge.



Florence and her neighbour, Michael Junior, are planting trees in their village in Kenya.

Depending on what you choose, you could have a prize available for winners.

A yellow ribbon with a purple border and a purple bow, containing the text "1st Place" in a bold, red font.

1st
Place



Set up your fundraising event

You can very easily set up a fundraiser to collect donations for Christian Aid Week on Facebook. You can then share this with your friends and track your fundraising. Simply select 'Create' on the top bar then select 'Fundraiser', choosing Christian Aid as the charity you want to support. Alternatively you can set up your own fundraising page at justgiving.com/campaign/CAWeek2020 and share this with your contacts.

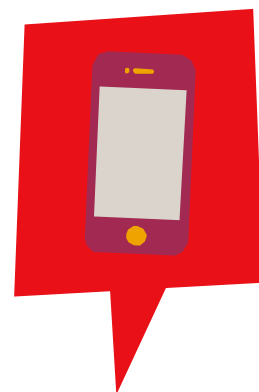


If a number of you are interested in holding events for your church or Christian Aid group you can set a team page on Justgiving and link your activities together. Please email caw@christian-aid for instructions on how to do this.

giftaid it Don't forget to encourage your donors to Gift Aid. If you're a UK taxpayer you can boost your donation by 25% at no extra cost.

Set a fundraising goal

Set a realistic fundraising goal but give yourself something to aim for. As you get closer to the time of your event or fundraiser, you can update people on your progress against your target to build momentum.



Take advantage of the tools available

You can speak directly to your audience on a live video using Facebook or YouTube. This is also a great way to give people updates on your progress or share instructions on how to join in. Zoom is a brilliant tool if you want to meet people online with video. This can be useful if your fundraiser involves collaborating with others, for example if you're doing a sing-a-long or craft session.

You can sign up for free at zoom.us/signup and use your fundraising page to share the meeting link. Please follow these basic steps to stay safe online. Remember that anyone with the link can join the meeting so ensure that only you can screen share and make use of the waiting room feature to help you control who enters the meeting. For more tips on staying safe on Zoom please read the following advice: <https://blog.zoom.us/wordpress/2020/03/20/keep-uninvited-guests-out-of-your-zoom-event/>

Make it personal

Add a personal touch to your fundraising communications. Tell your supporters what has inspired you to fundraise and let them know a bit about Christian Aid. If you're doing something unique or interesting, tell people to publicise your event and make it stand out. Add any photos or images to draw people in and make a connection.

Publicise it

Send messages out to your friends and family who are active on social media (Facebook, Twitter, Instagram etc). Get them to share your fundraiser with their own networks and widen your reach.

Use email communication or call up any friends and family not online or who might respond better to a more private request.

Use your Facebook fundraiser or your JustGiving page to update your supporters regularly on your progress and encourage people to donate.

Tell the world about your fundraiser! Use your own Facebook, Twitter, or Instagram account to spread the word. You can also add your virtual event to our [website event list](#). Don't forget to tag Christian Aid in all your posts and use **#CAWeek** so we can share and retweet!

- **Facebook:** @christianaid
- **Twitter:** @christian_aid
- **Instagram:** @christianaiduk

Complete and send out a press release using our template at caweek.org/virtualresources Your local media – newspapers, radio, TV, church and community publications – are always looking for interesting stories to cover, and especially good news stories at the moment. They rely on people like you telling them what is going on in the community.

Use our resources to help you

We will keep adding resources to help you make the most of your event at caweek.org/virtualresources so check back often.

Thank your supporters

Pass on your appreciation and tell your supporters how important their gifts are. Let them know that their contribution will help families facing poverty and injustice around the world.

Let us know how it goes

Don't forget to tell us how your virtual fundraiser went. We want to hear all about it, so we can say thank you and be inspired by your wonderful virtual fundraising ideas!

The logo for Christian Aid, featuring the words "christian aid" in a stylized, lowercase font. "christian" is in a smaller, red font above "aid", which is in a larger, bold, red font. The text is set against a white background that is part of a red arrow-like shape pointing to the right.