Get creative this Christian Aid Week with an online fundraising event. Read on for tips and advice to create your own vibrant and virtual celebration 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 ways for you to get involved and celebrate Christian Aid Week with us. Sign up for Quiztian Aid, our fun filled quiz event, at [caweek.org/quiztianaid](http://caweek.org/quiztianaid) and our 300,000 steps in May challenge at [caweek.org/steps](http://caweek.org/steps)

You can also pick and choose from resources including new quiz questions, a helpful guide to running your quiz event, and a suite of worship resources including videos, prayer sheets and more.

**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.

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

Florence and her neighbour, Michael Junior, are planting trees in their village in Kenya now that they have access to a dam.
Set up your fundraising event

You can easily set up an online fundraising page to collect donations for Christian Aid on JustGiving or with TapSimple.

Both options allow you to customise your unique page and share it easily with family and friends. You can share your page via email or social media using a QR code or short link – choose what works best for you.

JustGiving
Set up your own unique fundraising page at justgiving.com/campaign/caw2021 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 up a team page on JustGiving and link your activities together. You will find a guide to using JustGiving at caweek.org/resources

TapSimple
Through TapSimple, you have access to three different cashless giving options. You can choose a contactless chip and pin device, set up your own customised fundraising page to collect donations, or use the inbuilt virtual events platform (which allows you to set ticket prices and volumes and go live to your audience through integrated video conferencing). You can sign up for TapSimple at caid.org.uk/cashless

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

We are blessed with so many new and exciting ways to fundraise and host events. Choose the platform and method that you feel most comfortable with or suits your event best.

Using the TapSimple events platform, you can speak directly to your audience on a live video and collect donations in one place. It’s great for quiz events, concerts or leading a craft event, for example. Similarly you can use Zoom, Facebook Live or YouTube to present to an audience and use JustGiving to collect donations.

Whichever platform you choose, keeping your fundraising page updated with your progress or news of your event will keep people engaged and encourage donations.

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 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 TapSimple or 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 promotional toolkit at [caween.org/resources](http://caween.org/resources) 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 [caween.org/resources](http://caween.org/resources) 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

If you need further support get in touch at hello@christian-aid.org or visit our website. 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!