

VIRTUAL FUNDRAISING EVENTS

IDEA STARTERS

COMMUNITY



Teach A Class

Host a virtual class teaching whatever you do best, whether it's cooking, yoga, pottery, origami, painting, sewing or drink mixology. Charge admission, use an online platform to meet weekly and consider inviting a local celebrity or professional as a guest speaker.



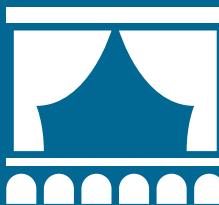
Fitness Challenge

There are plenty of socially-distant activities to stay active and connect with others online. Start a stationary bike, yoga, or circuit challenge, set a fee, meet online for motivation, and use apps like Strava or MyFitnessPal to track your progress.



Start a Club

Start a weekly book, film, cheese or wine club and tap into your networks shared interests. Charge a membership fee and meet weekly on an online platform. Research existing wine/cheese/meat clubs that send you a curated box of products each month to sample. Consider inviting an expert guest - like a Sommelier, local author or filmmaker to join the discussion.



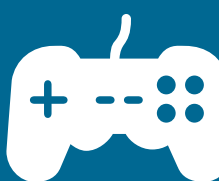
Share Your Talents

Whether you're a motivational speaker, comedian, singer, actor or gymnast share your talent with the community! Charge a ticket fee, use online platforms like Facebook Live or Zoom and organize a live online performance. Promote your event via social media, email and the local newspaper or radio to create some buzz.



Virtual Garage Sale

You likely know a few neighbors and friends that would love to turn their clutter into someone else's treasure. Host an online garage sale where a % of sales is a donation. Use platforms like Facebook Marketplace or Kijiji Classifieds to sell your gently-used goods. Promote on your social channels and through word of mouth!



Tournaments & Gaming

Tap into the competitive nature of your networks and host an online games night of trivia or bingo, fantasy sports league or a card, golf or board game tournament. Research existing tournament apps, and gaming apps like Jackbox or Twitch and collaborate with local businesses for prizes.

BUSINESS



Point of Sale

Consider adding a point of sale donation option for your customers during their online checkout. Prompt your clientele to add a small donation of \$2, \$5, or \$10 to their purchase at checkout to support their local community hospital.



Go Gift-less

As a staff engagement opportunity, rally your staff to go "gift-less" for their 2021 celebrations. Instead of receiving gifts for birthdays and anniversaries, everyone asks their friends and family to donate in lieu of a gift. Pool all your donations together and at the end of the year make a donation to SMHF and celebrate your accomplishment as a team!



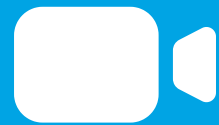
Match It!

Be an employer that encourages charitable giving and go one step further and match your employees donations to Stevenson Memorial Hospital. Double the impact of your employees gifts and receive a charitable tax receipt. 84% of donors are more likely to donate if their gifts are eligible to be matched,



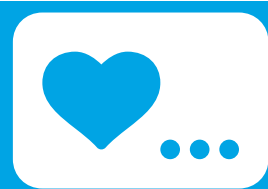
Percentage of Sale

Charitable activities enhance customer loyalty. Consumers are more likely to purchase from brands who support causes they care about. Pick a specific product and advertise that \$2 of every sale supports our local hospital or launch a month-long campaign and donate a percentage of gross monthly sales.



Behind the Scenes Tour

Does your company have an interesting facility, factory or head office that people are itching to see where the magic happens? People are fascinated by the unknown, so organize a VIP virtual tour and show them the behind the scenes of your ice cream shop, car manufacturing plant or clothing store and showcase your products and services. Charge admission and have an expert guest speaker!



Incentives

Loyalty card programs play a significant role in customer retention. Sweeten the pot of your loyalty program, and offer to donate a percentage of your loyalty members' monthly spending to our local hospital - everyone wins!

TO HELP PLAN YOUR COMMUNITY FUNDRAISING EVENT CONTACT

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