

Online Fundraising Toolkit

Ideas for virtual fundraising

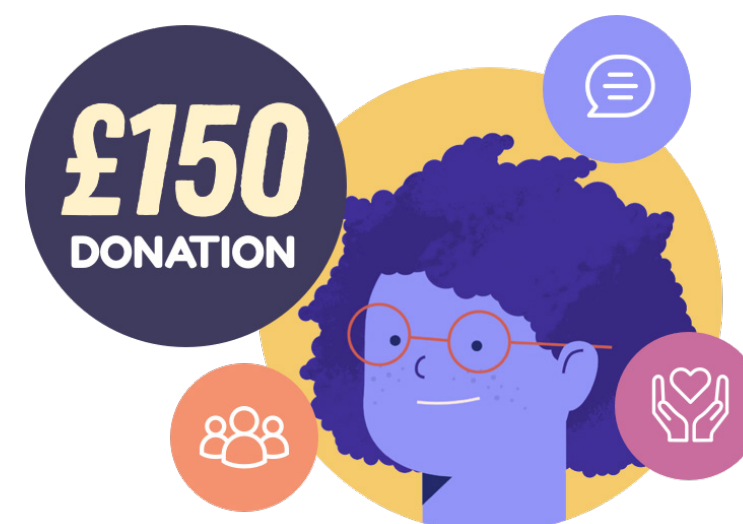
Since lockdown began we've have all been introduced to a plethora of events that can be enjoyed from the comfort of your home on various platforms.

If you're interested in raising some money for Changes Bristol but feel a bit lost, here's a handy toolkit for ideas on how to fundraise and some top tech tips.

How your funds make an impact



£40 will pay for someone to attend an Online Support Meeting for a whole month



£150 will pay for a volunteer to be trained as a Peer Support Facilitator



We'd love to hear from you
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Stay Active



Virtual Race

What does this mean? Whether you've already completed an abundance of sponsored challenges or you only just got off the couch, you can break a sweat for us. Fundraising in this way also helps encourage others to stay active too, so it's a double service!

You could set up an active challenge individually, or ask others to join you virtually, taking part at the time and place that suits each of you best. Using an app like Strava can track your distance and time while also connecting to your Just Giving page.

Our supporters have held some incredible active fundraisers since lockdown began, including Wellbeing Walks with Walker. Fundraiser Rob Walker walked laps around his 9x5m garden in Bristol for 5 days to clock 100 miles, raising over £2,000 for Changes Bristol. over £2,000 for Changes Bristol.

Online class or workshop

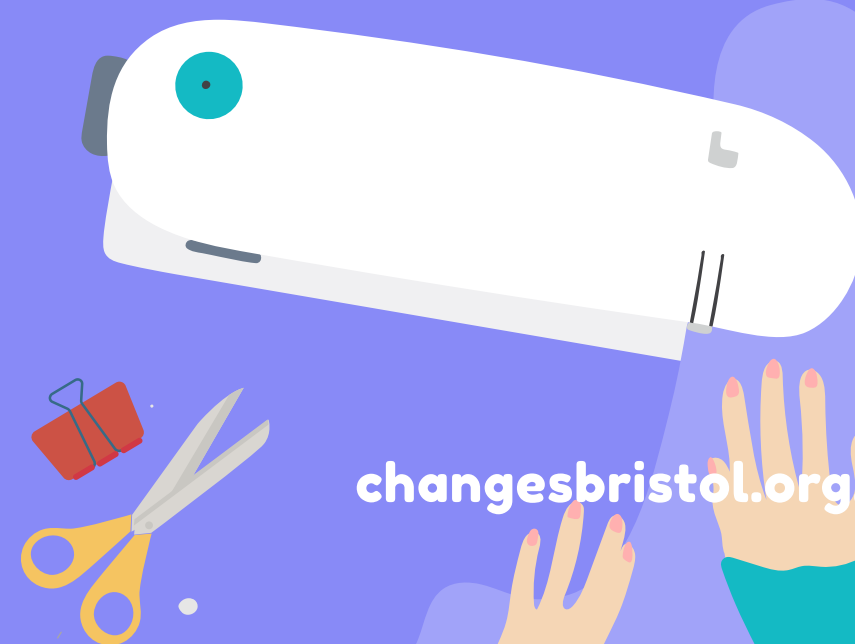
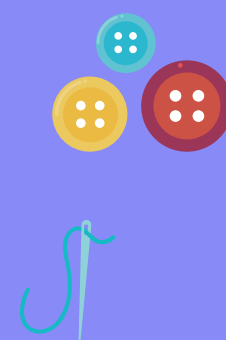
Are you a dab hand at craft making? A personal trainer? Or see yourself as the next Jamie Oliver?

Why not teach an online tutorial? You'll find that there's a lot of people who share the same passion as you or simply love trying out something new!

You could use an online conferencing platform like Zoom or try Facebook or Instagram live and connect to a donations page.



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Take back your Friday Nights



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Online Pub Quiz

Bring that cracking pub atmosphere to your living room with a virtual quiz! Gather your friends together using platforms like Zoom or Houseparty and think about a theme - this could be something which combines what you have in common (eg. 80's theme for 80's babies).

Raise money by setting up an entrance fee through Just Giving and add an option for people to donate more to offset what they would have spent on drinks and snacks.

Online Gig

Open mic nights are a great way to have a jam session, bring together performers and introduce people to new music. If fancy trying out the life of a promoter, why not set up an online gig - with one or a selection of artists.

Set up a live stream for the event or hold the concert on Zoom with breakout spaces for an artist greenroom.

Live Stream Challenge

Are you a gamer? Podcast host? Budding DJ? Set up a live stream challenge where you can play for a set time with viewers dropping in. You can engage with your audience, take requests and thank everyone in real time.

Use platforms like Twitch or YouTube and connect to a donations page through the event.

Learn Something



Virtual Movie or Book Club

Return to your favourite weekly club to discuss a chosen film or book. This could be themed around mental health, some ideas include Matt Haig's *Reasons to Stay Alive*, *Silver Linings Playbook* and Nathan Filer's *This Book Will Change Your Mind About Mental Health*.

Join together in a chat room if you want to debate whilst watching the film, or set up an evening to discuss after watching / reading on Skype, Zoom or Google Hangout. Club members can donate the amount that they would have spent on snacks and drinks and books can be sold on with the cost added to donations.

Webinar or talk

Are you an expert in your field or know someone who is? Share the knowledge with an online talk. This could be based around a personal passion or you could contact like-minded organisations who may want to discuss a pressing issue. A talk which supports mental health and mindfulness would connect well with your cause.

Using a conferencing platform like Zoom or GoToMeeting will allow you to manage which participants will be viewed and able to speak.

Have a set amount to charge or simply ask participants to pay what they think it's worth.



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Fundraising with the office



Virtual happy hour or work social

Working from home can be tricky. Without any water-cooler moments, there's less downtime with colleagues. This can be rectified with a work social, which could be very simple with drinks and a catch up or spice it up by introducing games, a beer tasting or a small quiz.

Set up a social online by connecting everyone using Zoom or Houseparty and use a Just Giving page for your colleagues to give what they would have spent on drinks.

You could also ask your organisation if they would match donations, encouraging people to give more and doubling what you make!

Conference Call Costume Competition

With most offices working from home, it can be difficult to keep up momentum and morale. With offices dependent on using online conferencing tools such as Zoom, GoToMeeting and Microsoft teams for their meetings, why not create a fun icebreaker!

Change the routine by setting up a costume competition or dress down Friday with bonus points for the funniest or most creative.

Set up a fundraising page and get all of your departments involved!



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Peddle your Wares



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Declutter

Many people found that they needed a clear out and improve the feng shui of their homes during lockdown. However, your junk could now be someone else's treasure, so set up an online bootsale and see what items you can sell on, with proceeds transferred to a donation page.

There are a number of selling platforms online such as Ebay, Depop and Facebook Marketplace.

Donate an item

Perhaps you manage a business already and would like to partner with Changes Bristol. Show support in donating a price percentage of a customer's final bill or dedicate an item with proceeds donated at the end of a set timeframe.

Connect your donation plan with a date of national awareness such as Mental Health Awareness Week or National Suicide Prevention Week to create traction and a trending campaign.

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Stretched for time



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Birthday fundraiser

The show must go on! Setting up a birthday fundraiser is a great way to reach out to friends or family, with a donation that could just be the cost of the drink they would have bought you. You could even go one step further and hold a virtual birthday party, inviting your nearest and dearest and thank them for their donations.

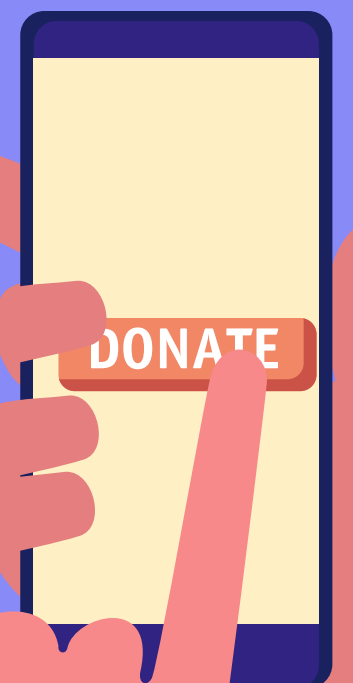
You could include a personal note on why it's important for you to support Changes Bristol and a message on what a donation would mean to you.

Birthday fundraisers are easy to set up on Facebook and available on other social media platforms.

Donate while shopping

You can give back while enjoying some retail therapy! Changes Bristol are linked with donation partners Percent and Smile. Amazon, all you need to do is choose us as your partner charity and shop til you drop. This is ongoing with both organisations donating a percentage of the bill to us.

Spread the word and get your friends and family involved so that they can also benefit a good cause without putting in any leg work.



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Our office is open on a part-time basis, so if there is nobody available to take your call, please leave a message and we'll get back to you as soon as we can.

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£500

would pay for one person to be fully supported by our mental health service for a whole year

