

Alternatives to Live-Fundraising Events Resource List

KEY

Articles or Tool	
Example	
Webinar or Videos	

<p>Ministry Sync This program offers alternatives to shift live events to virtual events. Start explainer video at 15 minutes in through 55 minutes. *Notes for the Ministry Sync Video **Ministry Sync services at a discounted rate exclusively for MI ministries.</p>	
<p>Switchboard Works with the Zoom video conferencing platform and Switchboard Cloud to create a multi-streaming tool that allows you to live-stream across multiple online channels simultaneously from a single video input.</p>	
<p>Four Reasons to Do Any Event An excerpt from Mission Increase's soon-to-be released manual for fundraising dinners. Consider how you can incorporate some or all of these four reasons when creating an alternative event.</p>	
<p>Telethon A step-by-step plan adapted from a ministry (that works with our West Michigan office) for using a telethon in place of a live-fundraising event.</p>	
<p>Online Gala Seattle based nonprofit, Upaya, shifted their gala online. Rather than doing their online gala only on the night of the event, they opted for a four-day campaign, coupled with videos from all the speakers planned for the live event. Additionally, through peer-to-peer fundraising pages (called "tables"), table hosts are able to share their story of connection and the ability to give with their table guest (and beyond). Stories from staff leadership and from the people they serve are presented via video.</p>	
	
<p>Soapbox Engage Blog Virtual alternative ideas to a live event, including small group discussions, peer-to-peer fundraising campaigns, TED Talk style presentations with dinner speakers.</p>	
<p>Cancer Research Institute Keep your community engaged with these ten virtual fundraising ideas to make a difference from your own home. Including a virtual race, cooking classes, costume contest, movie night or birthday party.</p>	
<p>Fired Up Fundraising Encouraging article with ideas of how to navigate canceling an event because of Coronavirus.</p>	