

















Alternatives to Physical-Fundraising Events

This resource list contains examples, tools, and ideas for pivoting to a virtual fundraising event.

Key

Articles or Tool	
Example	
Webinar or Videos	

<p>Pivoting to Virtual Events Webinar Mission Increase discusses with Miracle Hills Ministries their pivot to virtual events in times of uncertainty. They share tips, as well as mistakes to avoid, when hosting your virtual fundraising event.</p>	
<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>JDRF Promise Gala An example of communication sent out to virtual event attendees for what to expect and how to engage.</p>	
<p>Association for a More Just Society An example of a virtual family-friendly way to build community around your cause. Included in this example of how AJS utilized social media to coordinate and communicate about their event.</p>	
<p>Living Stones Academy: Stones of Hope Virtual Gala A Michigan based Christian school held their annual fundraiser virtually. With a goal of raising \$57,000 their champions generously surpassed this goal by bringing in over \$72,000! View their virtual event with the link to the right. Included below the video is a timeline with key happenings in the event so that guests could re watch or choose to watch specific sections. Also included to the right is an example post-event email sent shortly after the event. See this example post-event email, as well as an interview with the event hosts discussing what they learned through the process, along with this tip sheet.</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>Virtual Gala Timeline Example BirthCenter, a ministry that works with MI Inland Valleys provided their week-long virtual event schedule as an example of an option for how to structure an online event.</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>	