

Virtual Fundraising



Bright Ideas

*Ideas for online and virtual campaign fundraisers and special events
to make your campaign **great!***

Physical Activities:

- **Virtual workout Fundraiser:** Host a virtual workout for your colleagues either teaching it yourself or suggesting everyone pulls up the same video on YouTube.
 - E.g. Have everyone participate in a "Yoga with Kayla" video while logged into Zoom. Then donate the \$5 you would have spent on a drop-in class.
- **A physical challenge:** For every \$10 raised, have team members commit to climbing flights of stairs, doing a set number of push-ups, planks, or some other physical feat.

Food and Nutrition Activities:

- **Virtual Cooking Lessons Fundraiser:** Have a local chef share cooking lessons and teach how to make a few dishes. People can pay to register for the event and/or have raffles during the event.
- **Digital Cookbook:** Ask people to contribute a favourite family recipe and ask for donations (e.g. \$5) to access to the full digital cookbook.
- **Food packages fundraiser:** Partner with a local business to sell food boxes, such as a meat box from a local butcher shop or a vegetable box from a local market. Sell the packs with a markup of 10 percent (or other percentage).

Fun and Funny ideas:

- **Isolation beard/hair fundraiser:** Host a "hair or beard" challenge, with a fee to get into the challenge (e.g. \$10) and a penalty if participants tap (shave/cut) before the end (e.g. \$100).
- **Haircut Fundraiser:** Try a home haircut and donate what you would have spent going to the barber or salon. Even better have your colleagues join you virtually and laugh together as you shave your heads or try a new style.



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- **A “Dare” Fundraiser:** For every specific amount raised, someone commits to doing something that friend dares them to do. Get management involved to motivate staff.
- **A new type of Casual/Jeans Day:** Instead of jeans day, donate to wear your pyjamas while you work from home, or host a “fancy” virtual staff meeting where everyone dresses in their fanciest clothes. Or try a jersey day and everyone wears a jersey for the sport they’re missing the most.
- **Virtual scavenger hunt:** Make a list of things to find from around the house or that you'd find on a walk around the block. Your entry fee is a donation and perhaps offer a prize for whoever submits photo evidence of having located all the objects first.
- **Trivia Night:** Host a virtual trivia night. Pick a theme, set the time and have everyone join you via Zoom/Microsoft teams etc. for some fun.
- **Jeopardy Game:** Host and play a Jeopardy-style game using JeopardyLabs (jeopardylabs.com have tons of great templates already built). Ask for entry fees and raffle prizes

Entertainment, Art, and Culture ideas:

- **Netflix/ Movie Watch party:** Host and invite your friends to watch the latest shows or a movie. Everyone donates what they would have spent going to the theatre and you all enjoy chatting about your favourite scenes/characters, etc. Share snack/beverage pairing ideas for each episode etc.
- **Local Musician Fundraiser:** Host an online performance with a “tip jar” for donations.
- **A read-a-thon or book-a-thon:** Invite friends and family to sponsor participants to achieve a page, book or time goal.
- **Paint Night Online (pay what you can):** Host a virtual paint night with participants following the same instruction video on YouTube or ask a volunteer to lead the group.
- **Online Gaming Tournament Fundraiser:** Lead an all-day or evening game challenge for charity. Collect pledges, and play a video game or board game for “X” hours straight.

Other ideas:

- **Online Auction - Individual or Collective:** In conjunction with United Way and/or partners, gather items for a giant online auction. Keep the auction open to all so more people can bid. Since you are buying a product, you can accept e-transfers – and this also does not require a lottery license.
- **“Donate what you save” (commute, coffee, parking, etc.):** Where a lot of people are working from home, invite them to donate the amount they would ordinarily pay for parking or commuting.



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- **Virtual Raffle Fundraiser:** Gather items from local businesses and use online platform to perform raffle.
- **Zoom Bingo:** Host bingo with either cash or donated prizes and scaled entry fees.
- **Virtual 50/50:** Make sure to follow the province guidelines (see below) for online raffles & 50/50 and have your lottery license secured before you launch!
- **A “Tupperware” Type Fundraiser:** Where you receive a percentage of the orders. Find your local representative and connect with them to organize an event.
- **Coupon Book & Peeler / Gift Card Basket fundraisers:** Support local businesses/restaurants by partnering to sell tickets on packages of gift cards. The winner can use to order food by delivery. Try selling peeler cards or coupon books, collecting a percentage of the amount sold.

IMPORTANT - Notes from the Public Safety Gaming, Liquor and Security Licensing office:

Online/virtual raffles, e-transfers, and licensing

Recently, **the use of electronic transfers as payment for lottery tickets has been approved.** When accepting e-transfers, funds must be sent to one email address that belongs to the organization and the funds must be deposited into a bank account also in the organization’s name (cannot be a personal bank account for auditing purposes). Also, the organization must ensure that the ticket purchaser is a resident of New Brunswick by obtaining their address and mailing out a physical ticket.

In addition to the authorization of e-transfers as a payment method, organization are permitted to live stream any draw they wish so that ticket purchasers do not have to gather in crowds. **The draw still must be done manually as automatic on-line gaming is still not permitted in the province.**

We review all the applications and if any organization wishes to have an online component it should be noted along with the completed form. Should you or any of your campaign partners have any further questions, please feel free to contact my direct line, Nicole Spidell, at (506) 453-2623 or by email at: Nicole.Spidell@gnb.ca