**Step 1: Your Philanthropy Events & COVID-19**

With some campuses closing or banning large gatherings due to Covid-19, one of the unfortunate negative impacts it has is on philanthropic fundraising. The impact that Greek life philanthropy events have on their communities is astronomical. Each year, chapters like yours, run philanthropy events that result in tens of millions of dollars being raised for incredible causes and people that truly need and rely on those funds. Safety is paramount, but it’s also important to remind ourselves why these events are run in the first place - to help those in need and less fortunate, those who are especially vulnerable during times like these.

For this reason, we’ve come up with a few online fundraising ideas for your chapter so you can continue supporting your incredible causes, even if you cannot host a physical event:

* **Host a Live Stream:** If you can’t have people come to you, you can take the event to them. There are a ton of live-stream-type fundraisers that can be hosted such as a livestream workout, cooking class, video game stream, virtual paint night, and more.

·        **Personal Page Competition:** A personal page is your own fundraising page within the general fundraiser. Our greatest tip is to have everybody in your chapter create a personal page and share it with at least 5 people not from campus, including family and friends. We’ve seen one fundraiser increase the amount they raised from $8,000 to $40,000 simply by following this tip.

o   **Example of a chapter campaign:** <https://theta.crowdchange.co/7382>

·       **Giving Tuesday:** A popular online campaign hosted by charities around the world, the concept of Giving Tuesday is quite simple – select a Tuesday and begin fundraising. They key to success for a Giving Tuesday lies in outreach. If your chapter has hosted a fundraiser on CrowdChange in the past, download the previous reports and send a mass email blast to all previous donors. Additionally, make sure everyone in your chapter creates their own personal fundraising pages and shares it with their network of people as well.

o   **Sample Link:**<https://pikefoundation.crowdchange.co/11443>

·        **Chapter Challenge:** Chapters have been incredibly successful whenrunning a chapter challenge competition on CrowdChange. This means, every chapter on campus can have their own team fundraising page and raise money through this page. Team pages are ordered in a leaderboard format to spark friendly competition. Optional: Offer a prize to the chapter who raises the most.

o   **Sample Link:** [**https://greeklife.crowdchange.dev/5822**](https://greeklife.crowdchange.dev/5822)

·        **Jail & Bail -** Have everyone in your chapter share an embarrassing picture or post about themselves on the social media platform of their choice. Set bail at a certain fundraising goal amount. Once the amount is reached, they can delete the picture/message off of social media.

·        **Pledge Class Competition:** A pledge class competition is an exciting way to challenge your chapter to raise more. You can create a team fundraising page for each pledge class and then chapter members can fundraise through their own pledge class team page. These team pages, again, would be ordered in a leaderboard format to spark friendly competition.

o   **Sample Link:** [**https://greeklife.crowdchange.dev/5823**](https://greeklife.crowdchange.dev/5823)

. **Online Raffle:** The idea of supporting a great cause while simultaneously having the chance to win a great prize can get supporters very excited about participating in an event. An online raffle where donors can purchase tickets remotely and then have their prize delivered to them at a later date is a great way to achieve that excitement without having a physical gathering of people. Please check your state laws regarding raffles prior to hosting any games of chance.

o   **Sample Link:** [**https://greeklife.crowdchange.dev/5825**](https://greeklife.crowdchange.dev/5825)

·        **Alumni Fundraising Challenge:** Create a team page for current collegiate members and alumni. Set a period of 1 week and challenge the alumni to outraise the current collegiate members.

·        **Virtual 5K -** Create a registration link and Google Form. Participants pay their registration and choose their own starting line (they can do the run on a treadmill, outdoors, on an indoor track, etc.). Runners race the distance specified, which in this case is 5K, and upload their finishing times through Google Form. Tally up the times and award the winners.

**Tips and Tricks for Fundraising**

We have also put together a list of tips, tricks and best practices to help you run a successful online fundraising campaign:

1. **Compile Thorough List of Past Donors:** Whether your fundraiser was run through CrowdChange in the past or not, tapping into your network of past donors is a great way to kickstart an online campaign. As these individuals have donated to this cause before, they will already have a connection to the campaign and are more likely to donate again. If you have run this campaign on CrowdChange in the past, you can download the Detailed Report from that fundraiser that will include every donor email address. Click into the past year’s fundraiser, click ‘Report’ in the top right corner of the page and click ‘Download (Excel)’ in the Detailed Report section.
2. **Scale Your Campaign With Personal Fundraising Pages**: If you haven’t done so already, toggle on ‘Enable personal fundraising pages’ in the settings of your fundraiser. Then, in your next chapter meeting, have as many members of your organization as you can go to the fundraiser, create a personal fundraising page and share that page with at least 5 people outside of campus. This will help to scale your event as the individuals in your personal network will want to help you reach your fundraising goal, and often are the ones who can make larger donation amounts. We’ve seen chapters across the continent crush their fundraising goal using this feature alone without ever even hosting an event (e.g. <https://theta.crowdchange.co/7382>).
3. **Encourage & Motivate Your Supporters:** While having members of your chapter create a personal page is important, it’s only half the battle. Celebrating fundraising success within a campaign will help keep supporters inspired and motivated to reach and hopefully surpass their fundraising goal. You can start small with something as simple as a personalized email to each supporter that receives their first donation, then build to something bigger like introducing prizes for supporters who raised a certain amount of money/bring in a specific number of donors. Celebrating small wins along is a great way to maintain involvement and motivate your chapter to reach your end fundraising goal.
4. **Gather Resources From the Charity Directly:** When communicating with current or potential donors, the content and messaging of each outreach is critical. To ensure your messaging is consistent with that of the organization you’re supporting, our recommendation is to reach out to the Charity directly, let them know you are running a fundraiser in support of their organization and ask if they have any tools or resources they would be willing to share with you. Posting personal stories/messages about how the charity has impacted the lives of others is a great way to motivate everyone in your chapter but also motivate their network of people to donate.
5. **Create A Promotional Video For Your Campaign:** A study conducted by Google found that video was the most influential form of online advertisement in driving donations. Chapters from Greek Life organizations across the continent raise money for some truly amazing causes, and each organization has a compelling story to tell. Creating a campaign video is a great way to help bring these stories to life and illustrate to your donors why raising money for these causes is so important to your chapter. Here are a few other ideas: <https://www.thinkwithgoogle.com/marketing-resources/driving-donations-digitally/>.
6. **Activate Alumni:** What better way to kickstart your chapter’s online campaign then by connecting with alumni from your organization that have run and/or donated to similar campaigns in the past. Similar to the members of your chapter, Alumni are a great resource to tap into that may already have motivation to support your cause. Reach out and ask if they would be willing to create a personal fundraising page to help you reach your fundraising goal. Even if they don’t create a page, they may be willing to send a link to the fundraiser out to their own personal network which will aid in expanding the reach of your fundraiser.

If you would like to learn more on how your chapter can run an online fundraiser, please follow these steps below:

1.      Book a call with Phil, the Vice President of CrowdChange, at this link here:<https://calendly.com/crowdchange/call>

2.      Go to **sdt.crowdchange.co** and click Start a Fundraiser. While filling out this information, you will be able to enable personal fundraising pages or enable team fundraising pages.