

# TAKE YOUR EVENT VIRTUAL

YOUR COMMUNITY EVENT CAN BE EQUALLY SUCCESSFUL WHEN YOU MAKE IT VIRTUAL.



SickKids **VS** Limits

## GO VIRTUAL. FOR REAL IMPACT.

Your passion and hard work have brought an event to life, making a big impact in the fight against childhood illness. For which you deserve a big thanks. Here's how to amplify your impact — by going virtual.

### MAKING THE VIRTUAL SWITCH

Some events translate naturally to virtual. For example: an outdoor bike ride can become an indoor spin cycle challenge. You know your event best. Use your creativity to create the virtual edition. Let these recent virtual switches inspire you.

#### THE VIRTUAL SWITCH: 3 SICKKIDS SUCCESS STORIES

##### RYERSON BUG PUSH

- Live Version:** Engineering Students push a VW bug around campus for 24 hrs, selling merch and accepting donations.
- Virtual Version:** The Student Society sponsored a social campaign. They donated \$1 for every Instagram “like” and “share”. Followers were encouraged to donate online, raising more than the live version.
- Why it works:** Leveraging social = broader engagement beyond live event attendees. Easy to support through sharing. Online donation makes bigger contributions easy.

##### BUM RUN

- Live Version:** 5K group run
- Virtual Version:** Virtual run, with online fundraising. Prizes go to top fundraisers. Registrants receive Race Day swag via mail.
- Why it works:** It's easy to flag participation via social. Supplied fundraising e-mails + prize incentives encourage fundraising. Mailed swag and animated .gifs from SickKids maintain Race Day momentum.

##### THE ALISON DE SILVA RED TIE AFFAIR

- Live Version:** Bi-annual Gala
- Virtual Version:** A social media movement: asking past supporters to share pictures of their favourite live gala moments, or wearing the event's signature colour: red.
- Why it works:** Encouraging past supporters to spread the word on social maintains engagement & keeps the event/cause top-of-mind for new supporters and donors.

## TAKING YOUR EVENT VIRTUAL: A CHECKLIST

- Update event name & event artwork to incorporate 'Virtual' or 'Online'
- Set-up regular virtual meetings with your committee (if applicable)
- Adjust/create new event day objectives for participants (if applicable)
- Update registration & donation process (switch to online if previously in-person)
- E-mail announcement
- Social media announcement

## CREATING ENGAGEMENT ONLINE

### BEFORE EVENT

- Prize giveaways for registration
- Achievement/milestone badges
- Incentives for fundraising

### EVENT DAY

- Maintain 'live event' magic by streaming on Facebook Live, Instagram Live, Zoom, etc.
- Encourage social sharing on event-day
  - repost content on your account
  - leverage SickKids animated .gifs & social handles

A SickKids advisor can be your virtual assistant in making the virtual version of your event a success. Please be in touch [community.events@sickkidsfoundation.com](mailto:community.events@sickkidsfoundation.com).