

MAKE YOUR VIRTUAL EVENT A REAL SUCCESS

A SUCCESSFUL COMMUNITY EVENT CAN BE MORE THAN A ONE-TIME, ONE-PLACE REAL-WORLD EXPERIENCE. THIS IS YOUR GUIDE TO VIRTUAL EVENT SUCCESS.



HOSTING A VIRTUAL FUNDRAISING EVENT

You've chosen to host your event in support of SickKids. We are more than grateful. And this document is the first way we show it: in it, you'll find actionable steps and ideas to get your virtual event up and running in the fight for children's health.

TAKING YOUR EVENT VIRTUAL: A CHECKLIST

- Decide what your virtual event will be (we share some ideas below)
- Register your event** with SickKids Foundation
- Set-up regular virtual meetings with your committee (if applicable)
- Create your fundraising page (A SickKids Advisor can help)
- Create social media account(s)
- Develop a communications plan for your intended audience
- Reach out and secure the people you need to make it happen (ie. Talent, speakers, corporate sponsors, virtual volunteers, etc.)
- Promote your event and encourage fundraising!

HARNESS THE POWER OF SOCIAL MEDIA

For any event, but especially a virtual one, social media is a vital tool. Use it to establish and market your event. Think of unique ways to develop a social following.

(Remember, images and video are worth a thousand words online.)

Use social media to keep yourself and contributors connected to the cause.

SickKids Foundation is a rich source of motivating material, so always tag us in your posts.



@SICKKIDSVS



@SICKKIDSFOUNDATION



@SICKKIDS



SICKKIDS FOUNDATION CHANNEL

WHAT'S YOUR EVENT IDEA?

SOME EXAMPLES TO INSPIRE YOUR THINKING:

PEER-TO-PEER (P2P) FUNDRAISING CAMPAIGN

Peer-to-peer fundraising is a seamless way to engage your community in online fundraising. Consider aligning your fundraising goal with an activity – such as a 5km run/walk, a 15km bike ride, an all day bake-a-thon, etc. Challenge your friends and family to participate and donate.

AUCTION

Bring the excitement of a live auction online. Key steps include:

1. Choose an online auction vendor
2. Solicit goods/services (this is where you put all your charm to work, working all your connections).
3. Set starting bid amounts
4. Spread the word on social, reminding everyone they're supporting SickKids!

VIRTUAL GALA

Glitz and glamour through shared screens, and shared purpose: raising funds for SickKids.

Rally your community, as you would for a live gala. Leverage the power of peer-to-peer fundraising. Create virtual table captains who will rally their networks to donate for a place at their table.

Consider streaming virtual ceremonies, entertainment, and/or speeches, on a specified date to maintain the magic of a live event.

SPEAKER SERIES

Know a star speaker? Connected to someone inspirational with thought-provoking insights they can share? Consider hosting a livestream speaker series, or one-time event.

Bring people together virtually and interactively to hear from experts in various fields, fundraising through an online donation from participants.

TALENT SHOW/OPEN-MIC NIGHT

Talent can be found everywhere! In the case of a virtual talent show, on our devices.

First, identify the stars or wannabe stars you know. Second, choose a day, or multiple days. Third, fundraise by requesting registration/donation in advance, using an event registration app/SickKids donation platform. Distribute virtual tickets via link. Then it's on with the show.

VIRTUAL TRIVIA NIGHT

Pick a theme, come up with questions, decide your streaming platform, and encourage online donations for entry. When people team up, competition gets fiercer. And the desire to win your prizes for winners/top fundraiser ups your impact. That's how a Virtual Trivia Night gets done!

This should get you started. A SickKids advisor can guide you in making your virtual event a success. Please be in touch: Community.Events@SickKidsFoundation.com