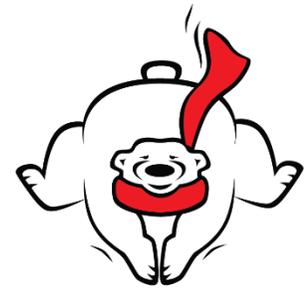


# FUNDRAISING IDEAS



We have put together some ideas for creative ways to bring people together – in-person or virtually – and raise funds while you're at it.

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## \* Peer-to-Peer Fundraising

*Online peer-to-peer fundraising is a simple and effective fundraising strategy – now more than ever.*

When you register for the event on Classy, an online fundraising page is automatically created for you. You will receive an email with a link to “Claim Your Fundraising Page.” You add a photo, update the fundraising goal, and/or edit the text to personalize your page. Check out [www.plungede.org](http://www.plungede.org) for more information about navigating the Classy website.

Sharing the link to your online fundraising page via email and/or social media can be one of the most effective ways to ask for donations. You may be surprised who will be compelled to donate to the cause you are supporting. Along with the link to your page, you can share photos from a previous Plunge, a story about why you Plunge, or details about your connection to the cause.

**Pro Tip:** Set up a fun challenge to encourage donations. Maybe you can agree to wear a crazy costume or even shave your head if you hit your fundraising goal.

## \* Game Night, Book Club, or Movie Night – Virtual or In-Person

*Bringing people together to socialize around an activity - in-person or virtually - is an ideal way to get others involved with the cause you are supporting.*

Connect and play with Pictionary, Trivia, Bingo, online board games, or a video-gaming tournament. If gaming isn't your thing, bring together a group of fellow reading enthusiasts for Book Club. Rather watch a movie? Organize a virtual movie night with an online platform called Netflix Party.

With a little creativity, each of these gatherings can be turned into a fundraiser. For a virtual event, suggest that guests donate the amount they would usually spend on the ticket, food or drinks if the meeting was in person; or simply ask participants to donate for entry into the activity.

## \* Class or Workshop – Virtual or In-Person

*Offer your (or someone else's) expertise to friends and family.*

Do you (or someone you know) have a skill to share with friends and family? How about cooking, yoga, meditation, exercise, knitting, a foreign language?

You can host a class in-person, or use a video platform such as Zoom, Google Hangouts, or Facebook or Instagram Live. Turn it into a fundraiser by asking attendees for a donation to join the workshop.

## \* Matching Donations

*You can double your impact by finding a business willing to match the donations you collect.*

Many companies will match charitable contributions made by their employees. See if your company (or mom or dad's company) has a matching funds program for non-profit organizations.

Or, you may be able to identify a local business who will commit to match your donations up to a certain dollar amount.