

In a social distancing environment, personalized emails and phone calls continue to be incredibly effective ways to connect with your supporters. As you fundraise, please be mindful of connecting with your networks and making appropriate asks during this time of social distancing. This toolkit will provide inspiration to bring your network together to maximize impact and support your fundraising efforts!

Connecting in a Virtual Environment

Zoom

A website and app used for group video calls. Holds up to 100 people for up to 40 minutes

Facetime

An app to host group video calls up to 32 people for unlimited time. Compatible for iOS device

Strava

An interactive fitness tracking activity app that can be linked to your social media platform

House Party App

A website and app used for hosting group calls for up to 8 people for unlimited time. Includes built in games such as Heads Up and Trivia

Virtual Fundraising Tips

- **Virtual Asks** Substitute your in person personal asks to at home video conferencing calls. Social Share the excitement on your social media pages like Instagram, Facebook, Twitter and LinkedIn to update your supporters on your fundraising efforts! Use the hashtag #WalkRunGH
- **Try Livestreaming** Livestreaming your activity is a great way to boost donations. Let people know when they can tune in, and talk to your audience to encourage donations in real time. This gives your friends and family the opportunity to get involved and maximize their impact while physical distancing.
- **Personalize your Fundraising Page** Add a photo and motivational story. Fundraisers who personalize their page are more successful with their fundraising efforts to reach their goal
- **Using your Online Tools** Use the email function from your Fundraising Centre and personalize templated emails to send out donation & "join my team" requests.
- **Recruit Team Members** Recruit team members from your family, friends and coworkers. Upload your contact lists and send team member requests through email and social media. Be sure to help coach and guide your team members to register.
- **Say Thank you** Don't forget to thank all of your wonderful supporters for their donations and thank anyone who helped organize and promote your virtual fundraiser. Tag them on social media, mail a handwritten hard, or drop off some baked goods on their porch!