



ONLINE FUNDRAISING

Fundraise from your own home with these online fundraisers.

One-day Email Flash Fundraiser

Choose a day that has special meaning to you and the cause you are fundraising for – the birthday of a loved one with kidney disease, the anniversary of receiving or giving a transplant, etc. On this day, send out a series of emails and social media posts sharing your story, explaining the importance of the day and why you're asking for support. Include pictures. Let everyone know how much you have raised and what your goal is. "Giving Tuesday" is a common example of this. It's a great way to get a spike in donations in a short period!

Donation Matching Drive

Find a company that will match all donations for an entire day. Make phone calls, send emails, and create social media posts explaining that every donation made on this day will be doubled, making twice the impact! E.g. "For every \$20 you donate today, \$40 will go back to the cause."

Sell Space on a T-shirt

Buy a blank white shirt to wear during Kidney March. Sell space on the shirt for names, companies or notes to be written on it. The bigger the donation, the bigger space on the shirt. Be sure to sell the fact that you will wear this during the event. Post updates of the shirt as people purchase space and show their names written on it. Remember, you can sell up to 3 shirts – wear one on each day of the March! Set a price for specific sizes and placements or leave it up to the donor.

Virtual Movie Night

Pick a date and time, sell virtual tickets (via e-transfer or donation directly to your Kidney March page), and use Netflix Party to host a virtual movie night. The movie plays and pauses in sync with everyone who is viewing. There is a chat room for everyone watching to talk throughout the movie! Add some fun by creating a theme, for example, Harry Potter Night. Watch Harry Potter movies and have everyone dress up. Send each other pictures of your costumes, fun snacks, etc. *Note: The Netflix Part feature is only available on Chrome browsers on desktop or laptop computers.*



Social Media Challenges

Create a calendar of fun but straightforward challenges for yourself to complete up until Kidney March. Such as, ice bath for 10 mins, shave your beard/mustache, get pie-ed in the face, walk around the community in a funny costume, etc.

Once you have decided on a series of challenges, create a purchase cost for each challenge. Share this via email or social media, explaining that you will complete each challenge that is purchased for a minimum of the listed price. People can "buy" a particular challenge for you to complete. During each purchased challenge, be sure to mention who it was purchased by. If more than one person wants to buy a challenge, create a bidding war or simply re-do the challenge at a different time.

Another option is to have one big challenge (e.g., shave have your head) that you will only complete if you receive a specific donation amount. For example, "I will shave my head if I reach \$500 in donations by the end of the week."

Out of challenge ideas? Turn it into a friendly dare fundraiser. Complete dares from others in return for a donation! The bigger the dare, the bigger the donation!

Virtual Talent Show or other Performance Show

Do your family and friends have special or unique talents? Host a virtual talent show on Facebook, Instagram or Skype! Sell virtual tickets for the talent show to your social media peers (they can e-transfer you the ticket cost or donate directly to your Kidney March page).

Facebook – Create a private group for everyone who purchased a virtual ticket to the show. You can "Go Live" in this Facebook group if all your performers are in your household, or performers can post videos of their performance in the private group for viewers to see. If you are going live on Facebook, make sure those who purchased tickets know the date and time of the Talent Show.

Instagram – Gather all talent show videos. Post the performance videos on your Instagram stories using the "story settings" feature, only allowing those who purchased a virtual ticket to see the videos.

Skype – Send out a Skype meeting invite to all those who purchased a virtual ticket. Have each performer do their performance one at a time via Skype video.

Use this idea for something more specific such as a magic show, dog-trick show, open mic-night or at-home concert for those who are talented singers or musicians.

*Optional: Use an external online platform like **Soapbox Engage** to host your virtual event or if you are planning to host multiple events. They have a "free trial" offer.*



NOTE: The following fundraisers require a license.

Alberta residents, contact us at KidneyMarch@kidney.ca to obtain a license.

If you live outside of Alberta, please check your provincial requirements.

Host an Online Raffle or 50/50 Draw

Have participants e-transfer money for their tickets. Add everyone's ticket stubs into a pot, and take a picture of their ticket stub with their name and ticket number, so they know it's been added. On the draw date, do the draw of the winning ticket on Facebook or Instagram Live so everyone can tune in and watch.

Prior to the draw date, make a digital poster of the raffle or 50/50 event, including pictures of the winning items. Share this digital poster via email and social media.

Calendar Draw

A variation of a raffle draw - choose one or two months of the year and sell calendar days instead of ticket numbers. People can choose a day to buy for a chosen price. For example, John bought April 2nd and May 10th for \$20. The date is the "ticket number" and gets added to the pot. On the raffle date or once the months you have chosen are full, draw to see who has the winning calendar date!

Online Auction:

Use a platform to post items, track bids and fundraise all online! Do you know any businesses that would donate an item for you to auction? Or create auction items, such as making various gift baskets.

*Tip: **32 Auctions** is a free online auction platform.*



NOTE: The following fundraisers require a license.

Alberta residents, contact us at KidneyMarch@kidney.ca to obtain a license.

If you live outside of Alberta, please check your provincial requirements.

Virtual Blackjack Tournament

Host a blackjack tournament from the comfort of your own home via Skype! Have the host/dealer face the camera with the table of cards and chips (best from a bird's-eye view of the table). Have everyone else log-in through Skype so they can view the table and each other's faces if you wish. Make DIY money chips and name cards with each player's name at a spot on the table. As the dealer, deal the cards and set everyone's bets for them based on how much they specify.

Set an entrance fee to the tournament and minimum bet amounts to generate more revenue. At the end of the game, have participants e-transfer you the appropriate amounts owed, and you e-transfer them any winnings. Recruit a "sponsor" for the tournament, to donate a starting amount for the "house" to use as a float.

DIY Roulette Spinning Wheel

Make a DIY spinner out of cardboard, a paper plate, or anything else you can think of!

Variation 1: Sell sections of the circle. The bigger the donation, the bigger the spot on the circle. Once all the sections are sold, spin to find the winner of a percentage of the pot. You could have up to three winners.

For example, 1st place gets 30% of the pot, 2nd place gets 20%, 3rd place gets 10%. The other 50% is the earnings towards your fundraising.

Variation 2: Put fun things on the spinner for people to win or lose. For example, win \$20, donate \$20, win a Pepsi, win a compliment, spin again, etc. Then sell spins on the wheel, such as 1 spin for \$5, 3 spins for \$10 or 5 spins for \$20. Get creative with it!



Sell Handmade Crafts

Make bracelets, canvas paintings, knitted items (macramé is all the rage right now!) or other creative handmade items to sell with the proceeds going to your fundraising. Make each item custom to order, for more meaning and incentive to purchase.

Online Yard Sale

Just in time for spring cleaning! Host a virtual yard sale with items you no longer want – clothing, art, books, collectibles, etc. Post pictures of the items and the asking price on your social media accounts. Bonus – ask friends to give you their unwanted items to add to the sale.

Chain of Kidneys

Ask your family and friends to purchase a paper kidney to be strung in your home or a public place. Supporters can write their name and a note on the kidney. Have bigger kidneys for larger donations.

Set up, personalize, and promote your online fundraising page – now more than ever!

Share the link to your fundraising page via email, Facebook, Twitter and Instagram so people can donate easily and quickly. Personalize your page to share your story and compel donors.

Note: To share a link on Instagram, put it in the "bio" section of your profile and direct people to "the link in bio" in your posts.

Remind your audience that what you're doing is a huge commitment!

Keep everyone updated on your training and fundraising progress, including pictures and reminding them to donate. Share why you are doing this, who you are doing it for and your connection to the cause. Always include the link to your personal page!

Be authentic. Tell your story. Use visuals. Build relationships.

Have a question?

**Contact the Kidney March team at
403.255.6139 or KidneyMarch@kidney.ca**