

YMCA

HINTS AND TIPS FOR VIRTUAL FUNDRAISING TO SUPPORT OUR URGENT APPEAL





Introduction

Thank you so much for thinking about fundraising for YMCA England and Wales at this time. Like so many in our society, our 175 year old charity faces an unexpected challenge in these unprecedented times. Whilst our fundraising is impacted by Coronavirus - particularly due to the need to temporarily close our 95 shops - the need for YMCA's work has never been greater.

We are working incredibly hard to ensure that we can continue to support our beneficiaries but the scale of this crisis is such that we urgently need your help. As a country, we are facing an historic crisis and YMCA has considerable experience in being there when times are tough. Our work during both the first and second World Wars, supporting troops on the frontlines and their families back home, is a testament to our commitment which still holds true to this day. YMCA has been in our communities for more than 175 years and with your support we fully intend to be here for another 175 years.

This national crisis requires an urgent collective response. We've seen government, business, charities, communities and individuals come together and YMCA is doing all it can with the help of our supporters and partners. By supporting us through fundraising, whatever you are able to do, you will be supporting our work when we need you most - and hopefully having some much needed light relief at the same time.

This document complements resources you can find at www.ymca.org.uk/get-involved/fundraise and includes particular hints and tips to help you fundraise from a safe social distance! We're all managing the challenges of this time differently so we hope the ideas here help you find a way to fundraise that's right for you.

Thank you again for your support - it is so appreciated.

Stay safe,
Team YMCA

Ways to fundraise whilst social distancing

Quiz: A quiz is a fun and easy way to bring a group together; tapping in to people's competitive nature to help you raise money for YMCA. People can play on their own in their homes or form teams who chat on another communication channel (e.g. through whatsapp) whilst tuning in to the questions. You could play quiz master, or why not ask everyone taking part to lead their own round?

Coffee morning/afternoon tea: Many of us are missing the opportunity to be sociable, so why not bring friends, family or colleagues together online for a cuppa and a natter? You might not be able to share your baking skills virtually but encourage everyone to bring their own cakes or biscuits to enjoy. You could prepare some discussion starters in advance to get the conversation flowing, along with the tea...

Active challenge: How are you making the most of your daily exercise? Can you reach a personal fitness goal over a week, fortnight or month to raise sponsorship? Whether it's walking, running, cycling, skipping or sit ups - set yourself a challenge and let the fact you're helping a good cause keep you motivated.

Mindful challenge: Perhaps you need a challenge that's more for the mind than the body... could you do a mammoth colouring-in challenge, or lead a daily meditation that people donate to join you for? Help raise funds whilst spreading the word about looking after your mental health at this time.

With the family: If you've got kids at home, how can you fundraise as a family? How about a group challenge for your daily walk? A den making competition with school friends? Or maybe being sponsored to appear "dressed by the kids" on all your video calls for the day?



Choosing your tech and making the most of your fundraising

Choosing your technology

- If there's a "getting together" element to your fundraising you'll need to use a video conference tool of some kind. You may already have one you're using or want to pick the one your invitees are most familiar with. If you're unsure here's a few possibilities to consider:
 - Zoom - widely adopted, but 40 min limit if you don't have a paid account
 - Google meet - added bonus that it loads in your browser so no downloads required
 - Facebook live, video stream - could be a good fit if lots of your invitees are already comfortable with facebook
- If there's anyone you're inviting who's unsure about the tech, why not have a little run through with them in advance?

Raising money online

- Everyone will be fairing differently at this time so we encourage "pay-what-you-can" for virtual events - some may even be more generous than the price you had in mind!
- However you are fundraising, setting up a justgiving page is the easiest way for you to get donations to us and keep track of your total:
 - Head to [justgiving.com/ymcaeng](https://www.justgiving.com/ymcaeng) to get your page set up
 - Make sure to fill in the event description so people are clear what they're donating to
 - Add a picture and tell people why you're raising money, for a personal connection
- Whenever someone donates be sure to thank them - posting your thank you on social media and tagging them in it can be a great encouragement for others as well!

Spreading the word

- Use your connections to reach out and make personal asks direct to key people you think will support
- Use your social media to spread the word to your wider network
- Contact us if you'd like help drafting a press-release to help you reach out to your local paper:
events@ymca.org.uk



YMCA ENGLAND & WALES
10-11 Charterhouse Square
London EC1M 6EH
Registered Company No: 73749
Charity No: 212810

